

LEAD Hampton Roads Opportunities

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2014 LEAD Hampton Roads 8th Annual Tournament of Leaders

Projected Attendance:

120+

Target Industries for Sponsorship:

All Industries

Past Sponsors:

Bank @LANTEC
BB&T
Cegedim Dendrite
Clark Nexsen, Architecture &
Engineering
Comfort Systems of Virginia, Inc.
Commerce Systems Group
Cox Business
Damuth Trane
Fluidity Physical Therapy
Greenland Enterprises, Inc.
Harvey Lindsay
Kotarides Developers
Lendy's Cafe
Nationwide Insurance
Networking Technologies and
Support, Inc.
Northrop Grumman Corp.
NTRUST Wealth Management
PNC Bank
Rehabilitation Services, Inc.
Robinson Development Group, Inc.
Senior Services of Southeastern
Virginia
Seventh Point Advertising, Marketing &
Public Relations
Spectrum Financial, Inc.
Stecher Marketing
TFC Recycling
The Breden Company, Inc.
The MASA Corporation
The New York Times Company Shared
Services Center, Inc.
Virginia Port Authority
VSA Resorts
Waddell & Reed

The 8th Annual LEAD Hampton Roads golf outing, "Tournament of Leaders," is a great place to network, enjoy a great day of golf and support the next generation of our region's leadership. Plenty of fun and excitement characterize the event with a Hole-In-One grand prize, plenty of good food and beverages, silent auctions and a 19th Hole Party.

Proceeds benefit **eXcel**, a business leadership program designed for our region's high school students and **Connect2Hampton Roads** for college interns.

Highlights

- Network with area business owners and executives
- Market your company and services in a relaxed, outdoor atmosphere
- Includes lunch, dinner, party & beverages

Contact

Cherelle Artis, 664-2516; cartis@hrccva.com



2014 LEAD Hampton Roads 8th Annual Tournament of Leaders

Presenting Sponsor - \$5,000 (Exclusive)

- Prominent placement of logo on broadcast emails
- Prominent placement of logo on outside event advertising
- Prominent placement of logo on event flier
- Prominent placement of logo on website with link
- Company logo displayed at event
- One complimentary hole sponsorship
- May include promotional item in goodie bag
- Two complimentary foursomes in tournament
- Complimentary lunch and beverages

19th Hole Party Sponsor - \$3,500 (Exclusive)

- Placement of logo on broadcast emails
- Placement of logo on outside event advertising
- Placement of logo on event flier
- Placement of logo on website with link
- Company logo displayed at event
- One complimentary hole sponsorship
- May include promotional item in goodie bag
- One complimentary foursomes in tournament
- Complimentary lunch and beverages

Beverage Sponsor - \$2,000 (Exclusive)

- Placement of logo on broadcast emails
- Placement of logo on outside event advertising
- Placement of logo on event flier
- Company logo displayed on beverage carts
- One complimentary hole sponsorship
- May include promotional item in goodie bag
- One complimentary foursomes in tournament
- Complimentary lunch and beverages

Lunch Sponsor - \$1,500 (Exclusive)

- Placement of logo on broadcast emails
- Placement of logo on outside event advertising
- Placement of logo on event flier
- Company logo displayed at event
- One complimentary hole sponsorship
- May include promotional item in goodie bag
- One complimentary foursomes in tournament
- Complimentary lunch and beverages

The Ultimate Leader - \$1,000 (Multiple)

- Placement of company name on broadcast emails
- Placement of company name on outside event advertising
- Placement of company name on event flier
- Company name displayed at event
- One complimentary hole sponsorship
- May include promotional item in goodie bag
- One complimentary foursome in tournament
- Complimentary lunch and beverages

Leader Foursome - \$500 (Multiple)

- One hole sponsorship
- May include promotional item in goodie bag
- One foursomes in tournament
- Complimentary lunch and beverages

Hole Sponsor - \$250 (Multiple)

- One hole sponsorship
- Opportunity to promote company at hole



This annual celebration of Hampton Road's top regional leadership includes the presentation of the **First Citizen of Hampton Roads Award**, the **Julian Hirst Leadership Award** and the **Regional Statesman Award**. The evening begins with a lively reception, followed by dinner and a joyous "Bravo!" to celebrate another year of progress and strong leadership.

All proceeds benefit LEAD's efforts to retain our high-potential youth here in the region. Youth programs include eXcel, for rising high school seniors and Connect2Hampton Roads, a leadership/internship program for college students.

