



ORLANDO  
ECONOMIC  
PARTNERSHIP



# 2022 STRATEGIC SPONSORSHIP OPPORTUNITIES

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ORLANDO  
ECONOMIC  
PARTNERSHIP





# SIGNATURE EVENTS

Contact [greg.mason@orlando.org](mailto:greg.mason@orlando.org) for sponsorship details.

## | BBQ ON THE BOULEVARD

Orlando's premier networking event, the BBQ on the Boulevard annually attracts more than 1,000 of the region's top business and community leaders for some of the region's best barbecue in the heart of downtown Orlando.

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors, business, community and government leaders

### SPONSORSHIP LEVELS

Presenting Sponsor | CLAIMED

Gold Sponsor | \$15,000

Silver Sponsor | \$7,500

## PRESENTED BY



## | ANNUAL DINNER

A celebration of transformation, leadership and vision in the region, the Annual Dinner attracts nearly 1,000 of the region's top business and elected leaders as well as the best, brightest and most involved members of the community. The evening champions Orlando's growth, successes and future trajectory. Each Annual Dinner also honors the winners of two prestigious awards: the James B. Greene Award, which honors a member of the community who has contributed to the region's growth, quality of life and economic well-being through community leadership, and the Schwartz Innovation Award, which recognizes a company that has successfully created, developed and implemented innovative products, ideas and processes that have contributed to the region's competitiveness and stimulates future advancements in Orlando.

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors, business, community and government leaders

### SPONSORSHIP LEVELS

Presenting Sponsor | \$30,000

Gold Sponsor | \$15,000

Silver Sponsor | \$7,500

## | EXECUTIVE LEADERSHIP MISSION

This invitation-only signature event provides Orlando's top business and community leaders a front row seat to transformational initiatives charting a course for broad-based prosperity™ throughout the Orlando region. We will examine business trends, policy issues, and strategies in innovation, technology and transportation to gain insight and best practices with comparable communities/city models. Participants receive high-level, behind-the-scenes tours, invaluable experiences and the opportunity to meet and hear from leading national experts and speakers.

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors, business, community and government leaders

### SPONSORSHIP LEVELS

Presenting Sponsor | \$30,000

Gold Sponsor | \$15,000

Silver Sponsor | \$7,500



# PUBLIC POLICY & ADVOCACY

Contact [greg.mason@orlando.org](mailto:greg.mason@orlando.org) for sponsorship details.

## ADVOCACY TRIP: WASHINGTON, D.C. FLY-IN

Annually, Orlando regional leaders travel to our nation's capital to advance the region's federal priorities while meeting with key members of Congress. The trip is centered on the Partnership's legislative agenda, with teams fanning out to meet with members of our Congressional Delegation and key committees impacting our agenda. Each team will deliver consistent messaging, working to advance the priorities of our region.

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors, business, community and government leaders

### SPONSORSHIP LEVELS

Presenting Sponsor | \$15,000

Gold Sponsor | \$7,500

Silver Sponsor | \$3,750

## ADVOCACY TRIP: TALLAHASSEE DRIVE-UP

In partnership with the Florida Chamber of Commerce, Orlando regional leaders annually drive up to Tallahassee with key members of the Central Florida Legislative Delegation to discuss the region's legislative priorities. The 2022 Drive-up is centered on a specific agenda with the group meeting with key members of legislative delegates and listening to speakers from the Executive Branch and Legislature.

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors, business, community and government leaders

### SPONSORSHIP LEVELS

Presenting Sponsor | CLAIMED

Gold Sponsor | \$7,500

Silver Sponsor | \$3,750

PRESENTED BY



## POLITICAL LEADERSHIP INSTITUTE (PLI)

The Central Florida Political Leadership Institute (PLI) is a program developed by business leaders in Central Florida and managed by the Partnership's Advocacy and Public Policy team. This unique, no-cost, nonpartisan, regional initiative is designed to prepare and strengthen the next generation of public leaders before they formally choose to run for an office or seek an appointment to a government board or commission. PLI's goal is to ensure the Orlando region has strong political leadership to champion our regional priorities at all levels of government.

