



2023 ASPIRE ENGAGEMENT AND MARKETING OPPORTUNITIES

Strengthen your brand while growing your relationship
with Aspire and the regional business community



Aspire Economic Development + Chamber Alliance’s mission is to drive economic development and business success in Johnson County and southern Indianapolis. As the local economic development organization for Johnson County, Aspire works to attract, retain, and expand businesses in the county. As a chamber, Aspire leads the area’s business community by advancing pro-growth policy, leveraging community development opportunities and providing comprehensive member services to entrepreneurs, small businesses, and large corporations.



Every business and community aspires to achieve success, but each defines it differently. With our inclusive resources and support, we provide members, investors, community partners – and all those looking for a welcoming community in which to start or expand their business – a chance to succeed.

Aspire Members choose event sponsorships to:

- ✓ Grow brand and name recognition
- ✓ Connect with other local business leaders
- ✓ Strengthen and build relationships
- ✓ Support the economic development, business advocacy, and community development efforts of Aspire

TABLE OF CONTENTS

ASPIRE MARKETING AND PROMOTIONS

MONDAY MEMBER MOMENTS3

MEMBERSHIP PACKET4

TOP MEMBER INVESTOR EMAIL4

EDUCATIONAL PROGRAMS

ASPIRE 2 LUNCHEON SERIES.....5

LEGISLATION MATTERS.....6-7

COLLABORATIVE PROGRAMS

COMMUNITY WORKSHOPS.....8

NETWORKING PROGRAMS

TIDINGS + TINSEL.....9

(MYM) MAXIMIZE YOUR MEMBERSHIP.....10

W.I.L.D. WOMEN IN LEADERSHIP DEVELOPMENT.....11

SIGNATURE EVENTS

WOMEN LEADERS12-13

CELEBRATE ASPIRE.....14-15

GOLF CLASSIC.....16-17

ECONOMIC OUTLOOK.....18-19



MONDAY MEMBER MOMENTS

Program Overview

Promotional video shared on Aspire’s Facebook page and in Aspire’s weekly e-newsletter. An Aspire staff member (or presenting sponsor) will have a conversation with a featured member about their business, such as an exciting event coming up, a special offer, a new service, and more. Think of it as a fireside chat!

History

2023 is the fourth year we’ve combined two strong focuses to create this fun member marketing opportunity: Aspire’s credibility and the rapid trend towards video marketing!

Promotion Engagement

Aspire has over 1,700 Likes on our Facebook page and our videos have over 3,800 views! One video will be posted each week on Aspire’s Facebook page and included in Aspire’s weekly e-newsletter.

Benefit	Series Presenting Sponsor
Company tagged in social media posts and logo recognition in weekly e-newsletter	✓
Verbal company mention at the beginning and end of each video	✓
Option to send follow-up communication to each featured member	✓
Cost	\$2,000

MEMBERSHIP PACKET

Program Overview

All new members receive a Membership Packet, typically hand delivered by an Aspire staff member, that contains our Investor Resource Guide, Directory, printed events calendar, a personalized benefit checklist, and more. Packets are also provided to current members upon request or at selected renewal meetings. These packets are referred to often as they are learning about their membership and benefits.

Program Engagement

At publication, Aspire has added over 180 new members and nearly as many packets for renewed members and prospects. With our staff hand delivering and reviewing the contents of the member packets, your organization is guaranteed to be seen and discussed during an initial member meeting, increasing awareness, and increasing recognition as a top investor.

Benefit	Letter	Insert
Availability	Exclusive	Limit 4
Guaranteed marketing to all new members; anticipated distribution of nearly 275 packets.	✓	✓
Cost	\$1,000	\$500

TOP MEMBER INVESTOR EMAIL

Program Overview

As a membership organization, Aspire provides opportunities for higher level investments that provide more funding to underwrite our many initiatives and programs. The leaders at these organizations have a high level of interest in not only the work Aspire is doing but what is happening in Johnson County and beyond that is impacting our work. To streamline communication to them, Aspire will be launching a new monthly email directed exclusively to these top investors. The email will provide updates on our successes, key stories, and highlights of what is impacting our local economy. This email will focus on what our top investors have said they want to hear from us and come from our President and CEO, ensuring higher engagement.

