



2025 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

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HIGHLIGHTS FROM 2024

Aspire continues to see great growth, both in the numbers of new members joined and in our event attendance. Reconnection and engagement are still at the top of everyone's minds. We are excited for the momentum carrying us into this next year and are delighted to share with you our 2025 marketing and sponsorship program. Below are a few highlights and updates we want to share with you as you make your decisions.

Business Basics Breakfast - Building on the success of other morning events, Aspire shifted our business education series to a breakfast format with dedicated networking time. This change was well-received by attendees, and we are excited to continue offering practical, business-focused content and training through this program.

Business Unwind - Demand and popularity brought this event back quarterly on the calendar in 2024. The event series of late afternoon networking was a huge success and will continue in 2025.

People + Progress Forum - In response to the workforce challenges facing our member businesses and HR Directors, Aspire created a half-day conference focused on addressing these challenges. We are excited to partner with Indy SHRM to provide this training and continuing education credits.



NEW FOR 2025

Corporate Pickleball Tournament - This new event is designed to bring together community members for friendly competition, networking, and wellness! This addition to our event calendar reflects the popularity of pickleball, a sport that appeals to all ages and skill levels, and provides an informal setting for participants to connect.

Greenwood State of the City - Due to the success and popularity of the Greenwood State of the City luncheon, we have decided to elevate it from the Legislation Matters series and make it one of our Signature Events.

Policy Summit - Aspire is excited to host a Policy Summit as part of our Legislation Matters Series, where local leaders and experts will address key challenges facing Johnson County. This event will provide insightful discussions on pressing issues, policy solutions, and the future of our community. Be a part of meaningful conversations that impact the growth and prosperity of our region.

2025 PROGRAMS AND EVENTS CALENDAR

For more information, including event descriptions and to register, visit our event page at aspirejohnsoncounty.com.

JANUARY

- 14 - HR Roundtable
- 17 - Legislation Matters
- 21 - Coffee Connections
- 24 - Aspire Open House

FEBRUARY

- 4 - Business Basics Breakfast
- 11 - Coffee Connections: Speed Networking
- 20 - Greenwood State of the City
- 27 - Business Unwind

MARCH

- 5 - Women Leaders Workshop
- 11 - HR Roundtable
- 11 - Chamber Day at the Statehouse
- 12 - Coffee Connections

APRIL

- 11 - Legislation Matters
- 15 - Coffee Connections
- 24 - Celebrate Aspire

MAY

- 13 - HR Roundtable
- 13 - Coffee Connections
- 22 - Legislation Matters: Policy Summit
- 29 - Business Unwind

JUNE

- 3 - Business Basics Breakfast
- 13 - W.I.L.D. Peer Networking
- 17 - Coffee Connections: Speed Networking
- 26 - People + Progress Forum

JULY

- 8 - HR Roundtable
- 17 - Golf Classic

AUGUST

- 7 - Legislation Matters
- 13 - Business Basics Breakfast
- 19 - Coffee Connections
- 28 - Business Unwind

SEPTEMBER

- 9 - HR Roundtable
- 16 - Coffee Connections
- 18 - Legislation Matters: Municipal Matters
- 25 - Corporate Pickleball Tournament

OCTOBER

- 3 - W.I.L.D. Peer Networking
- 21 - Coffee Connections
- 30 - Business Unwind

NOVEMBER

- 6 - Economic Outlook Breakfast
- 11 - HR Roundtable
- 11 - Coffee Connections
- 20 - Legislation Matters: Pints + Policy

DECEMBER

- 4 - Tidings + Tinsel
- 12 - W.I.L.D. Peer Networking
- 16 - Coffee Connections

 SIGNATURE PROGRAMS

 EDUCATIONAL PROGRAMS

 NETWORKING PROGRAMS

 PROFESSIONAL GROWTH PROGRAMS

*Event dates are subject to change.



BUSINESS BASICS BREAKFAST

Program Overview

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

Doors will open a half-hour prior to the start of the event for networking.