Highlights

- Hampton Roads' major Celebration of Leaders
- Past Bravo! recipients Vince Mastracco, Del. Chris Jones, Chuck Harris, John Broderick, Anne Shumadine, Aubrey Layne, Harry Lester, Governor Bob McDonnell and Nancy Creech
- 25th Anniversary of founding LEAD Hampton Roads, the region's oldest & largest leadership organization.

Contact

Cherrelle Artis 664-2516; cartis@hrccva.com



2014 LEAD Hampton Roads Bravo! A Celebration of Leadership

June 19, 2014

Projected Attendance:

600

Target Industries for Sponsorship:

All Industries

Past Sponsors:

Cox Business

Inside Business

KITCO Fiber Optics

Wilbanks, Smith & Thomas

Massimo Zanetti Beverage, USA

Signature Financial

Management, Inc.

Hampton Roads Community

Foundation

Kaufman & Canoles

Old Dominion University

The YMCA of South Hampton

Roads

BB&T

Bennett's Creek Pharmacy

The Group From Chesapeake

The Future of Hampton Roads

TowneBank

Regent University

Scott & Stringfellow, Inc.

SunTrust Bank

Willcox & Savage PC

2014 LEAD Hampton Roads Bravo! A Celebration of Leadership

Presenting Sponsor- \$12,000 (Exclusive)

- CEO invited to make opening remarks
- Prominent placement of logo on broadcast emails
- Prominent placement of logo on outside event advertising
- Prominent placement of logo on event flier
- Prominent placement of logo on event program
- Prominent placement of logo on website with link
- Recognition from podium
- Company logo displayed at event
- Table exhibit space at event
- Table of ten in preferred seating

Spirited Sponsor- \$5,000 (Exclusive)

- CEO invited to give opening toast for evening
- Placement of logo on broadcast emails
- Placement of logo on event flier
- Placement of logo on event program
- Placement of logo on website with link
- Recognition from podium
- Company logo displayed at event
- Four reservations

Reception Sponsor-\$5,000 (Exclusive)

- CEO invited to greet award winners and guest
- Half page advertisement in event program
- Placement of logo on broadcast invitations
- Placement of logo on website with link
- Company logo displayed at reception
- Recognition from podium
- Table of ten

Visionary Sponsor - \$1,500 (Multiple)

- CEO invited to give toast for selected honorees
- Placement of logo on broadcast emails
- Placement of logo on outside event advertising
- Placement of logo on event flier
- Placement of logo on event program
- Placement of logo on website with link
- Recognition from podium
- Company logo displayed at event
- Table of ten

Corporate Table - \$1,000 (Multiple)

- Placement of logo on event program
- Table of ten

Bravo!
celebrating visionary leaders



Inside Hampton Roads offers top executives who are newly relocated to Hampton Roads, or new to their position, an accelerated regional education and leadership program designed to provide a comprehensive understanding of key regional issues and structures. The program provides exceptional access to influential leaders, an exciting tour of the region, and the opportunity to build relationships with other industry and community leaders. Spouses are welcome.

Highlights

- Immerses new CEO's in regional issues.
- Connects them to key leaders & resources.
- Features a fast-paced two day tour of the greater Hampton Roads region.

Contact

Angela Blackwell Carter, 664-2528; ablackwell@hrccva.com



2014 LEAD Inside Hampton Roads

2014-Coming Soon!

Projected Attendance:

40+

Target Industries for Sponsorship:

Accounting Firms
Financial Institutions
Law Firms
Investment Companies

2014 LEAD Hampton Roads Inside Hampton Roads

Presenting Sponsor - \$5,000 (Exclusive)

- CEO invited to give welcome to participants at opening dinner
- CEO invited to participate, with spouse
- Prominent placement of logo on broadcast emails
- Prominent placement of logo on event flier
- Prominent placement of logo on event program
- Prominent placement of logo on website with link
- Recognition from podium
- Company logo displayed at event
- Two guest reservations

Dinner Sponsor - \$3,000 (Exclusive)

- Placement of logo on broadcast emails
- Placement of logo on event flier
- Placement of logo on event program
- Placement of logo on website with link
- Recognition from podium
- Company logo displayed at event
- Four reservations

Reception Sponsor - \$2,000 (Exclusive)

- Placement of logo on broadcast emails
- Placement of logo on event flier
- Placement of logo on event program
- Placement of logo on website with link
- Recognition from podium
- Company logo displayed at event
- Two reservations

Bus Tour Sponsor - \$2,500 (Two available)

- Opportunity to welcome and “add color” to the tour
- Placement of logo on broadcast emails
- Placement of logo on event flier
- Placement of logo on event program
- Placement of logo on website with link
- Recognition from podium
- Company logo displayed at event
- Two reservations to dinner
- Four reservations on tour

LEAD Hampton Roads Connect2Hampton Roads

Program Scheduled for
Summer of 2014



A 2-day “back-stage pass” to Hampton Roads, C2HR attracts, engages and retains the next generation of our leaders. Summer interns and college students explore the region’s most exciting places to live, work and play and get an “insider’s” view from some of our most successful young professionals.