Program Engagement

This monthly email will be sent to CEO and other top-level executives at the top companies in the Johnson County area. Sponsor companies will be highlighted in the email with a branding message, solidifying their support of the work Aspire is doing. Although two sponsorships opportunities are available, the sponsors will be alternated to provide an exclusive message.

Benefit	Sponsor
Availability	Limit Two Sponsors (six months each)
Strong branding opportunity for connecting to top investors; high engagement and exclusivity.	✓
Cost	\$1,000



ASPIRE 2 LUNCHEON SERIES

Program Overview

This classic mid-day business-education event offers a chance to network and learn a practical business-related subject matter from a guest presenter.

History

Aspire has been holding monthly luncheons since the Chamber's inception in 1954, though the format has slightly varied over the years.

Event Engagement

Between 50 and 70 Aspire member investors, depending upon the time of year, speaker, and topic.

Benefit	Series Presenting	Business Builder
Availability	Limit 2	Limit 5 per
Tickets to selected month	2 per event	2
Pre-event Recognition		
Logo in Aspire email	✓	
Company logo or name listed on web calender page	Logo	Name
On-site Recognition		
Two-minute Aspire chat	✓	
Your marketing item on each table	✓	
Host an info / promo table	✓	✓
Spoken podium recognition	✓	✓
Cost	\$2,500	\$250





LEGISLATION MATTERS

Program Overview

Members can hear directly from elected officials on current policy issues and are welcome to advocate for the business community's position. Attendees can vote on questions that allow elected officials to gauge the local business community's feelings on the topic.

History

Legislation Matters is a 22-year old tradition that has enabled members to meet with and express their thoughts and concerns to elected officials from every level of government.

Event Engagement

During the Statehouse luncheons, 70-100 Aspire members and state legislators gather together. Over 250 business and community leaders attend the Greenwood Mayor's State of the City. We anticipate 75 attendees each for "Municipal Matters" and "Pints + Policy".

2023 series includes:

- ✓ Two luncheons with our local Indiana general Assembly delegation
- ✓ Greenwood Mayor's State of the City address
- ✓ "Municipal Matters" panel discussion with our Johnson County mayors and town managers
- ✓ Fireside chat with a statewide or federal elected official (TBA)
- ✓ "Pints + Policy" reception with our statehouse delegation to preview the 2024 legislative session and possible bills

Benefit	Series Presenting	Series Advocacy	Pride + Progress	Community Development	Pints + Policy	Business Action
Availability	Limit 2	No Limit	Limit 2	Limit 2	Limit 2	No Limit
Event tickets	20 to use at any event	10 to use at any event	10 to use at any event	10 to use at any event	10 to use at any event	2 for your selected event
Pre-event Recognition						
Logo in Aspire emails	All		State of City only	Municipal Matters only	Pints + Policy only	
Social media mentions	✓		✓	✓	✓	
Company name or logo on web calendar page	Logo	Name	Logo	Logo	Logo	Name
On-site Recognition						
Option to moderate	✓					
Live two-minute Attendee Greeting	Each event in series					
Display your banner	Each event in series		State of City only	Municipal Matters only	Pints + Policy only	
Company logo on Aspire- provided series event sign	✓	✓				
Company logo on printed event mailers	All	All	State of City only	Municipal Matters only	Pints + Policy only	
Event recognition	Logo all	Logo all	Logo State of City only	Logo Municipal Matters only	Logo Pints + Policy only	Name listed
Spoken podium recognition	✓	✓	✓	✓	✓	✓
Cost	Not Available	\$1,000	\$1,500	\$1,250	\$1,000	\$200



COMMUNITY WORKSHOPS

Program Overview

Aspire Community Workshops are the leading community educational and engagement forum in Johnson County. This event series features guest speakers, panel discussions and various community and government partners to spotlight opportunities and successes in community development. Past and future topics include housing, food security, public transit, trails, parks, early childhood education and more.