### AUDIENCE

Orlando Economic Partnership Board, Public Policy Council, Partnership investors, community leaders and members-at-large

### SPONSORSHIP LEVELS

Presenting Sponsor | \$10,000

Gold Sponsor | \$5,000

Silver Sponsor | \$2,550



# COMMUNITY ENGAGEMENT

Contact [greg.mason@orlando.org](mailto:greg.mason@orlando.org) for sponsorship details.

## | INVESTOR UPDATE

A luncheon program designed to meet Partnership staff and build relationships with other investors while hearing more about community updates and engagement opportunities. Get insights from economic development and learn more about specific topics related to the mission of the Partnership and advancing Broad-based Prosperity™ for the region. Estimated attendance 150+.

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors and guests

### SPONSORSHIP LEVELS

Presenting Sponsor | CLAIMED

Gold Sponsor | \$7,500

Silver Sponsor | \$3,750

PRESENTED BY The Fiserv logo, consisting of the word "fiserv." in a lowercase, sans-serif font.

## | BEYOND THE BOARD ROOM

Join top business leaders for an in-person, VIP behind-the-scenes tour of one of our area's world-class facilities that sets Orlando apart from other regions. Business leaders will have the opportunity to network in a fun and informal setting and participate in meaningful conversations about new ideas and opportunities in our community. There are at least 10 experiences per year with limited capacity for each.

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors

### SPONSORSHIP LEVELS

Presenting Sponsor | \$15,000

Gold Sponsor | \$7,500

Silver Sponsor | \$3,750

## | CEO LUNCHEON

These invitation-only, informal luncheons are designed to give business executives the opportunity to build upon long-standing relationships with key business leaders while participating in meaningful conversations. There are 9 CEO Luncheons scheduled per year.

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors

### SPONSORSHIP LEVELS

Presenting Sponsor | CLAIMED

PRESENTED BY The Truist logo, featuring the word "TRUIST" in a bold, uppercase, sans-serif font next to a square icon containing a stylized "H" shape.



# COMMUNITY ENGAGEMENT

Contact [greg.mason@orlando.org](mailto:greg.mason@orlando.org) for sponsorship details.

## ALL WOMEN EMPOWERED (AWE)

All Women Empowered (AWE) works to unify our community resources into a strategically coordinated campaign to propel women forward. The purpose of AWE is to engage, inform and inspire women across the Orlando region while providing a truly collaborative community. Driven by women and men representing private, public, and nonprofit organizations, AWE works to coordinate the resources available to women in the Central Florida region, amplify the stories of women-owned businesses and women entrepreneurs in the region and equip women of our region to build the future they envision for themselves.

### AUDIENCE

Orlando Economic Partnership Board, AWE Committee, Partnership investors, community and government leaders, regional business community

### SPONSORSHIP LEVELS

Presenting Sponsor | CLAIMED

Gold Sponsor | \$10,000

Silver Sponsor | \$5,000

PRESENTED BY



## AWE IMPACT FORUM

This signature event unifies our community resources into a strategically coordinated event to accelerate awareness and propel women forward. It fosters partnerships and collaboration among women in business and provides networking opportunities to strengthen meaningful relationships.

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors, women-owned businesses, regional business community

### SPONSORSHIP LEVELS

Presenting Sponsor | \$20,000

Gold Sponsor | \$10,000

Silver Sponsor | \$5,000

## BUSINESS INSIDER NEWSLETTER

The Partnership's weekly newsletter provides relevant news and resources to the region's business community, as well as news on Partnership investors. It is distributed to over 4,000 subscribers.

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors, regional business community

### SPONSORSHIP LEVELS

Presenting Sponsor | \$10,000 annual commitment or two (2) \$5,000 semi-annual commitments



# COMMUNITY ENGAGEMENT

Contact [greg.mason@orlando.org](mailto:greg.mason@orlando.org) for sponsorship details.

## BOARD OF DIRECTORS MEETING RECEPTIONS

These quarterly, high-profile receptions provide a forum for senior executives to connect with members of the [Orlando Economic Partnership Board](#), peers, distinguished leaders, elected officials and special guests in an invitation-only setting. Board reception attendance is generally between 125 and 150 of Central Florida's business leaders and are held in a variety of locations throughout the region.

