



*Partner with  
Decision Makers,  
Influencers  
and Thought Leaders*

SPONSORSHIP OPPORTUNITIES





# THREE SPONSORSHIP TIERS

## UNIQUE BENEFITS

*You will not likely encounter another sponsorship value quite like Kettering's. Here, you build more than mere awareness of your services. You build friendships. Our unique program supports bonding with our influential members.*



### Great Partners

We feel honored when a business chooses to sponsor Kettering. It means the people who run that business appreciate what Kettering is all about and recognize the caliber of our members' influence within their networks, in the community, and at work.

### Great Fit

Not just any company can be a Kettering sponsor. We want it to be a good fit, so it can function like a true partnership. That's why we vet our sponsors in the same way we vet our member candidates.

### Great Value

We also want it to be a good value, so we have designed 3 programs that each facilitate access and interaction with our members, provides category exclusivity to each sponsor and provides ample opportunity to define your offering to the membership.

Sponsorship Benefits	Business Partner	Elite Partner	Premier Partner
Welcomed interaction with Kettering members at events	✓	✓	✓
Logo displayed on website	✓	✓	✓
Sponsorship announced at all general sessions and Special Interest Groups meetings	✓	✓	✓
Annual spotlight in Newsletter	✓	✓	✓
Quarterly 2-minute live presentation at general sessions	✓	✓	✓
Opportunities to share value-added information in Kettering social media	✓	✓	✓
Access to all the executive development activities and resources	✓	✓	✓
Participate directly with Kettering Pay it Forward Activities	✓	✓	✓
Spotlight Good Corporate Citizen in Kettering social media	X	✓	✓
Two (2) free memberships for qualified company representatives	X	✓	X
Two (2) Annual Special Interest Groups meeting program keynote presentations	X	✓	X
Two (2) Junior Executives provided access to all activities and events	X	✓	X
Four (4) free membership for qualified company representatives	X	X	✓
Four (4) Annual Special Interest Groups meeting program Keynote presentations	X	X	✓
One (1) Annual Friday meeting program Keynote presentation	X	X	✓
Four (4) Junior Executives provided access to all activities and events	X	X	✓
Featured Host to six (6) Kettering Networking Events	X	X	✓



# SPONSORSHIP OPPORTUNITIES

## Uniquely Kettering

### Our Values

Kettering members are engaged, committed servant leaders in service to each other, our community, and our partners.

- **Servant Leadership** - Service-minded leaders with heart who influence and encourage
- **Pay it Forward** - Peer and Community engagement, without expectation of something in return
- **Active Engagement** - Relationship-based, grounded in engagement and participation
- **Diversity** - Embrace diversity as a cultural imperative for a multi-faceted foundation
- **Continuous Learning and Development** - Knowledge sharing, Thought Leadership that energizes and inspires; advancement and growth; empower the journey
- **Respect and Trust** - We value each other, relationships built, experiences shared, and accountable partnerships formed.



### Activity & Communications

- 150+ Events / Year
- 48 Fridays with Kettering
- +70 SIG Meetings
- +50 Coffee Connections
- +150 unique SM posts
- 6 Active SIGS
- Monthly Newsletters
- Member Communications \*
- LinkedIn Communications reaching over 500,000 professionals

### All Sponsors Benefit from:

Throughout the year all our sponsors will have numerous opportunities to interact directly with our members at more than 150 meetings and events. Periodically, they will be invited to take the podium. Plus, they will have presence on our website and in our newsletter.



*I am struck by how many of the Kettering members are very active networkers. I think it just comes with a pay it forward mindset. That must mean the collective network of Kettering members must be easily in the tens of thousands.*

*Kettering Member Marcos A.*