



CONNECT
WITH KENTUCKY'S
BEST EMPLOYERS



presented by  **CHI Saint Joseph
Health**

Reception & Awards Dinner
June 13, 2024 | Central Bank Center | Lexington



Sponsorship & Advertising Opportunities



Best Places to Work in Kentucky

Event Overview

We invite you to join companies across the state to celebrate excellence in the workplace. As a sponsor, you will create new sales opportunities, generate leads and position your organization as a supporter of the only award in Kentucky that recognizes the places where people love to come to work.

The Kentucky Chamber of Commerce and the Kentucky Society for Human Resource Management (KYSHRM) developed the Best Places to Work in Kentucky initiative to identify and recognize Kentucky businesses that represent the ideal workplace environment through dedication and creativity. Those companies selected as winners will be recognized during an awards dinner.

We start at the bottom of the list and work our way up to number one in the small, medium and large categories. The prestigious awards program has experienced incredible growth and has emerged as the standard for workplace achievement.

Program Timeline

September - December 2023*

Promotion and awareness campaign

December 8, 2023*

Registration deadline

March 2024*

Statewide news release of unranked winners

June 13, 2024*

Awards dinner, winner rankings announced, statewide release of *Best Places to Work in Kentucky Magazine*

**all dates are tentative and subject to change*

Winners

Winning companies participate in a comprehensive survey process and are then ranked according to those results. The list consists of three categories: small companies of 15-149 employees, medium companies of 150-499 employees and large companies consisting of more than 500 employees. Categories based on number of U.S. employees, with only Kentucky employees surveyed.



Why Sponsor? *Click below to find out.*



- Exposure to over 1,600 attendees including managers, directors, C-level executives and other decision makers. When companies attend the awards dinner, their management is always there to celebrate their success.
- Increased yearly growth in participation and attendance means additional sponsorship visibility. This event receives year-long, statewide recognition with an impressive awareness campaign.
- Unlimited networking opportunities at the dinner reception.
- Support of the Best Places to Work in Kentucky program. Sponsors are a mixed group of companies, from those who have made it on the winners list to companies who have never applied for the award. Regardless of your involvement, all sponsors have a vested interest in supporting this initiative.
- Opportunity to exhibit and showcase products and services during the reception.
- Generate leads and increase sales!

Sponsor Timeline

Upon commitment to sponsor

- Best Places to Work in Kentucky sponsor logo provided
- Logo and link on website

After winners are announced and notified in February

- Electronic mailing list of winners

Awards dinner

- Reception with attendees and exhibiting sponsors
- Awards dinner and announcement of rankings
- *Best Places to Work in Kentucky Magazine* distributed to

Following awards dinner

- *Best Places to Work in Kentucky Magazine* hits business mailboxes across the state
- Electronic database of dinner attendees

Attendee Profile

- Kentucky Chamber of Commerce key investors
- Business owners
- Corporate executives and representatives
- Human resource professionals
- Sales and marketing professionals

Best Places to Work in Kentucky



Magazine

Every year we produce the Best Places to Work in Kentucky Magazine to coincide with the awards dinner in June. It is distributed statewide to all attendees and nearly 75,000 readers. This four-color publication includes a brief write-up on all winners and features timely HR-related articles and advertisements. Sponsors receive recognition in the magazine and complimentary ad space. It reaches human resource professionals and decision makers at large corporations and small businesses throughout the Commonwealth.

Topics include

- Overall employee engagement/satisfaction
- Pay and benefits
- Leadership and planning
- Relationship with supervisor
- Corporate culture and communications
- Role satisfaction
- Training and development
- Work environment

Advertising Upgrade Rates for Sponsors

All sponsors receive an advertisement as part of their sponsorship. Platinum, gold, silver and bronze level sponsors can upgrade their ad for an additional cost.