For more information please contact Angela Blackwell Carter 757.664.2528 or acarter@hrccva.com.





Presenting Sponsor - \$5,000 (Exclusive)

- CEO invited to give opening remarks
- Prominent placement of logo on event flier
- Prominent placement of logo on broadcast email
- Prominent placement of logo on website with link
- Three reserved places in program from your company's summer interns who meet entrance criteria
- Company will have the opportunity to distribute promotional material

Gold Sponsors - \$2,000 (3 Available)

- Prominent placement of logo on event flier
- Prominent placement of logo on broadcast email
- Two reserved places in program from your company's summer interns who meet entrance criteria
- Company will have the opportunity to distribute promotional material

Silver Sponsor - \$1,000 (Multiple)

- Logo placement on all promotional material
- One reserved place in program from your company's summer interns who meet entrance criteria
- Company will have the opportunity to distribute promotional materials

Tuition Sponsor - \$200 (40 Available)

- Placement of company name on all promotional materials for the program

LEAD Hampton Roads Connect2Chesapeake

April 2014



Connect2Chesapeake is a community leadership program designed to educate and engage the citizens of Chesapeake in dynamic civic participation. The program is held over the course of an evening and two consecutive days. Participants meet with the City's decision makers and leaders in dialogue on topics such as community involvement, economic development, the educational system and city government. The experience offers an extensive network of contacts and relationships that will facilitate both business and community initiatives. The course is presented in the context of Chesapeake as one of the 17 communities of greater Hampton Roads.

Highlights:

Over 40 Chesapeake business leaders attend to learn and discuss what makes the city tick.

Contact Angela Blackwell Carter, 664-2528;
acarter@hrccva.com.



2014 LEAD Hampton Roads Connect2Chesapeake

Presenting Sponsor - \$2,500 (Exclusive)

- CEO invited to welcome guests at opening dinner
- Prominent placement of logo on event invitations
- Prominent placement of logo on broadcast emails
- Prominent placement of logo on event program
- Prominent placement of logo on LHR website with link for one year
- Logo displayed at graduation luncheon
- Ten invitations to graduation luncheon
- One class participant

Dinner Sponsor - \$2,000 (Exclusive)

- CEO invited to introduce Mayor (keynote speaker)
- Prominent placement of logo on event invitations
- Prominent placement of logo on broadcast emails
- Prominent placement of logo on event program
- Placement of logo on LHR website with link for one year
- Logo displayed at Opening Dinner at Greenbrier Country Club
- Ten invitations to dinner

Closing Sponsor - \$1,000 (Multiple)

- Placement of logo on event invitations
- Placement of logo on broadcast emails
- Placement of logo on event program
- Company name listed on LHR website with link for one year
- Four invitations to Opening Dinner
- One class participant

Gold Sponsor- \$1,000 (Multiple)

- Placement of logo on event invitations
- Placement of logo on broadcast emails
- Placement of logo on event program
- Company name listed on LHR website with link for one year
- Two invitations to Opening Dinner
- One class participant

Silver Sponsor- \$500 (Multiple)

- Company name listed on all promotional material
- Two invitations to Opening Dinner

Hampton Roads Chamber of Commerce

2014 LEAD Hampton Roads eXcel

Target Industries for Sponsorship:

All Industries
Area business leaders
Colleges & Universities

Past Sponsors:

Clark Nexsen
GEICO
Isle of Wight Chamber of
Commerce
The Noblemen
Robinson Development Group,
Inc.
SunTrust



LEAD Hampton Roads' eXcel is a summer leadership program for *high-potential* rising high school seniors modeled after the award-winning LEAD Hampton Roads program. Forty to fifty exceptional students from both private and public schools will be selected to participate and spend a week "behind the scenes" of the region's most interesting assets and in conversation with our business and public sector leaders.