History

Aspire has been holding educational meetings 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 Sponsor	Pen + Paper Patron	Mix + Mingle Sponsor
Availability	Limit 2	Exclusive	Exclusive
Tickets to selected month	4 per event	2 per event	2 per event
Pre-event Recognition			
Logo in Aspire email	✓		
Company logo or name listed on web calendar page	Logo	Name	Name
On-site Recognition			
Two-minute Aspire chat	✓		
Your marketing item on each table	✓		
Host an info / promo table	✓		
Event recognition	Logo on slideshow	Logo on printed materials	Logo on sign
Spoken podium recognition	✓	✓	
Cost	\$1,000	\$500	\$500



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 24-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

Events hosted during Statehouse session see 70-100 Aspire members and state legislators. We anticipate approximately 75 attendees each for Municipal Matters, the Policy Summit, and Pints + Policy.

2025 series includes:

- ✓ Two luncheons with our local Indiana General Assembly delegation
- ✓ 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 2026 legislative session and possible bills
- ✓ **NEW!** Policy Summit



Benefit	Series Presenting Sponsor	Series Advocacy Sponsor	Business Action Sponsor
Availability	Limit 2	No Limit	No Limit
Event tickets	20 to use at any event	10 to use at any event	2 to your selected event
Pre-event Recognition			
Logo in Aspire emails	All		
Social media mentions	✓		
Company name or logo on web calendar page	Logo	Name	Name
Company logo on printed event mailer	All	All	
On-site Recognition			
Option to moderate	✓		
Live two-minute attendee greeting	Each event in series		
Display your banner	Each event in series		
Company logo on Aspire- provided series event sign	✓	✓	
Event recognition	Logo all	Logo all	Name listed
Spoken podium recognition	✓	✓	✓
Cost	N/A	\$1,000	\$200





BUSINESS UNWIND

Program Overview

This classic late afternoon/early evening event offers unstructured networking to make new or renew existing business connections. The events are hosted at various Aspire member businesses.

History

Aspire has been holding after hour networking events on and off for over 30 years. Aspire paused this event during the pandemic and brought it back in 2023.

Event Engagement

Event attendance grew during 2023 and 2024, and saw an average of around 50+ Aspire members.

Benefit	Series Presenting Sponsor
Availability	Limit 2
Pre-event Recognition	
Logo in Aspire email	✓
Company name or logo on web calendar page	Logo
On-site Recognition	
Two-minute attendee greeting	✓
Logo on Aspire provided cocktail napkins	✓
Host an info/promotional table	✓
Display your banner	✓
Spoken recognition at the event	✓
Cost	\$1,000



TIDINGS + TINSEL

Program Overview

Aspire's end-of-year finale, Tidings + 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 Sponsor	Holiday Cheer Sponsor	Entertainment Sponsor	Mix + Mingle Sponsor
Availability	Exclusive	Limit 5	Exclusive	Exclusive
Pre-event Recognition				
Company logo or name listed in Aspire email	Logo	Name		
Company name or logo on web calendar page	Logo	Name	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	2
Company logo on Aspire-provided event sign	✓	✓	✓	✓
Social media recognition	✓			
Spoken recognition	✓	✓	✓	✓
Cost	\$1,000	\$500	\$350	\$350



GREENWOOD STATE OF THE CITY

Program Overview

Aspire is proud to host the Greenwood State of the City address each year. Attendees will learn about city developments, key projects and plans for continued transformation.

History

Aspire and our legacy organization, the Greater Greenwood Chamber of Commerce, has hosted the Greenwood State of the City address for over 30 years.

Event Engagement

Over 250 business and community leaders attend. This luncheon attracts the community's top leaders and company executives.