CURRENT AD		SPONSOR UPGRADE	
Size	Retail Rate	Size	Rate
Full Page	\$3,500	Inside Front or Back Cover	Please contact for special pricing
Half Page	\$2,400	Full Page	\$1,100 additional
Quarter Page	\$1,500	Half Page	\$900 additional
Eighth Page	\$900	Quarter Page	\$600 additional



Sponsorships

Presenting Sponsorship: \$25,000

(EXCLUSIVE opportunities) SOLD CHI Saint Joseph Health

PRE-EVENT

- Exclusive listing as the presenting sponsor in all event collateral and event branding
- Recognition on all press releases and program promotions
- Opportunity to co-sign congratulatory email confirmations to winners
- Company logo (only one logo per sponsorship permitted) and web link on bestplacetoworkky.com
- Complete database of the BPWK winners
- Use of the prominent BPWK sponsor logo (electronic)
- Logo included on all pre-event email campaigns
- Tag on social media

EVENT

- Recognition from podium
- Opportunity to speak (3 min. max)
- Premium exhibit space (8' x 10'—skirted table/two chairs)
- Opportunity to place item in seats (you provide/1,300 est)
- Preferred seating at dinner for 16 (2 tables of 8)
- Complimentary red and white wine + 16 complimentary drink tickets
- Logo (only one logo per sponsorship permitted) on lanyard, name badge, large screens, banners, dinner card and digital green screen backdrop which appears in all winner photos

MAGAZINE

- Logo (only one logo per sponsorship permitted) on BPWK Magazine cover and sponsor ad (75,000 distributed)
- Back cover ad in BPWK Magazine (\$6,000 value)

POST EVENT

- Complete database of the BPWK dinner attendees
- Company logo (only one logo per sponsorship permitted) and web link on bestplacetoworkky.com
- First right of refusal for 2025 presenting sponsorship

Register
ONLINE

CLICK HERE



BRANDING

HIGH IMPACT

ACCESS

ADVERTISING



Commit early to fully take advantage of benefits



Sponsorships

Platinum Sponsorship \$10,000

Two EXCLUSIVE opportunities

Celebration Sponsor

This sponsorship includes your logo (only one logo per sponsorship permitted) on the event hand clapper and pen. If you've attended before, you know the awards presentation is filled with spirit, celebration and lots of clapping! And dinner attendees use the branded pen to keep track of the winner rankings on the countdown card.

Reception Sponsor

The one and a half hour reception affords ample opportunity for making connections with fellow professionals. Your logo (only one logo per sponsorship permitted) is featured above the bars and on napkins, drink tickets and cocktail table signage. In addition, we'll create a signature cocktail or mocktail just for you that will be available at the reception.



Register
ONLINE

CLICK HERE



BRANDING

HIGH IMPACT

ACCESS

ADVERTISING

ALL PLATINUM SPONSORS RECEIVE THE FOLLOWING BENEFITS:

PRE-EVENT

- Listing as a platinum sponsor in all event collateral
- Company logo (only one logo per sponsorship permitted) and web link on bestplacestoworkky.com and on all pre-event email campaigns
- Complete database of the BPWK winners
- Use of the prominent BPWK sponsor logo (electronic)
- Tag on social media

EVENT

- Preferred exhibit space (8' x 10'-skirted table/two chairs)
- Preferred seating at dinner for 8
- Complimentary red and white wine + 8 complimentary drink tickets
- Logo (only one logo per sponsorship permitted) on large screens, banners & dinner card

MAGAZINE

- Full page in BPWK Magazine (\$3,500 value). Upgrade to an inside front or back cover – *please contact for special pricing.*
- Logo (only one logo per sponsorship permitted) included in sponsor ad (75,000 distributed)

POST-EVENT

- Complete database of the BPWK dinner attendees
- Company logo (only one logo per sponsorship permitted) and web link on bestplacestoworkky.com
- First right of refusal for 2025 platinum sponsorship

Commit early to fully take advantage of benefits



Sponsorships

Gold Sponsorship \$7,500

Six opportunities

PRE-EVENT

- Listing as a gold sponsor in all event collateral
- Company logo (only one logo per sponsorship permitted) and web link on bestplacestoworkky.com and on all pre-event email campaigns
- Complete database of the BPWK winners
- Use of the prominent BPWK sponsor logo (electronic)
- Tag on social media

EVENT

- Preferred exhibit space (8' x 10'-skirted table/two chairs)
- Preferred seating at dinner for 8
- Complimentary red and white wine + 8 complimentary drink tickets
- Logo (only one logo per sponsorship permitted) on large screens, banners & dinner card

MAGAZINE

- Half page ad in BPWK Magazine (\$2,400 value). Upgrade to larger ad for an additional \$1,100.
- Logo (only one logo per sponsorship permitted) included in sponsor ad (75,000 distributed)