The goals of the program are to build the students' leadership skills and expand their understanding of the Hampton Roads region and its many opportunities. The program is designed to enhance the region's retention rate of our promising youth.

Highlights

- Unique behind the scenes experience for high school students
- Emphasis on creativity & entrepreneurship

Contact

Cherrelle Artis, 664-2516; cartis@hrccva.com



2014 LEAD Hampton Roads eXcel



Presenting Sponsor - \$5,000 (Exclusive)

- CEO invited to provide remarks at graduation
- Prominent placement of logo on all promotional materials for the program
- Prominent placement of logo on website with link
- Two reserved places in program for employees' children who meet entrance criteria
- Six reservations to graduation ceremony

Gold Sponsor - \$2,000 (Multiple)

- Placement of logo on all promotional materials for the program
- Placement of logo on website with link
- Two reservations to graduation ceremony
- 1 reserved place in program for an employee's child who meets entrance criteria

Tuition Sponsor - \$300 (Multiple)

- Placement of company name on all promotional materials for the program



Hampton Roads Chamber of Commerce



A yearly series of community forums designed to educate citizens and engage them in the work of the regional community.

Modeled on the "Pittsburgh Champion" economic development initiative, participants will be encouraged and supported in roles as informal "champions" of Hampton Roads inside and outside of the region.

Highlights

- 2014 topic: regional collaboration
- Opportunity to influence regional discussions & decisions.
- Opportunity to meet other concerned regional citizens.

Contact

Angela Blackwell Carter, 664-2528; acarter@hrccva.com



2014 LEAD Hampton Roads Imagine Hampton Roads!

Quarterly 2014

Target Industries for Sponsorship:

All Industries
Business Leaders
Community Volunteers
Concerned Citizens
Young Professionals

Past Sponsors:

WHRO

2014 LEAD Hampton Roads Imagine Hampton Roads!

Champion Sponsor - \$1,500 (Five Available/ One per forum)

- CEO invited to make opening remarks
- Prominent placement of logo on broadcast emails
- Prominent placement of logo on event invitation
- Prominent placement of logo on website with link
- Recognition from podium
- Company logo displayed at event

2014 LEAD Hampton Roads FUSION



A quarterly, casual gathering bringing together LEAD alumni from all 26 classes for spirited fun, conversation, and connections, FUSION is designed to “fuse” the classes into a strong network of friends and collaborators working to enhance the 17 communities of Hampton Roads.

LEAD boasts 1,300 graduates!

Highlights

- Casual gathering with fellow alumnae
- Grow your business & influence

Contact

Cherrelle Artis, 664-2516; cartis@hrccva.com

Quarterly 2014

Target Industries for Sponsorship:

LEAD Graduates
Business Leaders

Past Sponsors:

Bardo
Decorum
Lynnhaven Fish House
Russell’s Heating & Cooling
Town Point Club
Virginia Beach Sportsplex
Voila Restaurant



2014 LEAD Hampton Roads FUSION

Presenting Sponsor - \$1,000 (Exclusive/all of events)

- Prominent placement of logo on broadcast emails
- Company logo displayed at event
- C-level company executives invited

2014 LEAD Hampton Roads Opening Night

September 11, 2014

Projected Attendance:
100+

Target Industries for Sponsorship:
All Industries

Past Sponsors:
Light Rail Now, Inc.
HSBC



Opening Night is a gala reception held to welcome the distinguished leaders selected to join the incoming Class of 2015. Representatives of sponsor companies, LHR Trustees, and the LEAD Hampton Roads Alumni attend.

Highlights

- Kick-off the Signature Program with more than 100 area business leaders and alumni
- Inspirational leadership speaker, followed by reception

Contact

Cherrelle Artis, 664-2516; cartis@hrccva.com



2014 LEAD Hampton Roads Opening Night



Presenting Sponsor - \$1,500 (Exclusive)

- CEO invited to welcome guests
- Prominent placement of logo on broadcast emails
- Prominent placement of logo on event invitations
- Prominent placement of logo on event program
- Prominent placement of logo on website with link
- Recognition from podium
- Company logo displayed at event
- Ten reservations

Gold Sponsor (Multiple) - \$500

- Placement of logo on broadcast emails
- Placement of logo on event invitations
- Placement of logo on event program
- Placement of logo on website with link
- Recognition from podium
- Company logo displayed at event
- Four reservations

Silver Sponsor - \$250 (Multiple)

- Placement of logo on event program
- Two reservations

Hampton Roads Chamber of Commerce



The LEAD Hampton Roads Signature program is the entry point for the region's oldest and largest business leadership organization. The ten-month curriculum provides participants with in-depth discussions, case studies, on-site visits and presentations by the region's top leaders. Our graduates include state delegates, congressmen, city councilmen, business and non-profit leaders and university presidents.

