

WHERE DO YOU BELONG?

Your Guide to Alliance Membership



Help your business
GROW

Show up and
ENGAGE

Influence and
LEAD



"This is the best region and we are resilient. We will come out on top after all of this."

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

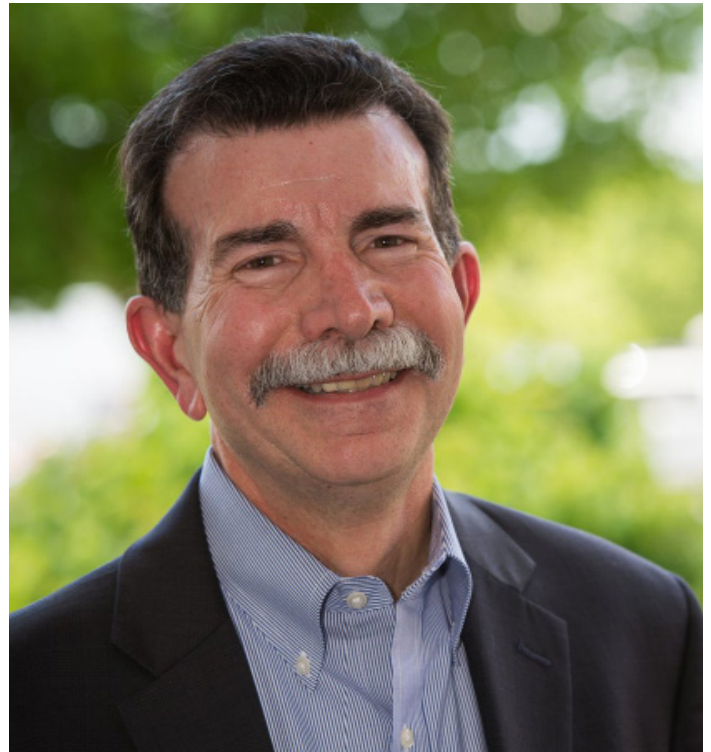
You deserve recognition for making our region a prosperous place. As a community benefactor, we know you want to help the region attract and retain talent, build a robust workforce, and drive a growing economy.

POSITIONING IN OUR REGION

- ☐ Gift a membership to the charity or minority-owned startup of your choice (\$400 Value) includes public presentation **EXCLUSIVE**
- ☐ Reserved seat at Chairman's Luncheon held annually **EXCLUSIVE**
- ☐ Scholarship for an under-represented minority to go through Leadership Lynchburg **EXCLUSIVE**

SERVICES

- ☐ LynchburgRegion.org annual sponsor (\$4,000 Value) includes permanent rotating logo on our home page and company profile
- ☐ Choose Golf Team or Shooting Clays Team tournament (\$400 Value)
- ☐ Unlimited regional branches or up to five additional businesses (\$4,000 Value)



"Together, we are creating a vibrant community."

GARY MIGNOGNA
Framatome North America

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 \$5,000 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 five annual summits (\$500 Value)
- ☐ Reserved table at our Annual Meeting held in February (\$300 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



"We love the connections we make with other local businesses. We get to make connections and grow our network."

**STEVEN COOKE &
LINDIE HONSBERGER**
Foster Fuels

**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 \$2,500

ANNUALLY



"The Lynchburg Regional Business Alliance is a phenomenal organization that truly helps our businesses thrive."

PHOTO: Students of the University of Lynchburg

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 team 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 Summit held annually
- ☐ LynchburgRegion.org Ad Sponsor, three months (\$1,000 Value)

SERVICES

- ☐ 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)

PLUS ALL OF THE SERVICES AND BENEFITS OF ALLIANCE PARTNER AND

PROMOTING YOUR BUSINESS AS A DESTINATION

ALLIANCE PARTNER \$900

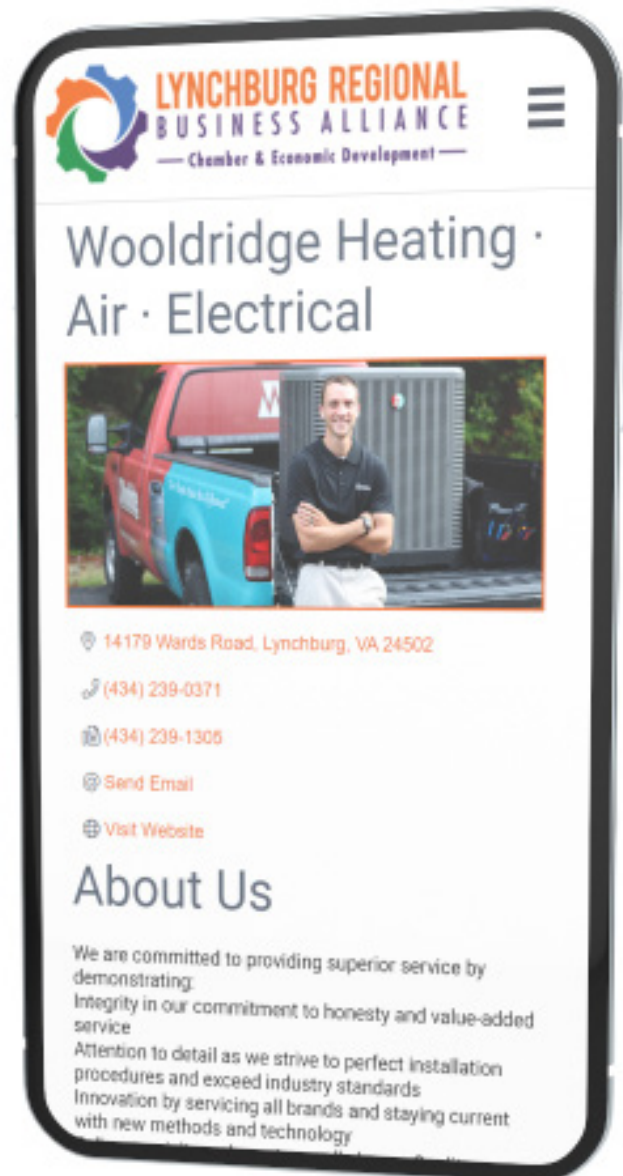
VALUED AT MORE THAN \$2,070 ANNUALLY

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



PLUS ALL OF THE SERVICES AND BENEFITS OF THE BUSINESS BUILDER LEVEL ON THE OPPOSITE PAGE

NEW OPPORTUNITIES THROUGH RELATIONSHIPS

BUSINESS BUILDER \$400

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 others 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.

CONNECTING YOU TO OUR REGION

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

- ☐ Members-only pricing at events:
 - ☐ A.M. Alliance
 - ☐ Commerce & Cocktails
 - ☐ Legislative Events
 - ☐ Minority & Small Business Expo
 - ☐ Restaurant After Hours
 - ☐ Seminars & Workshops
 - ☐ Work Healthy/10-Miler Luncheon
 - ☐ Women, Wine, & Wisdom
 - ☐ Workforce Summit
- ☐ Learn how to access the features of your membership at a Member Orientation session
- ☐ Virtual membership badge and window sticker — tell the community you're invested in Lynchburg
- ☐ Alliance representation at regional governmental meetings
- ☐ Display marketing materials in our lobby
- ☐ Member Monday email, blog, and social media network posts (\$600 Value)

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



OUR MISSION: To lead regional economic development through enhancing the business climate, cultivating talent, generating jobs and investment, and promoting our brand and image globally.

LYNCHBURG REGIONAL BUSINESS ALLIANCE

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