



*Partner with  
Decision Makers,  
Influencers  
and Thought Leaders*

SPONSORSHIP OPPORTUNITIES





# SPONSORSHIP OPPORTUNITIES

## Partner with Decision Makers, Influencers and Thought Leaders

**Kettering** is an invitation-only, membership organization for senior executives in Atlanta. We are known for providing a unique environment for executive development through our quality programs and thought leadership.

### UNIQUE SPONSOR BENEFITS

- 1 Direct Access to Influential Senior Executives
- 2 Keynote Speaker Opportunities
- 3 Support and Participate in Important Community Philanthropic Work
- 4 Unprecedented Executive Development for Your Elite Junior Execs
- 5 Featured Host of Networking Events
- 6 Annual Good Corporate Citizen Spotlight



*Unprecedented Executive Development for Your Elite Junior Execs*

## **Kettering** Success Accelerated

Kettering facilitates executive peer relationships and provides programming for personal growth in all stages of our members' lives.

We leverage our expertise to develop the next generation of leaders in the Atlanta Community.



*Kettering is like a Family to me. I have been a member and sponsor for a decade.*



*The business and personal support is like no other organization I have ever been associated with. As a sponsor, more than half of my business comes from Kettering. Most of it not from the members themselves, but because of the trust and relationships formed, members refer their family, friends, neighbors etc to me on a regular basis.*

Anita Best, Find Your Franchise  
Kettering Sponsor

## **Kettering**

*Our Members Average 1400+ First Level LinkedIn Connections*

- *Founded in Atlanta in 2001*
- *+3000 attendees across +150 events a year*
- *Access to +1000 Senior Executive Members (and their networks)*

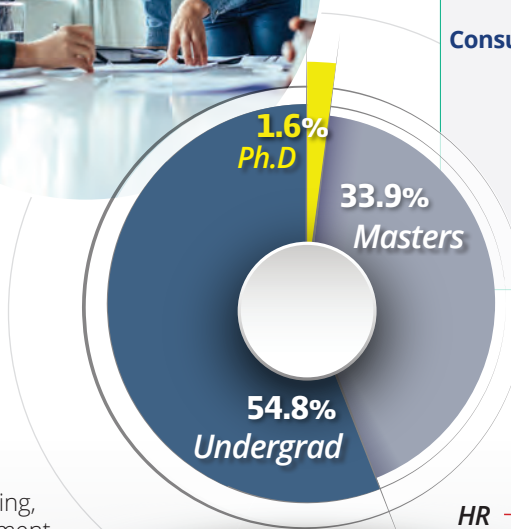
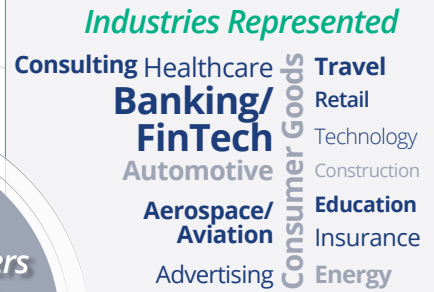


# Who is KETTERING?

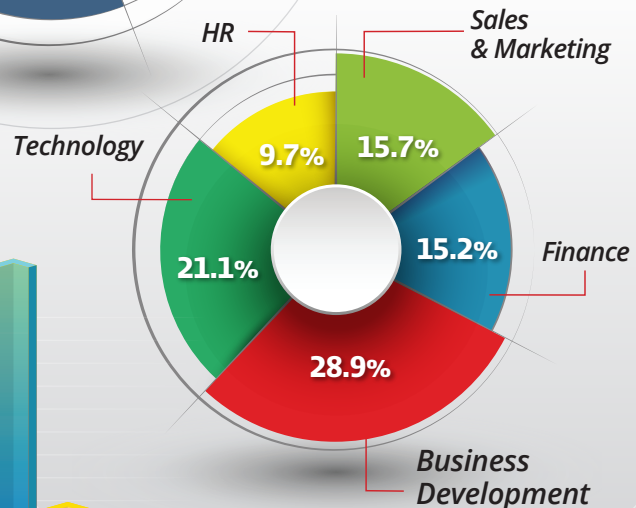
## The Kettering Difference

Kettering attracts members across all industries and functions. Membership is by invitation only, and candidates are vetted based on experience and P&L responsibility. Membership offers educational and networking opportunities through weekly meetings, social events, community involvement and special interest groups.

