

WHERE DO YOU BELONG?

Your Guide to Alliance Membership



Help your business

GROW

Show up and

ENGAGE

Influence and

LEAD

\$10,000	CHAIRMAN'S CIRCLE
\$5,250	EXECUTIVE CIRCLE
\$2,625	PRESIDENT'S CIRCLE
*\$1,592	INVESTOR BENCHMARK
\$950	ALLIANCE PARTNER
\$430	BUSINESS BUILDER



“When you join the Alliance, you’re joining the region’s oldest and largest business association - where your business is always our focus”

MEGAN LUCAS

CEO & Chief Economic Development Officer

**The Investor Benchmark represents the amount the Alliance puts in to support each member, regardless of their membership level.*

STRENGTHEN OUR REGIONAL ECONOMY

CHAIRMAN'S CIRCLE **\$10,000** ANNUALLY

You deserve recognition for making our region a prosperous place. As a community benefactor, we know you want to help the region attract and retain talent, build a robust workforce, and drive a growing economy,

POSITIONING IN OUR REGION

- Gift a membership to the charity or minority-owned startup of your choice (\$430 Value) includes public presentation **EXCLUSIVE**
- Reserved seat at Chairman's Luncheon held twice a year **EXCLUSIVE**
- Scholarship for an under-represented minority to go through Leadership Lynchburg (\$700 Value) **EXCLUSIVE**

SERVICES

- LynchburgRegion.org annual sponsor (\$4,000 Value) includes permanent rotating logo on our home page and company profile
- Choose Golf Team for tournament (\$500 Value)
- Unlimited regional branches or up to five additional businesses (\$4,000 Value)



"We believe we are stronger together. By sharing the strengths each business has developed over time, we can build a strong and lasting partnership."

BRIAN & VICKIE RUNK
Runk & Pratt Senior Living Communities

PLUS ALL OF THE SERVICES AND BENEFITS OF EXECUTIVE CIRCLE, PRESIDENT'S CIRCLE, ALLIANCE PARTNER, AND BUSINESS BUILDER

REPRESENTING YOUR BUSINESS IN GOVERNMENT

EXECUTIVE CIRCLE **\$5,250** ANNUALLY

As a leader, you care about developing relationships with other business and civic leaders in order to grow your business. The problem is it's hard to know where to plug in, which can make you feel like you don't have a voice or like you're being left behind. We believe you shouldn't have to search for ways to make your community a better place. It all starts with showing up.

ACCESS

- Reserved seat in the twice annual Executive Circle Lunch **EXCLUSIVE**
- Admission for two to our four annual summits (\$500 Value)
- Reserved table at our Annual Meeting held in February (\$600 Value)
- LynchburgRegion.org Ad Sponsor, six months (\$2,000 Value)

SERVICES

- Additional business entities in your portfolio, up to three (\$1,500 Value)
- Unlimited regional branches and locations for all member-businesses
- Personal membership concierge and a customized membership plan
- One yearly use of our Centra Conference Center



"Together, we can be an advocate for positive change in our community."

ASA KEIMIG
Delta Star, Inc.

PLUS ALL OF THE SERVICES AND BENEFITS OF PRESIDENT'S CIRCLE, ALLIANCE PARTNER, AND BUSINESS BUILDER LEVELS ON THE FOLLOWING PAGES

SUPPORT OUR PROGRAMS IN LEADERSHIP DEVELOPMENT

PRESIDENT'S CIRCLE ^{\$}2,625 ANNUALLY



"The Lynchburg Regional Business Alliance has been instrumental in helping us feel connected, supported, and inspired to continue making a difference in our community."

BRANDON & DARA BROWN
Browns Heating, Air, & Plumbing

PLUS ALL OF THE SERVICES AND BENEFITS OF ALLIANCE PARTNER, AND BUSINESS BUILDER LEVELS ON THE FOLLOWING PAGES

You want to work with the other influencers in our community so you never have to worry about missing out on the very opportunities you've been striving for. Watch as your year gets stronger as they are better informed. Enjoy being among influential leaders who are shaping our region.

