



ANNUAL MEETING 2019

The Charlotte Regional Business Alliance's Annual Meeting is the region's largest business networking event. Each year, over 1,800 members of the business community come together in a setting that spotlights the Alliance's efforts to connect, innovate and grow opportunity for all who do business in the Charlotte region. The event begins with a formal program which celebrates the year's accomplishments, honors the newest Citizen of the Carolinas recipient and sets the stage for the progress ahead. Following the program, guests mix and mingle in a cocktail party atmosphere with plenty of new faces and old friends inspiring a dialogue that can carry us all forward.

CITIZEN OF THE CAROLINAS RECEPTION:

Immediately preceding the Charlotte Regional Business Alliance's Annual Meeting is the Citizen of the Carolinas Reception. Before joining the region's largest business networking event, you will have the exclusive opportunity to mingle with top sponsors and special guests. This reception allows for an enhanced level of engagement with select members of the business community.



EVENT LEADERSHIP

2019 Chair | Jesse Cureton | EVP and Chief Consumer Officer | Novant Health
2019 1st Vice Chair | Jennifer Weber | Chief Human Resources Officer | Lowe's Companies, Inc.



PREVIOUS CITIZEN OF THE CAROLINAS AWARD RECIPIENTS

Erskine Bowles	Leon and Sandra Levine	Rick Hendrick
Mac Everett	Ben Bernanke	Reverend Billy Graham
Dan DiMicco	Dean Smith	Johnny Harris
Julius Chambers	Marian Wright Edelman	Nikki Haley
Harvey Gantt	Hugh McColl	

STRATEGIC MARKETING OPPORTUNITIES:

CONNECT.

- Network with 1800+ industry peers
- Meet key decision makers

INNOVATE.

- Mobile app technology takes your brand into the hands of every attendee

GROW.

- Hear inspiring thought leadership from *your* industry leaders
- Broaden brand visibility & create unique impressions



SPONSORSHIP BENEFITS						
	PRESENTING EXCLUSIVE	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTING
Complimentary admissions to event	14	12	10	6	6	4
Pre-event marketing exposure	●	●	●	●	●	●
Digital webpage recognition	Logo	Logo	Logo	Name	Name	Name
Program recognition	Logo	Logo	Logo	Name	Name	Name
On-screen recognition	Logo	Logo	Logo	Name	Name	Name
Opportunity to provide promotional items at post-event networking reception	●	●	●			
Exclusive invitation to attend the Citizen of the Carolinas VIP reception held prior to event at event venue	14	12	10	6		
Verbal recognition of sponsor level at event	●	●	●			
Complimentary valet parking for your guests	●	●	●			

INVESTMENT: \$25,000 \$15,000 \$10,000 \$7,500 \$5,000 \$2,500



ADD-ONS

MAIN BAR (EXCLUSIVE) \$15,000

Imagine your company as the centerpiece of the evening. Logo displayed prominently wrapping hottest destination of the event.

FULL PAGE PROGRAM AD \$3,000

Celebrate excellence, welcome a new company exec or boast your brand in a full page 8.5" x 5.5" color ad that goes into the hands of each attendee.

CITIZEN OF THE CAROLINAS

*Citizen of the Carolinas VIP reception happens one hour prior to the main event.
A ticket for each is required.*

CITIZEN OF THE CAROLINAS AWARD (EXCLUSIVE) **SOLD OUT** \$15,000

- 8 Annual Meeting tickets
- 8 Valet parking tickets
- Full page ad in the program
- 8 Citizen of the Carolinas Reception tickets
- Opportunity to present award to winner

CITIZEN OF THE CAROLINAS VIP RECEPTION SPONSOR \$15,000

Limited to two (2) industry exclusive sponsors

- 12 Annual Meeting tickets
 - 12 Valet parking tickets
 - 12 Citizen of the Carolinas Reception tickets
 - Opportunity to address reception attendees
- SOLD OUT**

CITIZEN OF THE CAROLINAS CIRCLE \$500 PER PERSON (Limit 100)

- One Admission ticket to the Citizen of the Carolinas VIP Reception
- One Sponsor-level ticket to Annual Meeting
- Company or individual name recognition on signage during the event
- Company or individual name recognition in Annual Meeting program as "Citizen of the Carolinas Circle"

The reception of 300 guests takes place at the NASCAR Hall of Fame, Crown Ballroom
one hour prior to Annual Meeting.