Benefit	Presenting Sponsor	Community Development Sponsor	Pride + Progress Sponsor	The 1864 Sponsor
Availability	Limit 2	Limit 2	No Limit	No Limit
Event tickets	8	8	6	2
Pre-event Recognition				
Logo in Aspire emails	✓	✓		
Social media mentions	✓	✓		
Attendee contact list (upon request)	✓			
Company name or logo on web calendar page	Logo	Logo	Name	Name
Company logo on printed event mailer	✓	✓		
On-site Recognition				
Live two-minute attendee greeting	✓			
Display your banner	✓	✓		
Event recognition	Logo	Logo	Logo	Name
Spoken podium recognition	✓	✓	✓	✓
Cost	\$2,750	\$1,250	\$650	\$250





WOMEN LEADERS WORKSHOP



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

Program Overview

Aspire seeks to support and strengthen women leaders in their pursuit of business success and career advancement by hosting the Women Leaders Workshop. It features panelists and speakers who address the opportunities and challenges businesswomen face. In 2023, Aspire added W.I.L.D. Women In Leadership Development, 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 2025.

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

History

Over 10 years ago, Aspire began its focus on women in business. The program's events varied over the years from the "miniature golf classic" to our professional development day, "Symposium." To support the women of our business community, Aspire's Women Leaders currently consists of a half-day workshop offering professional development programs and networking opportunities. 2023 was the inaugural year for W.I.L.D. and we are excited to see the connectivity and synergy of this group.

Event Engagement

Approximately 125 Central Indiana (mostly Johnson and Marion County) business women and community leaders attend the half-day workshop. Attendees are at all career and business ownership stages. W.I.L.D. peer networking events average between 30-40 attendees.

Benefit	Presenting Sponsor (Workshop + W.I.L.D.)	Workshop Awards Sponsor	Workshop Propelling Women Sponsor	Workshop Booth Only	W.I.L.D. Mix + Mingle Sponsor
Availability	Exclusive	Limit 2	Limit 10	Limit 4	Exclusive
Event tickets included	8 to Workshop + 2 per W.I.L.D. event	8 to Workshop	5 to Workshop	2 to Workshop	2 per W.I.L.D. event
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	Name		Name
On-site Recognition					
Live audience engagement	Two-minute Aspire "Chat"	Present award			
Display your banner	At stage; At your booth	At stage during award presentation; At your booth	At your booth	At your booth	Near the food table
Event recognition	Logo	Logo	Logo	Name	Logo
A table top display (optional)	✓	✓	✓	✓	
Spoken recognition	✓	✓	✓		✓
Cost	\$2,700	\$1,300	\$600	\$250	\$500

CELEBRATE



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 business award recipients.

History

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

Event Engagement

Celebrate Aspire has historically been our largest program offered with an average attendance of 275+ business owners, executives and personnel from a wide variety of industries.



Benefit	Presenting Sponsor	Awards Sponsor	Photo Op Sponsor	Founders Sponsor	Celebration Sponsor	Business Leader Sponsor
Availability	Exclusive	Limit 2	Exclusive	No Limit	No Limit	No Limit
Event tickets	8	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	Logo	Name	Name	
Company logo or name on printed event mailer	Logo	Logo	Logo	Logo	Name	
On-site Recognition						
Attendee Greeting	Recorded 2-min. video at start	Recorded 30-sec. video at awards	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	Logo	Name
Event recognition	Logo	Logo	Logo	Logo	Logo	Name
Spoken podium recognition	✓	✓	✓	✓	✓	✓
Cost	\$3,250	\$1,300	\$1,300	\$650	\$450	\$250



PEOPLE + PROGRESS FORUM

Program Overview

In response to the workforce challenges facing our member businesses and HR Directors, Aspire created a half-day conference focused on addressing these challenges while providing training and continuing education credits.

History

2024 was the inaugural year for the People + Progress Forum. We are excited to make this an annual event and an opportunity to provide continuing education credits on the Southside.

Event Engagement

Our anticipated attendance for the conference is 75+ attendees.