ACCESS

- Four reserved seats at our annual President's Circle Breakfast with our Board of Directors **EXCLUSIVE**
- Reserved seat at our Economic Outlook Breakfast held quarterly
- LynchburgRegion.org Ad Sponsor, three months (\$1,000 Value)

SERVICES

- Ten or fewer regional branches and locations for all member-businesses
- Use our Delta Star Executive Conference Room or First National Bank Conference Room up to three times annually
- Up to three business categories (\$70 Value)



PROMOTING YOUR BUSINESS AS A DESTINATION

ALLIANCE PARTNER \$950

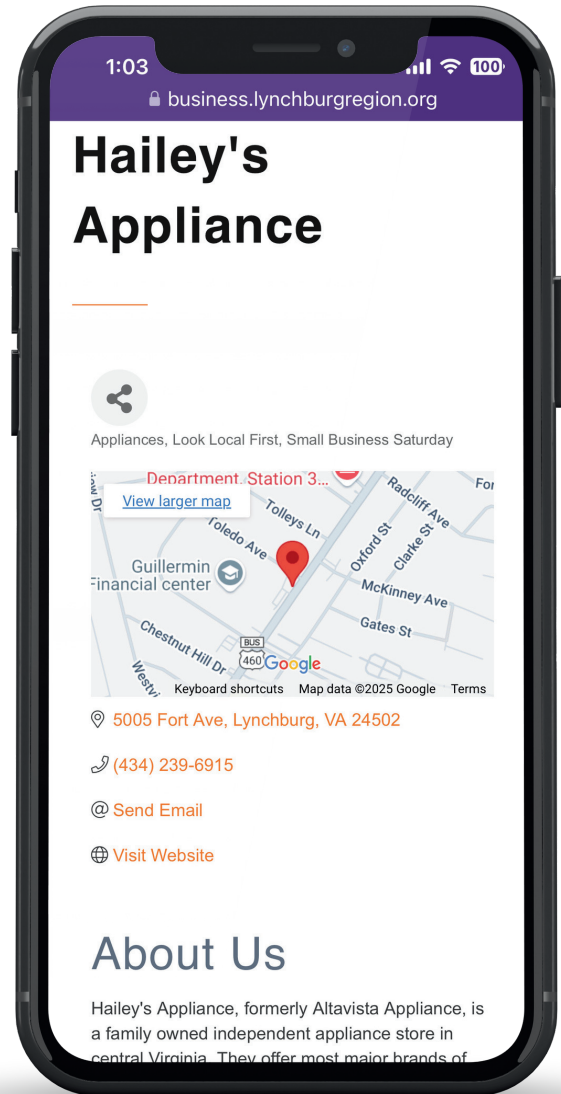
VALUED AT MORE THAN \$2,070 ANNUALLY

At the Lynchburg Regional Business Alliance, we know it's hard to balance all the demands of your time and attention.

That's why we're committed to giving you services to grow your visibility, to make you famous in the community, and to give you better connections that will save you time and money. Gain visibility without trading your time, and get supported by the most influential people in the region.

MARKETING VISIBILITY

- Online business card includes highlighted business listing and enhanced search-engine-optimized business profile on LynchburgRegion.org (\$350 Value)
- Premium ribbon cutting services to celebrate business growth, includes live broadcast (\$700 Value)
- Business spotlight featured on our blog at LynchburgRegion.org (\$400 Value)
- Second Business Category Listing
- Use our Delta Star Executive Conference Room or First National Bank Conference Room twice annually
- Three to five regional branches and locations for all member-businesses



PLUS ALL OF THE SERVICES AND BENEFITS OF THE BUSINESS BUILDER LEVELS ON THE NEXT PAGE

NEW OPPORTUNITIES THROUGH RELATIONSHIPS

BUSINESS BUILDER ^{\$}430

VALUED AT MORE THAN \$900 ANNUALLY

At the Lynchburg Regional Business Alliance, we believe you deserve to find a room full of people just like you who can share your story and become an army of fans for you. We understand how hard it is to get connected with the right people who can help you grow your business, which is why we are on a mission to be the number-one connector of business owners.

TO GET CONNECTED:

1. Join Today
2. Schedule an orientation with our membership concierge
3. Attend your first event and meet other business owners just like you

JOIN TODAY! Get the connections you need to feel capable and well-informed. Build relationships with other business owners who become life-long friends.

MARKETING VISIBILITY

- Business referrals exclusively for members
- Access to our *Inside Lynchburg Region* annual magazine
- Basic search-engine-optimized business listing on LynchburgRegion.org

- Member specific pricing at events:
 - A.M. Alliance
 - Commerce & Cocktails
 - Eat & Meet
 - Legislative Events
 - Seminars & Workshops
 - Work Healthy/10-miler Luncheon
 - Women, Wine, & Wisdom
 - Summits
- Learn how to access the features of your membership at a Member Orientation session
- Virtual membership badge and window sticker - tell the community you are invested in the Lynchburg Region
- Alliance representation at regional government meetings
- Display marketing materials in our lobby
- Member Monday email, blog, and social media, posts (\$600 Value)
- Ribbon cutting for your organization

This membership is not available to companies of 50 employees or more.

All members in good standing have unlimited access to the First National Bank Small Conference Room during regular Alliance business hours, Monday - Friday 9:00 AM - 12:00 PM and 1:00 PM - 4:30 PM. Subject to availability. Meetings should be held to two hours maximum and are limited to 4-12 people.