New this year, each workshop includes time dedicated for community leaders to collaborate and brainstorm solutions to challenges facing our community.

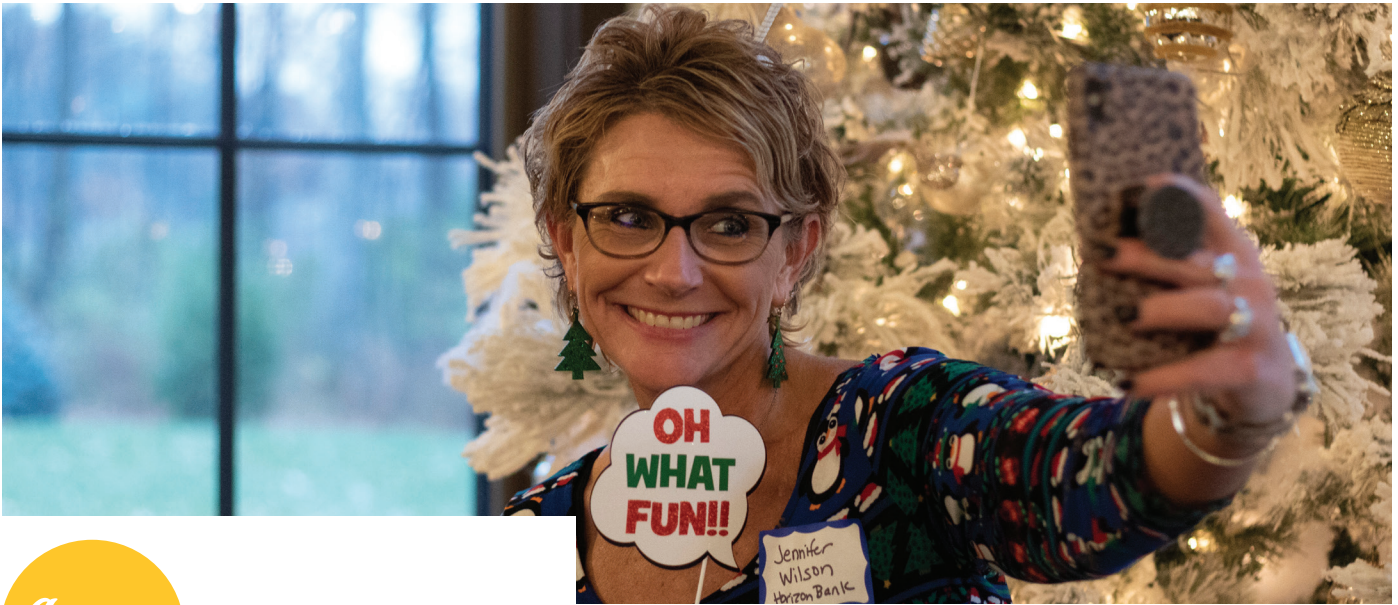
History

Since 2014 this educational speaker series has covered community development topics to improve quality of life.

Program Engagement

Ranges from 20-40 attendees that live or work in Johnson County, including community and service organization leaders.

Benefit	Presenting	Materials	Food and Beverage
Availability	Limit 1	Limit 3	Limit 3
Pre-event Recognition			
Company logo or name listed on web calendar page	Logo	Listing	Listing
Logo in Aspire email	✓		
On-site Recognition			
Two-minute attendee greeting	✓		
Display banner	✓		
Table top display	✓		
Sign posted on food and beverage table			✓
Logo on materials		✓	
Spoken podium recognition	✓	✓	✓
Cost	\$1,500	\$500	\$250



TIDINGS + TINSEL

Program Overview

Aspire's end-of-year finale, Tidings and Tinsel is a casual and merry event that takes place in the late afternoon / early evening to reconnect with each other and toast to the closing of the year.