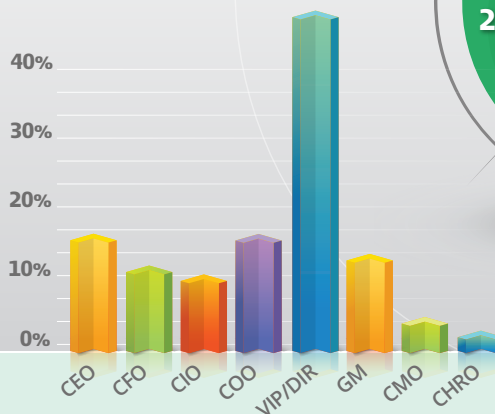
- **Servant Leadership** - Service-minded leaders with heart who influence and encourage
- **Pay it Forward** - Peer and Community engagement, without expectation of something in return
- **Active Engagement** - Relationship-based, grounded in engagement and participation
- **Diversity** - Embrace diversity 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.



## Thought leaders



## Influencers



## Decisionmakers

**“** Kettering is a prestigious pay-it-forward organization whose core values of servant leadership, diversity and continuous learning and development are shared. You are part of an exclusive group of leaders that genuinely care about your personal development as well as serving your community. **”**

*Kettering Member*  
Ed R.





# 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 \$6000/Year	Elite Partner \$10,000/Year	Premier Partner \$15,000/Year
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	✓



# Kettering

## SPONSORSHIP OPPORTUNITIES

### Kettering Business Partner – \$6000/Year

Your opportunity is about leveraging your networking skills to build awareness and appreciation amongst our members for what differentiates your offering.

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




Kettering facilitates executive peer relationships and provides programming for personal growth in all stages of our members' lives.

We leverage our expertise to develop the next generation of leaders in the Atlanta Community.

#### Benefits:

- Welcomed interaction with Kettering members at events
- Logo displayed on website
- Sponsorship announced at all general sessions and SIG 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

*Quarterly 2-minute live presentation at general sessions*



*What I remember most from when I was first invited to one of Kettering's Friday morning speaker series events, was the phrase, 'How can I be of help?.'*

*Everyone I met said it and meant it. Kettering members are the best of the best you'll come to know in corporate life*

*Kettering Member Mark M.*





## SPONSORSHIP OPPORTUNITIES

### Kettering Elite Partner – \$10,000/Year

To be an Elite Partner is to communicate to our members that the reason you are a sponsor is because your organization supports Kettering values. With that as your foundation, you will have quality opportunities to build relationships.

Two of your team members will even be welcomed as Kettering members. Across the year you will be present at meetings and events. Periodically, you'll even be invited to take the podium.

Plus, you will have the opportunity to be our featured speaker for a Friday speaker event. Of course, your status as an Elite Partner will have prominence on our website and newsletter.



*Kettering facilitates executive peer relationships and provides programming for personal growth in all stages of our members' lives.*

*We leverage our expertise to develop the next generation of leaders in the Atlanta Community.*

#### Benefits:

- Welcomed interaction with Kettering members at events
- Logo displayed on website
- Sponsorship announced at all general sessions and SIG 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

*Two Junior Executives provided access to all activities and events*

“

*Kettering is a prestigious pay-it-forward organization whose core values of servant leadership, diversity and continuous learning and development are shared. You are part of an exclusive group of leaders that genuinely care about your personal development as well as serving your community.*

”

*Ed Rodriguez, Jon Baker Financial  
Kettering Sponsor*

#### Plus Special Elite Partner Benefits:

- Spotlight Good Corporate Citizen in Kettering social media
- Two (2) free memberships for qualified company representatives
- Two (2) Annual SIG meeting program keynote presentations
- Two (2) Junior Executives provided access to all activities and events



# SPONSORSHIP OPPORTUNITIES

## Kettering Premier Partner – \$15,000/year

To be a Premier Partner is to communicate to our members and the Atlanta community that your organization is committed to pay-it-forward values; that you sponsor Kettering as a service to the community. You'll take advantage of quality opportunities to express your commitment throughout the year.

Four of your team members will be welcomed as Kettering members. You can designate up to six of your junior execs to be able to attend Kettering speaker events as part of your executive development program.

Across the year, your team will attend meetings and events. Periodically, you'll even be invited to take the podium. Plus, you will have two opportunities to be our featured speaker Executive Luncheon/ Breakfast Series presentations.



Kettering facilitates executive peer relationships and provides programming for personal growth in all stages of our members' lives.

We leverage our expertise to develop the next generation of leaders in the Atlanta Community.

### Benefits:

- Welcomed interaction with Kettering members at events
- Logo displayed on website
- Sponsorship announced at all general sessions and SIG 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

*Featured Host to six Kettering Networking Events*



*Kettering is an oasis of kindness, generosity, and respect. It makes you wonder what exactly is stopping the business world from being more like the Kettering world.*

*Kettering Member David W.*

### Plus Special Premier Partner Benefits:

- Four (4) free membership for qualified company representatives
- Four (4) Annual SIG meeting program Keynote presentations
- One (1) Annual Friday meeting program Keynote presentation
- Four (4) Junior Executives provided access to all activities and events
- Featured Host to six (6) Kettering Networking Events



# 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.*