Benefit	Presenting Sponsor	Workforce Sponsor	People Development Sponsor	Booth Only
Availability	Limit 2	Limit 6	Limit 6	Limit 8
Event tickets included	8	6	4	2
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	Name	
On-site Recognition				
Live audience engagement	Two-minute attendee greeting			
Display your banner	At stage; At your booth	At your booth	At your booth	At your booth
Event recognition	Logo	Logo	Logo	Name
A table top display (optional)	✓	✓	✓	✓
Spoken recognition	✓	✓	✓	
Cost	\$2,000	\$750	\$500	\$250



GOLF CLASSIC

Program Overview

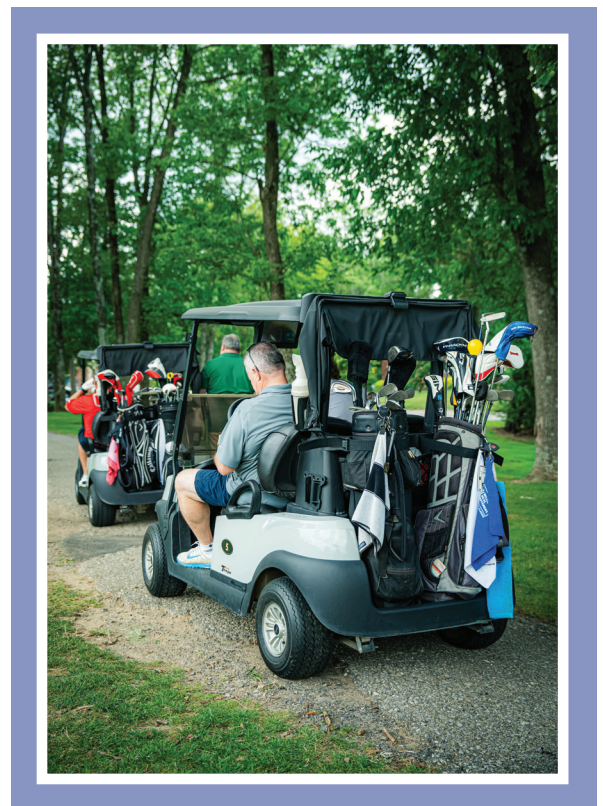
Members and investors come to this annual event for both business and pleasure. This is an opportunity to strengthen relationships and conduct business with clients and associates. Sponsors have referred to this event as an outdoor business expo.

History

Aspire is proud to continue this over three decade-old tradition. 2025 will be the 37th 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 Sponsor	Pin Flag Sponsor	Eagle Sponsor	Beverage Cart Sponsor	Snack + Mixology Sponsor	Bag Drop Sponsor	Practice Green + Driving Range Sponsor	Hole Sponsor
Availability	Exclusive	Exclusive		Limit 6	Exclusive	Exclusive	Exclusive	
Pre-event Recognition								
Social media mentions	✓	✓	✓					
Logo in Aspire emails	✓							
Company logo or name on printed event mailer	Logo	Logo	Logo	Name	Name			
Company logo or name on web calendar page	Logo	Logo	Logo	Name	Name	Name	Name	
On-site Recognition								
Foursome	✓	✓	✓					
On-course access (meals, snacks, and drinks included for all sponsors)	Includes exclusive hole sponsorship	Includes hole sponsorship	Includes hole sponsorship	Drive your cart!	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	Name	Name	Name
Aspire-provided sponsor sign	At tee box	On pin flags	At tee box	On cart	Near snacks	At bag drop	At Practice Green	At tee box
Display your banner	At clubhouse	At clubhouse	At clubhouse	Decorate Cart	Near snacks	At bag drop	At Practice Green	At tee box
Spoken recognition	✓	✓	✓	✓	✓	✓	✓	
Event team captain mailing list - upon request	✓	✓	✓	✓	✓	✓	✓	
Cost	N/A	\$1,750	\$1,300	\$850	\$750	\$500	\$500	\$400



CORPORATE PICKLEBALL TOURNAMENT

Program Overview

Aspire's new pickleball event is designed to bring together Aspire members for friendly competition, networking, and wellness! This addition to our event calendar reflects the popularity of pickleball, a sport that appeals to all ages and skill levels, and provides an informal setting for participants to connect. With this event, Aspire aims to strengthen community ties, promote health and wellness, and foster connections that contribute to Johnson County's vibrant and growing business landscape.