Highlights

- Explore key regional issues & opportunities
- Promote community Stewardship
- Create lifelong relationships that help professional goals.

Contact

Cherelle Artis, 664-2516; cartis@hrccva.com



2015 LEAD Hampton Roads Signature Program

2015

Projected Attendance:
50+

Target Industries for Sponsorship:
All Industries

Past Sponsors:

Ainslie Group
AMERIGROUP Corp.
BlackHawk Products Group
Booz Allen Hamilton
Chesapeake Regional Medical
Center
City of Norfolk
Clark Nexsen
Damuth Trane
Genworth Financial
H & R Block
Jo-Kell, Inc.
LeClair Ryan
LifeNet Health
Lynnette R. Young, DMD
Young Family Dentistry
Monarch Bank
Seventh Point Advertising
Marketing & Public
Relations
SunTrust
TowneBank
Va. Tidewater Consortium for
Higher Education
Wheeler Interests
Williams Mullen

2015 LEAD Hampton Roads Signature Program

Session Presenting Sponsor - \$1,000 (12 available)

- CEO invited to address the class
- CEO invited to participate in the day's activities
- Prominent placement of logo on class materials
- Prominent placement of logo on website with link

Monthly sessions include:

- 2-day "Transformational Leadership" retreat
- Innovation Federal/Military complex
- Infrastructure
- Sense of Place
- Human Capital
- Arts, Culture & Tourism
- Port/Maritime
- Trip to the General Assembly
- 2-day closing retreat

Lunch Sponsor - \$500 (12 available)

- CEO invited to attend lunch
- Placement of company name on class materials
- Recognition from podium

Hampton Roads Chamber of Commerce



LEAD Hampton Roads' 26th annual executive leadership breakfast series brings together the distinguished alumni of LHR four times a year to discuss the region's most critical challenges with regional and statewide leaders. Attendance is open to the business community. The series is facilitated by Joel Rubin, of the long running WVEC's "On the Record" Series.

Highlights

- Gain access to area leaders and elected officials
- Focus on key economic & community issues affecting regional prosperity
- Compliments the annual State of the Region Address

Contact

Cherrelle Artis, 664-2516; cartis@hrccva.com



2014 LEAD Hampton Roads Conversation with Leaders Series

Projected Attendance:
100 each event

Target Industries for Sponsorship:
All Industries

Past Sponsors:
H & R Block
Mid Eastern Builders, Inc.
The Energy Shop
Wilbanks, Smith & Thomas
Asset Management

2014 LEAD Hampton Roads Conversation with Leaders Series



Series Presenting Sponsor - \$3,000 (Exclusive)

- Prominent placement of logo on broadcast emails
- Prominent placement of logo on event invitation
- Prominent placement of logo on event program
- Prominent placement of logo on website with link
- Recognition from podium
- Company logo displayed at event
- Five reservations at each event

Silver Sponsor - \$600 (One per event/Four available)

- Placement of logo on broadcast emails
- Placement of logo on event program
- Recognition from podium
- Table of ten at selected event

Table Sponsor- \$400 (Multiple):

- Table of ten at selected event
- Placement of name on event program

2014 LHR OnBoard



2014 TBD

Target Industries for Sponsorship:

All Industries
Area business leaders

LHR OnBoard connects LHR leaders with non-profit boards throughout greater Hampton Roads. The program facilitates LHR business leaders in contributing their extensive professional and volunteer experience to fifty-six boards each year. Since 2001, OnBoard has placed over 800 experienced leaders on the boards of a diverse range of service organizations.

Highlights

- 600 board placements since program inception
- Opportunity to support informal leadership for the region's boards.
- Associate your company with a dynamic community

Contact

Cherelle Artis, 664-2516; cartis@hrccva.com



2014 LHR OnBoard

Presenting Sponsor - \$2,000 (Exclusive)

- Prominent placement of logo on broadcast emails
- Prominent placement of logo on BPI class materials
- Prominent placement of logo on BPI web page with link
- Four reservations to the Opening Reception

Gold Sponsor - \$500

- Prominent placement of logo on broadcast emails
- Prominent placement of logo on BPI class materials
- Prominent placement of logo on BPI web page with link
- Prominent placement of logo on LHR website with link
- Two reservations to the Opening Reception