History

Despite changes in format and location, Aspire has hosted a holiday reception at the end of the year for at least 25 years.

Event Engagement

Between 100 and 200 Aspire members, investors, volunteers and guests.

Benefit	Host	Holiday Cheer	Naughty or Nice
Availability	Exclusive	Limit 4	No Limit
Pre-event Recognition			
Company logo or name listed in Aspire email	Logo	Name	
Company name or logo on web calendar page	Logo	Name	Name
On-site Recognition			
Give holiday toast	✓		
Two-minute "Aspire Chat" attendee address	✓	✓	
Display your banner	✓	✓	
Host an info / promo / gift table	✓	✓	
Bar drink tickets	4	4	2
Company logo on Aspire-provided event sign	✓	✓	✓
Social media recognition	✓		
Spoken Recognition	✓	✓	✓
Cost	\$1,000	\$500	\$250



(MYM) Maximize Your Membership

Program Overview

Along with the advantages of networking, this event provides an opportunity to learn about member benefits, meet Aspire staff and volunteers, and ask questions. This is where members can discover everything about their membership to get the most out of it.

History

Member orientation events have been a staple of Aspire since inception.

Program Engagement

Between 10-20 Aspire members and other local business leaders exploring membership attend.

Benefit	Series Presenting Sponsor
Availability	2
Pre-event Recognition	
Logo on Aspire web calendar page event email	✓
Monthly new member Excel list emailed to you	✓
On-site Recognition	
Addressing (2 minutes)	✓
Host a promotional table	✓
Spoken recognition at the event	✓
Cost	\$1,000





W.I.L.D. WOMEN IN LEADERSHIP DEVELOPMENT

Program Overview

W.I.L.D. is a peer networking group geared towards women supporting other women to build community, connect, and grow businesses. Aspire will host three W.I.L.D. peer networking events in 2023.

- Build leadership skills
- Great networking opportunities
- Personal and professional development
- Encourage and inspire one another

History

Even though 2023 is the inaugural year, we are excited to see the connectivity and synergy of this group.

Event Engagement

Expect between 30-40 Aspire members.

Benefit	Series Presenting Sponsor	W.I.L.D. Program Sponsor
Availability	Exclusive	Limit 2 per
Tickets to selected month	2 per event	2
Pre-event Recognition		
Logo in Aspire email	✓	
Company name or logo on web calendar page	Logo	Name
On-site Recognition		
Two-minute Aspire chat	✓	
Host an info/promotional table	✓	✓
Spoken recognition at the event	✓	✓
Cost	\$1,000	\$250

Benefit	Presenting	Awards	Program	Propelling Women
Availability	Exclusive	Limit 2	Limit 6	Limit 8
Event tickets included	8	6	6	4
Pre-event Recognition				
Logo in Aspire emails	✓	✓		
Social media mentions	✓	✓		
Attendee contact list (upon request)	✓	✓	✓	
Company logo or name on web calendar page	Logo	Logo	Logo	Name
On-site Recognition				
Live audience engagement	Two-minute Aspire "Chat"	Present award	Intro speaker	
Display your banner	At stage; At your booth	At stage during award presentation; At your booth	At your booth	At your booth
Event recognition	Logo	Logo	Logo	Logo
A table top display (optional)	✓	✓	✓	✓
Spoken recognition	✓	✓	✓	✓
Cost	Not Available	\$1,250	\$750	\$500





Program Overview

A special program and luncheon provided for member investors to network and learn about Aspire's impact on the community. Attendees will be celebrating another year of progress, meeting Aspire leadership, getting updates on current successes and commending the 2023 business award recipients.