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors, community and government leaders

### SPONSORSHIP LEVELS

Presenting Sponsor | \$20,000

Gold Sponsor | \$10,000

Silver Sponsor | \$5,000



# DIVERSITY, EQUITY & INCLUSION (DEI)

Contact [greg.mason@orlando.org](mailto:greg.mason@orlando.org) for sponsorship details.

## DEI CRITICAL CONVERSATIONS BREAKFASTS

In effort to continue ongoing conversations with CEOs and executive leaders to collectively address issues of social injustice, racism and biases in our communities and organizations, this event is designed to enable leaders to engage and openly share in meaningful conversation on topics that impact our business community. Made possible through the support of Florida Blue and hosted by the Orlando Economic Partnership, this event demonstrates a spirit of collaboration and commitment to take action to achieve regional diversity, equity and inclusion goals, providing an opportunity to learn, share experience and best practices, and discuss new ideas and opportunities.

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors, business owners and executives, companies who signed the DEI pledge

### SPONSORSHIP LEVELS

Presenting Sponsor | CLAIMED

Gold Sponsor | \$5,000

Silver Sponsor | \$2,500

PRESENTED BY



## SMALL BUSINESS / NONPROFIT OPPORTUNITY SPONSORSHIP

Sponsor a minority and/or women-owned or a nonprofit business at the Small Business investment level for one year allowing it to experience the cutting-edge membership benefits of the Orlando Economic Partnership.

### FEATURES

Community spotlight profile for sponsor as "Small Business Supporter"

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors, small and medium-sized businesses, nonprofits, business owners and executives

### SPONSORSHIP LEVELS

(1) Small Bus or Nonprofit Sponsored | \$5,000

(2) Small Bus or Nonprofit Sponsored | \$9,000

(3) Small Bus or Nonprofit Sponsored | \$13,000

(4) Small Bus or Nonprofit Sponsored | \$17,000





# DIVERSITY, EQUITY & INCLUSION (DEI)

Contact [greg.mason@orlando.org](mailto:greg.mason@orlando.org) for sponsorship details.

## JUAN & YOLANDA LONDOÑO LEADERSHIP ORLANDO SCHOLARSHIP

This scholarship offers tuition assistance to Leadership Orlando applicants who have been traditionally underrepresented in the business community to include minority leaders.

One full scholarship for each Leadership Orlando class at the investor or member rate of \$3,500 (valued at \$4,500 total) will be offered to minority leaders who cannot otherwise afford the tuition. The scholarship is based on statement of need and amount of funds available and must be requested at the time of the application.

Each request will be reviewed independently, receiving a confidential, thorough and fair assessment. All requests and distribution of funds will remain confidential, unless otherwise noted.

Leaders from the following sectors are eligible for this program scholarship: Public Service, Education (K-12), Higher Education College/University, State or Local Government, 501c3 Nonprofit Organization, NGO or INGO, Foundation, Individual/Self-Employed, Small Business.

### SPONSORSHIPS

\$3,500



# SPONSORSHIP BENEFITS

Contact [greg.mason@orlando.org](mailto:greg.mason@orlando.org) for sponsorship details.

BENEFITS	PRESENTING	GOLD	SILVER
Company name included in event or program name as presenting sponsor	✓		
Opportunity for speaking role, such as welcome, speaker welcome, introductions, or closing remarks	✓		
Opportunity to showcase company during program or other branding opportunities (center pieces, napkins, QR codes, company video if applicable, etc.)	✓		
Seat at the head table (s) for the company's top executive	✓	✓	Name
Recognition in pre-event marketing materials, emails blasts and event web page	Logo and Link	Logo and Link	Name
Company mentioned in pre-event blogs, social media, and press releases (if applicable)	✓	✓	✓
Company mentioned in post-event social media and blogs	✓	✓	✓
First right of sponsorship renewal for the following year	✓	✓	✓
Company guests invited to VIP reception (if applicable)	✓	✓	✓
Recognition and logo in day-of event materials	Logo	Logo	Name
Priority tables or tickets to event or program (if applicable)	2 Tables or 16 Tickets (if applicable)	1 Table or 8 Tickets (if applicable)	4 Tickets (if applicable)

NOTE: Additional sponsorship benefits may be available