



FEB. 8, 2018

ANNUAL MEETING

Sponsorship Opportunities

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Prepared by:

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FIRST THANK YOU FOR CONSIDERING US!

The LABI Annual Meeting provides a great opportunity to get vital exposure for your organization among hundreds of business leaders and policy makers from around the state.

Your participation in our event is a great way of increasing your brand awareness, and reiterating your commitment to free enterprise. At our event you will be able to reinforce awareness among your target market.

Our goal is to increase your visibility through innovative marketing tactics. As in previous years our Annual Meeting will draw not only an enormous amount of the business community, but we expect a large number of legislators and other elected officials to be in attendance. In conjunction with the annual meeting, we are pleased to again host a reception for LABI members, legislators, and other elected officials on Wednesday, February 7, 2017, at the Old Governor's Mansion, located in downtown Baton Rouge. This event will give members an opportunity to visit with each other as well as elected officials on the eve of our annual meeting. The opportunities for brand awareness are ample.

We strongly believe these opportunities offered will prove beneficial and will improve your company's prestige. We would be honored to receive your sponsorship, please do not hesitate to reach out with questions.

Stephen Waguespack
President and CEO, LABI

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1 | MAKING YOU STAND OUT

IT'S WHAT WE ARE HERE FOR

With your contribution we will:



BE CREATIVE. WE MAKE THINGS SIMPLE



Each year we work to develop a program that is innovative in nature and user-friendly. With a captive audience you will have the perfect platform to reach an engaged and invested audience. We make it easy for you to reach them.



NEVER COMPROMISE ON QUALITY



At LABI we make sure your sponsorship dollars are providing the best quality materials for the event. Our event will enhance your image, positively shape audience attitudes, and heighten your visibility.



EXPAND YOUR NETWORK



With the LABI reception for members, legislators and other elected officials, paired with the Annual Meeting the following morning your opportunities for networking with potential clients or state officials is endless. A sponsorship would only boost this visibility and network.

2

SPONSORSHIP BREAKDOWN

THE OPPORTUNITIES EXPLAINED



01 WELCOME VIDEO

- Welcome video shown at beginning of keynote luncheon (LABI provides production)
- Recognition from podium during keynote luncheon
- Logo included in digital wall event signage
- Recognition from podium during morning program and on presentation screen
- Featured company logo on luncheon video screen
- Company logo printed in event program
- Branded item in 1,000 attendee tote bags (items provided by sponsor)
- Hyperlinked logo on LABI.org event info and registration pages
- Company listed in promotional event communication and LABI social media channels
- Registration for 10 attendees with reserved table at keynote luncheon
- Display space in exhibit hall

\$15,000



02 MORNING PROGRAM

- Recognition from podium during keynote luncheon
- Logo included in digital wall event signage
- Recognition from podium during morning program and on presentation screen
- Featured company logo on luncheon video screen
- Company logo printed in event program
- Branded item in 1,000 attendee tote bags (items provided by sponsor)
- Hyperlinked logo on LABI.org event info and registration pages
- Company listed in promotional event communication and LABI social media channels
- Registration for 10 attendees with reserved table at keynote luncheon
- Display space in exhibit hall

\$10,000



03 CHARGING STATION

- Recognition from podium during keynote luncheon
- Two branded charging stations positioned at each end of atrium
- Featured company logo on luncheon video screen
- Company logo printed in event program
- Branded item in 1,000 attendee tote bags (items provided by sponsor)
- Hyperlinked logo on LABI.org event info and registration pages
- Company listed in promotional event communication and LABI social media channels
- Registration for 10 attendees with reserved table at keynote luncheon
- Display space in exhibit hall

\$7,000



04 MEMBER & LEGISLATURE RECEPTION

Occurs Wednesday, February 7, 2018

- Recognition from podium during keynote luncheon
- Company logo on LABI Member and Legislative Reception signage
- Featured company logo on luncheon video screen
- Company logo printed in event program
- Branded item in 1,000 attendee tote bags (items provided by sponsor)
- Hyperlinked logo on LABI.org event info and registration pages
- Company listed in promotional event communication and LABI social media channels
- Registration for 10 attendees with reserved table at keynote luncheon
- Display space in exhibit hall

\$5,000



05 LANYARD

- Recognition from podium during keynote luncheon
- Featured company logo on 1,000 delegate lanyards
- Featured company logo on luncheon video screen
- Company logo printed in event program
- Branded item in 1,000 attendee tote bags (items provided by sponsor)
- Hyperlinked logo on LABI.org event info and registration pages
- Company listed in promotional event communication and LABI social media channels
- Registration for 10 attendees with reserved table at keynote luncheon
- Display space in exhibit hall

\$5,000



06 REFRESHMENT BREAK

- Recognition from podium during keynote luncheon
- Featured company logo on luncheon video screen
- Company logo printed in event program
- Branded item in 1,000 attendee tote bags (items provided by sponsor)
- Hyperlinked logo on LABI.org event info and registration pages
- Company listed in promotional event communication and LABI social media channels
- Registration for 10 attendees with reserved table at keynote luncheon
- Display space in exhibit hall

\$5,000



07 EVENT SPONSOR

- Recognition from podium during keynote luncheon
- Featured company logo on luncheon video screen
- Company logo printed in event program
- Branded item in 1,000 attendee tote bags (items provided by sponsor)
- Hyperlinked logo on LABI.org event info and registration pages
- Company listed in promotional event communication and LABI social media channels
- Registration for 10 attendees with reserved table at keynote luncheon
- Display space in exhibit hall

\$4,000



02 ATTENDEE TOTE BAG

SOLD

- Recognition from podium during keynote luncheon
- Company logo printed in event program
- Branded item in 1,000 attendee tote bags (items provided by sponsor)
- Registration for 10 attendees with reserved table at keynote luncheon

\$3,000



03 PROGRAM

- Recognition from podium during keynote luncheon
- Company logo printed in event program
- Registration for 10 attendees with reserved table at keynote luncheon

\$2,750

AND ...

IT'S DONE

So what next?

Once you have made your sponsorship evaluations to determine which option or options best fits your company, please contact Elena Lacour to further discuss sponsorship opportunities.

We look forward to this partnership.

CONTACT

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LABI | **Louisiana Association**
OF BUSINESS AND INDUSTRY



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