History

Although the format and name of the event has changed over the years, this annual meeting of member investors first convened in 1955.

Event Engagement

Celebrate Aspire has historically been our largest program offered with an average attendance of 300+ business owners, executives and personnel from a wide variety of industries.





Benefit	Presenting	Awards	Founders	Celebration	Business Leader
Availability	Exclusive	Limit 2	No Limit	No Limit	No Limit
Event tickets	8	8	6	4	2
Pre-event Recognition					
Social media mentions	✓	✓			
Logo in Aspire emails	✓	✓			
Company name or logo on web calendar page	Logo	Logo	Name	Name	
On-site Recognition					
Attendee Greeting	Recorded 2-min. video at start	Recorded 30-sec. video at awards			
Display your banners (2-3) and leave literature on all tables	✓				
Table top display	✓	✓			
Company logo or name in program slide show	Logo	Logo	Logo	Logo	Name
Company logo or name on printed event mailers	Logo	Logo	Logo	Name	
Event recognition	Logo	Logo	Logo	Logo	Name
Spoken podium recognition	✓	✓	✓	✓	✓
Cost	Not Available	\$1,250	\$600	\$400	\$200



GOLF CLASSIC

Program Overview

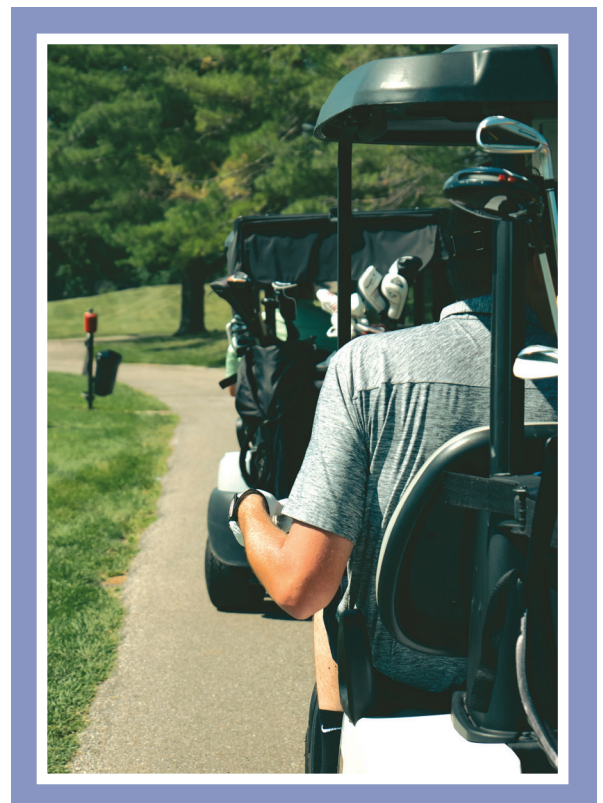
Members and investors come to this annual event for both business and pleasure. This is an opportunity to strengthen relationships and conduct business with clients and associates. Sponsors have referred to this event as an outdoor business expo.

History

Aspire is proud to continue this over three decade-old tradition. 2023 will be the 35th annual outing.

Event Engagement

Aspire's outing is one of the most established and largest golf outings on the Southside, running 60 foursomes between two flights (7:30 a.m. and 1:30 p.m.), bringing the total number of golfers to more than 240. Another 50 or more sponsor representatives and volunteers are also at the course the day of the event. Attendees are typically at the ownership and executive level. Industries most (but not all) participating are from the finance, legal, real estate, engineering, medical, and other professional service fields.