History

2025 will be the inaugural year for our Pickleball Tournament. We are excited and hopeful to make this an annual event and an opportunity to provide team building, networking, and wellness for our members.

Event Engagement

Though this is the first year, we know this is a popular sport in Johnson County. Our anticipated attendance for the tournament is 100+ picklers!



Benefit	Title Sponsor	Awards Sponsor	T-Shirt Sponsor	Swag Bag Sponsor	Ball Sponsor	Visor Sponsor	Selfie Station Sponsor	Hydration Station Sponsor	Court Sponsor
Availability	Exclusive	Limit 2	Limit 2	Limit 2	Exclusive	Exclusive	Exclusive	Exclusive	Limit 8
Team entry	✓	✓	✓						
Pre-event Recognition									
Social media mentions	✓	✓	✓	✓					
Logo in Aspire emails	✓	✓	✓						
Company logo or name on web calendar page	Logo	Logo	Logo	Logo					
Company logo on printed event mailer	✓	✓	✓	✓					
On-site Recognition									
Attendee greeting	2 min. attendee greeting								
Table top display and banner	At courts	At courts	At courts	At courts			At Selfie Station	At Hydration Station	At courts
Company logo or name on Aspire provided banner and sign	Logo on banner and court sign	Logo on banner and court sign	Logo on banner	Name on banner	Name on banner	Name on banner	Name on banner	Name on banner	Logo on court sign
Company logo or name on T-Shirt	Logo	Name	Logo	Name					
Company logo or name on Swag Bag	Name			Logo					
Item in Swag Bag	✓	✓	✓	✓	On ball in bag	On visor in bag			
Spoken podium recognition	✓	✓	✓	✓	✓	✓	✓	✓	
Cost	\$4,000	\$1,500	\$1,250	\$1,000	\$500	\$500	\$500	\$500	\$400



ECONOMIC OUTLOOK BREAKFAST

Program Overview

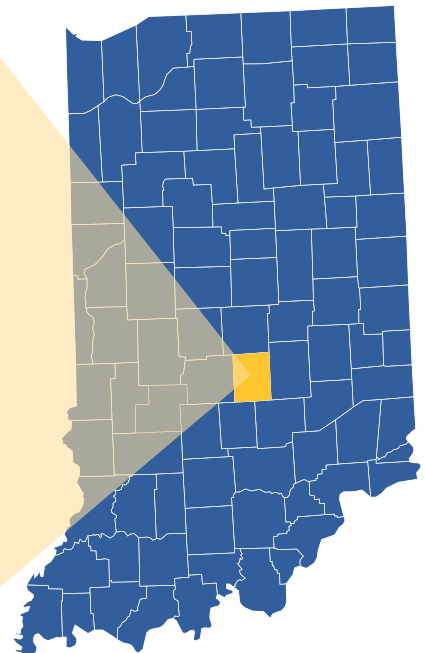
This event provides useful and current information along with viable analysis for your business planning in 2026. This corporate event will feature facts, figures and forecasts delivered by experts. You will leave this event knowing the state of the Johnson County economy, and what the coming years hold 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 175 business and community leaders, mostly at the owner and executive level.





Benefit	Presenting Sponsor	Program Sponsor	Economic Outlook Sponsor	Founders Sponsor
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 mailer	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	\$2,250	\$1,200	\$650	\$450



Aspire

economic development
+ chamber alliance

ASPIRE ECONOMIC DEVELOPMENT + CHAMBER ALLIANCE

Franklin, IN • Greenwood, IN

317.888.4856

AspireJohnsonCounty.com

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