



CHARLESTON AREA ALLIANCE RETURN ON INVESTMENT

INVESTMENT OPPORTUNITIES 2009-2011

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
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:	\$10,000 (RESERVED)
Individual event:	2,500

Food for Thought:

Food for Thought is an informative luncheon 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.

Presenting/Exclusive Sponsor:	\$10,000 (minimum 10 events/year)
Individual event:	\$ 1,500

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



Speed Networking with the Stars:

“Speed Networking with the Stars” will feature 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 will connect young professionals and experienced executives alike with the people they need to know if they want to succeed.

Title Sponsor:	\$5,000 (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
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HallowEast:

Presented by our East End Main Street program, HallowEast is a new four-day October celebration (think FestivALL with fangs) featuring seasonal arts, entertainment and activities for people of all ages. The title sponsor will have a ground-floor opportunity to partner with the creation and presentation of this exciting new addition to Charleston’s entertainment calendar.

Title Sponsor:	\$ 5,000
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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: (event not held in January and February)	\$10,000 (10 events/year)
Patron Sponsor:	\$2,000 (one event)

Expect the Best Business awards	\$10,000
Think Tank Series	10,000
Charleston Business Showcase	7,500
We Love Our Community Awards Event	7,500
East End Garden Showcase	10,000 (RESERVED)
Eco East End Initiative	5,000 (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 (RESERVED)
Third floor conference room	10,000



Other partnership opportunities:

EEMS business guide
Historic downtown Charleston coloring book
Community gardens
Golf Outing hole sponsorship
Veteran's business conference
In-kind donations