Benefit	Title	Pin Flag	Eagle	Beverage Cart	Bourbon	Snack Pack	Cart Line-up	Practice Green + Driving Range	Hole
Availability	Exclusive	Exclusive	No Limit	Limit 6	Exclusive	Exclusive	Exclusive	Exclusive	No Limit
Pre-event Recognition									
Social media mentions	✓	✓	✓						
Logo in Aspire emails	✓								
Company logo or name on printed event mailers	Logo	Logo	Logo	Name	Name	Name			
Company logo or name on web calendar page	Logo	Logo	Logo	Name	Name	Name	Name	Name	
On-site Recognition									
Foursome	✓	✓	✓						
On-course access (meals, snacks, and drinks included for all sponsors)	Includes exclusive hole sponsorship	Meet & Greet at meals	Includes hole sponsorship	Drive your cart!	Staff display	Staff display	Meet and greet at Cart Line-up	Staff display at practice green	Staff display at tee box
Event recognition	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
Aspire-provided sponsor sign	At tee box	On pin flags	At tee box	On cart	At tee box	Near snacks	At Cart Line-up	At Practice Green	At tee box
Display your banner	At clubhouse	At clubhouse	At clubhouse	Decorate Cart	At clubhouse	Near snacks	At Cart Line-up	At Practice Green	At tee box
Spoken recognition	✓	✓	✓	✓	✓	✓	✓	✓	
Event team captain mailing list - upon request	✓	✓	✓	✓	✓	✓	✓	✓	
Cost	Not Available	Not Available	\$1,250	\$800	Not Available	\$750	Not Available	\$500	\$350



ECONOMIC OUTLOOK

Program Overview

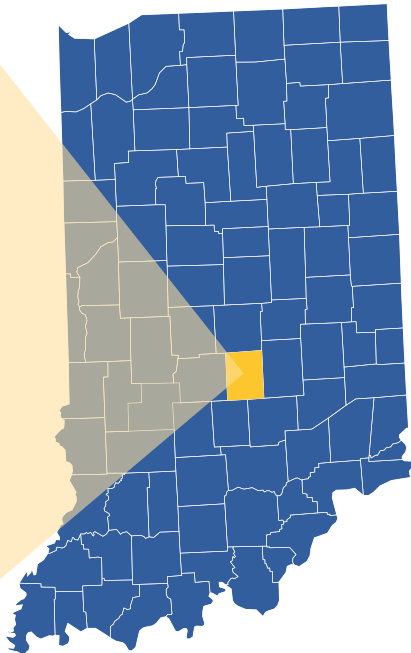
This event provides useful and current information along with viable analysis for your business planning in 2024. This corporate event will feature facts, figures and forecasts delivered by experts. You will leave this event knowing the state of the Johnson County economy, and what the coming years hold for us.

History

This signature event created in 2021 has already proven to be a fixture for the business community, and a crucial part of keeping people well-informed on issues pertaining to the economy at the national, state and local levels.

Event Engagement

This event fills a void in local economic conversations and attracts more than 150 business and community leaders, mostly at the owner and executive level.





Benefit	Presenting	Program	Economic Outlook	Founders
Availability	Limit 2	Limit 2	No Limit	No Limit
Event tickets	8	6	6	4
Pre-event Recognition				
Social media mentions	✓	✓		
Logo in Aspire emails	✓	✓		
Company logo or name on web calendar page	Logo	Logo	Name	Name
Company logo or name on printed event mailers	Logo	Logo	Logo	Name
On-site Recognition				
Attendee Greeting	2-min. attendee greeting			
CEO or company profile in the event program	✓			
Display your banners (2-3) and leave literature on all tables	✓			
Two company guests will be seated at the table with a mayor or town manager	✓			
Company logo or name in program slide show	Logo	Logo	Logo	Logo
Event recognition	Logo	Logo	Logo	Logo
Spoken podium recognition	✓	✓	✓	✓
Cost	\$2,000	\$1,000	\$600	\$400



Aspire
economic development
+ chamber alliance

ASPIRE ECONOMIC DEVELOPMENT + CHAMBER ALLIANCE

Franklin, IN • Greenwood, IN

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AspireJohnsonCounty.com