POST-EVENT

- Complete database of the BPWK dinner attendees
- Company logo (only one logo per sponsorship permitted) and web link on bestplacestoworkky.com
- First right of refusal for 2025 gold sponsorship

Register
ONLINE

CLICK HERE



BRANDING

HIGH IMPACT

ACCESS

ADVERTISING



Commit early to fully take advantage of benefits



Sponsorships

Silver Sponsorship \$5,000

Eight opportunities **FIVE REMAIN**

PRE-EVENT

- Listing as silver sponsor in all event collateral
- Company logo (only one logo per sponsorship permitted) and web link on bestplacetoworkky.com and on all pre-event email campaigns
- Complete database of the BPWK winners
- Use of the prominent BPWK sponsor logo (electronic)
- Tag on social media

EVENT

- Exhibit space (8' x 10'—skirted table/two chairs)
- Preferred seating at dinner for 8
- Complimentary red and white wine + 8 complimentary drink tickets
- Logo (only one logo per sponsorship permitted) on large screens, banners & dinner card

MAGAZINE

- Quarter page ad in BPWK Magazine (\$1,500 value). Upgrade to larger ad for an additional \$900.
- Logo (only one logo per sponsorship permitted) included in sponsor ad (75,000 distributed)

POST-EVENT

- Complete database of the BPWK dinner attendees
- Company logo (only one logo per sponsorship permitted) and web link on bestplacetoworkky.com
- First right of refusal for 2025 silver sponsorship

Register
ONLINE

CLICK HERE



BRANDING

HIGH IMPACT

ACCESS

ADVERTISING

Bronze Sponsorship \$3,500

Eighteen opportunities **THIRTEEN REMAIN**

PRE-EVENT

- Listing as bronze sponsor in all event collateral
- Company logo (only one logo per sponsorship permitted) and web link on bestplacetoworkky.com
- **Mailing list** of the BPWK winners – includes phone number
- Use of the prominent BPWK sponsor logo (electronic)

EVENT

- Exhibit space (8' x 10'—skirted table/two chairs)
- Seating at dinner for 8
- Complimentary red and white wine + 8 complimentary drink tickets
- Logo (only one logo per sponsorship permitted) on large screens and dinner card

MAGAZINE

- Eighth page ad in BPWK Magazine (\$900 value). Upgrade to larger ad for an additional \$600.
- Logo (only one logo per sponsorship permitted) included in sponsor ad (75,000 distributed)

POST-EVENT

- **Complete lists** of the BPWK:
 - dinner attendees (list 1)
 - winners (list 2)
- Company logo (only one logo per sponsorship permitted) and web link on bestplacetoworkky.com
- First right of refusal for 2025 bronze sponsorship

Commit early to fully take advantage of benefits



Sponsor and Exhibitor Registration

Contact Information

Company Name _____
Address _____
City _____
State/Zip _____

Sponsorship Contact

Name/Title _____
Phone _____
Email _____
Signature (required) _____

Sponsorship Level *choose one*

- ☒ ~~Presenting - \$25,000 (exclusive)~~ **SOLD**
☐ Platinum - \$10,000 (2 available)
 ☐ Celebration Sponsor
 ☐ Reception Sponsor
☐ Gold - \$7,500 (6 available)
☐ Silver - \$5,000 (5 remain available)
☐ Bronze - \$3,500 (13 remain available)

All sponsorships
are subject to
availability.

Magazine Advertising

Sponsors can upgrade their ad to a bigger size & receive discounted advertising rates! Simply deduct sponsor level ad rate from new larger ad rate.

Yes, upgrade my ad to a:

- ☐ Full Page \$ _____
☐ Half Page \$ _____
☐ Quarter Page \$ _____

How to Register

Phone Andrea Flanders, Director, Sponsorship Relations
502-848-8786

Email aflanders@kychamber.com

Mail Kentucky Chamber of Commerce
464 Chenault Rd., Frankfort, KY 40601

Register
ONLINE

CLICK HERE



Payment

TOTAL _____
☐ Check enclosed (payable: Kentucky Chamber of Commerce)
☐ Bill my company (PO# _____)
☐ Charge to: OVisa OMC OAMEX
Account # _____
Name on Card _____
Security Code _____
Exp. Date _____
Signature _____

