



CHARLESTON AREA ALLIANCE RETURN ON INVESTMENT

INVESTMENT OPPORTUNITIES

The Charleston Area Alliance offers a range of innovative programs through which our Investors can play a leading role in building a more vibrant community and prosperous economy – and make a sound investment in their own success.

These avenues for partnership enable Investors to showcase their commitment to our region through highly visible initiatives and events, and advance the Alliance's progress in attracting new jobs and investments to our region, helping local businesses accelerate profitability, launching visionary cultural enhancements and developing the talent and resources that sustain success – today and tomorrow.

These opportunities are offered to Alliance members who pledge a five-year investment in the specified amount *over and above their annual dues requirement and general contributions to economic and community development*. Certain contributions may be tax-deductible in whole or in part as business or charitable contributions.

Your support will be highlighted through an attractive partnership recognition program, including complimentary event tickets, speaker introduction opportunities, signage, publicity, etc., depending upon the event or activity and your level of participation. We would be pleased to explore these options with you.

Generation Charleston:

A group of more than 500 dynamic young professionals (and growing!), Generation Charleston works to attract and retain the best and brightest in our area. Through community service, professional development and social networking, Generation Charleston is engaging and empowering emerging leaders to advance our mission to build a more vibrant community and prosperous economy.

Exclusive/sole sponsor: \$30,000 (**RESERVED**)

Event and individual activity sponsorships are also available

Annual Celebration:

Our high-profile Annual Celebration brings hundreds and business and community leaders together to highlight the progress they are making to expand opportunity and improve our community.

Presenting/Title Sponsor: \$15,000 (**RESERVED**)

VIP Sponsor: 5,000

Celebration Sponsor: 2,500

Leadership Sponsor: 1,500

Leadership Kanawha Valley:

Leadership Kanawha Valley is a unique program that links tomorrow's leaders with today's decision-makers, and builds their understanding of the business, government and community service resources that abound in your region. Through LKV, the Alliance is forging new connections that provide a strong foundation for our future.

Presenting/Title Sponsor: \$15,000 (**RESERVED**)

Issues and Eggs Legislative Breakfast:

Presented by the Charleston Regional Chamber of Commerce, the Issues & Eggs breakfast opens each legislative session, bringing the business community face-to-face with legislators and government leaders, and is one of the highlights of the season.

Presenting/Title Sponsor:	\$15,000 (RESERVED)
VIP Sponsor:	5,000
Celebration Sponsor:	2,500
Leadership Sponsor:	1,500

Elevations Professional Women’s Network:

“Elevations” is a catalyst for enriching, empowering and elevating women to achieve success. Through bi-monthly luncheons featuring prominent speakers and other programs, Elevations provides an affirmative network that connects women with the resources, contacts and information that enhances their lives.

Presenting/Title Sponsor:	\$12,000 (RESERVED)
Individual event:	\$ 2,500
Annual “Women with Energy” co-sponsor:	\$ 1,500

Elevations Enrichment & Leadership Academy:

High level annual workshop featuring prominent speakers and informative panels that will provide attendees with the information and connection to help them, their businesses and their community achieve success

Summit/Title Sponsor:	\$5,000
Apex Sponsor:	\$2,500
Ascent Sponsor:	\$1,250
Table Sponsor:	\$ 750
Exhibit Sponsor:	\$ 500

SUCCESSstrategies:

SUCCESSstrategies is the Alliance’s premier professional development series, featuring experts and industry insiders who offer insight, expertise and practical tips on issues and trends that matter to business, our community and the future.

Title Sponsor:	\$10,000 (RESERVED)
Individual luncheon event co-sponsor:	\$ 1,500
Table Sponsor:	\$ 500 members/
	\$ 600 future members

Charleston Small Business Summit & Showcase:

The Small Business Summit & Showcase features an afternoon of cutting-edge workshops designed to help small business owners and their employees accelerate the success. The event is capped by an extensive expo and Business After Hours and provides a lively and upbeat venue for connecting with clients, colleagues and contacts.

Title Sponsor:	\$ 7,500 (RESERVED)
BAH Sponsor:	(RESERVED)
Program Presenter/Co-Sponsor:	\$ 2,500
Co-sponsor:	\$ 1,000
Expo Sponsor:	\$ 275 members/\$350 future members

Golf Outing:

Our popular golf scramble provides business leaders and decision makers a great opportunity to network and enjoy an exciting day of the links.

Title/Presenting Sponsor:	\$5,000 (RESERVED)
Tournament Sponsor:	\$2,500
Eagle Sponsor:	\$1,000
Hole sponsor:	\$ 400

Speed Networking with the Stars:

“Speed Networking with the Stars” features more than 100 of our region’s most influential people from the business, government, non-profit, arts, philanthropy and faith communities. This star-studded event connects young professionals and experienced executives alike with the people they need to know if they want to succeed.

Title Sponsor:	\$7,500 (RESERVED)
VIP Sponsor:	\$2,500
Power Broker:	\$1,250
Insider:	\$ 500

Drop Cloth Mural Project:

The drop cloth mural project harnesses the creativity of Kanawha County students who create colorful, oversized murals that are displayed on the City Services Building on Virginia Street between Dickinson and McFarland. Nearly

2.3 million cars pass this location each year (6,400/day). The logo of the title sponsor will be included on the 2010 murals and seen by those cars and their passengers, along with pedestrians, for a minimum of one year.

Exclusive Sponsor: \$10,000

ArtWalk:

Downtown Charleston comes alive the third Thursday of every month with ArtWalk, as gallery owners and downtown businesses open their shops and offer special entertainment and refreshments to hundreds of customers and guests. The event generates excitement about downtown and appreciation for our many cultural assets as well as supports arts-related businesses and artists.

Exclusive Sponsor: \$10,000 (10 events/year)
(event not held in January and February)

Patron Sponsor: \$2,000 (one event)

Other opportunities:

Expect the Best Business awards \$15,000

Think Tank Series \$ 10,000

We Love Our Community Awards Event \$ 7,500 **(RESERVED)**

Building naming opportunities:

Alliance large conference room \$50,000

Alliance reception area 50,000

Alliance central conference room 25,000

Alliance first floor small conference room 15,000

Third floor conference room 10,000

Other partnership opportunities:

Historic downtown Charleston coloring book

Community gardens

Golf outing hole sponsorship

In-kind donations