



**VACEOs**

Virginia Council of CEOs

**Sponsorship Program**

**2025**

# THANK YOU

VA Council of CEOs is a not-for-profit, mission-driven organization. Simply stated, your generous support allows us to serve CEOs of small and mid-sized businesses. Because of you, we've been able to serve our members since 2000. We owe much of our success to you.

VACEOs engages sponsors in order to: **obtain** financial resources / **access** the intellectual capital of experts / **ally with** leading businesses in the community in support of the Council's mission.

# The Opportunity

## DIRECT ACCESS TO CEOs

The VACEOs membership includes CEOs of some of the fastest-growing businesses in the Commonwealth. They actively seek out the expertise our sponsors offer.

### CURRENT MEMBER MAKE UP

- Revenue range: \$1M to \$400M
- Average gross annual revenue: \$8M
- Company employee count: 5 to 3000
- Most are small business owners
- Business cycle: Startup to legacy
- 20% Female; 80% Male

# About VACEOs

Virginia Council of CEOs (VACEOs) is a nonprofit organization connecting CEOs for learning and growth. Formed 25 years ago, member benefits include:

- Placement in a peer roundtable group,
- Access to a thought leader network, and
- A robust program of events for learning and growth.

This is not a networking group, but rather a group of CEO peers who are invested in the success of each member.

To qualify for membership CEOs must run a business with \$1M+ revenue and 5+FTEs.

# VACEOs Culture

## A SAFE HAVEN

Our culture is a “Safe Haven.” In this culture, we seek to build relationships where we first seek to share our experience and knowledge and to learn from others.

We don’t sell in the Council. Our sponsors live this culture as well, and benefit from it. As you build relationships and provide value, CEOs will buy from you.

# Let's Get You Noticed

Connect through roundtable presentations and event sponsorship.

Every VACEOs Sponsor earns a base-level of benefits including:

- Access to online and in-person events,
- Placement within our Sponsor Talk Presentation Topics that is made available to our members,
- Inclusion in our private online community, VACEOs CONNECT, where you can access our directory and connect with members and sponsors,
- Name placement within various materials we produce, and more.

Other benefit levels are offered for those sponsors wishing even more opportunities to get noticed and to make a direct connection.

# Program Highlights

## Spring Retreat at Kingsmill Resort

Drawing the largest event crowd of the year, our annual Retreat offers sponsors the biggest opportunity to connect with members.

**Level: All**

## In Person & Virtual Events

We host several all member luncheons during the year along with socials, and in-person and virtual workshops. As a sponsor, you have an opportunity to connect with members at multiple events.

**Level: All**

## Article Placements in External Newsletter

We drop 10 issues of our electronic newsletter (Leader News) each year. This publication reaches our Members AND our CEO Prospect list. As a sponsor at the Benefactor level, you will have an opportunity to include an article in one or more issues. This is your opportunity to drive thousands of readers directly to your webpage.

**Level: Benefactor**

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# Program Highlights

## Add Sponsor Highlight in Internal Newsletter

Our internal newsletter (Member News) goes out 3x a month to all members and sponsors. Sponsors are highlighted on a rotating basis.

Level: Benefactor

## Be Front and Center

As a Benefactor, you will be the first to be asked to be included in sponsor-led learning opportunities. It's your chance to show your expertise, make a connection, then follow up.

Level: Benefactor

## Introduce a Keynote Speaker

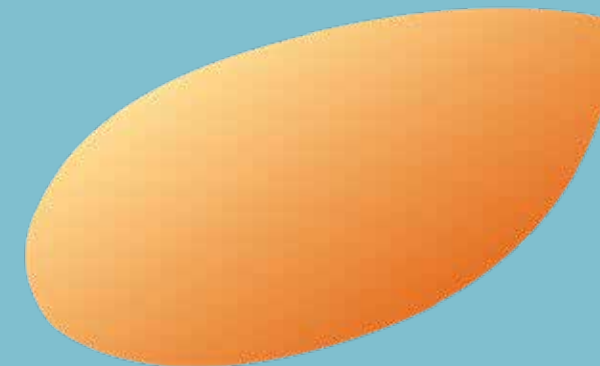
Our members crave international and nationally-recognized speakers. Here you'll have 2 minutes before the speaker goes on to share your expertise and/or updates from your company.

Level: Benefactor



# Sponsorship Levels

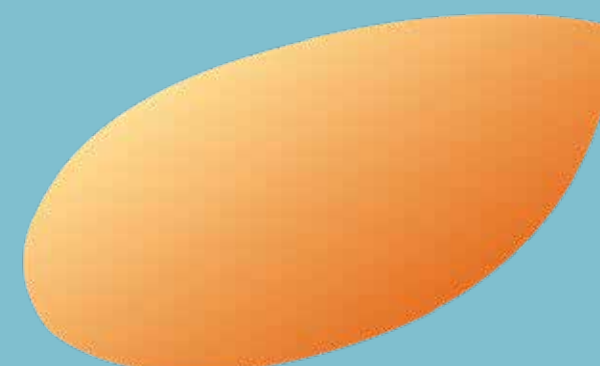
The higher the level, the more opportunities for direct exposure to CEO member community.



## Silver

**\$9,000**

The Silver Sponsorship is designed for small organizations. This level gives one person (non-transferable) access to Council events and opportunities.

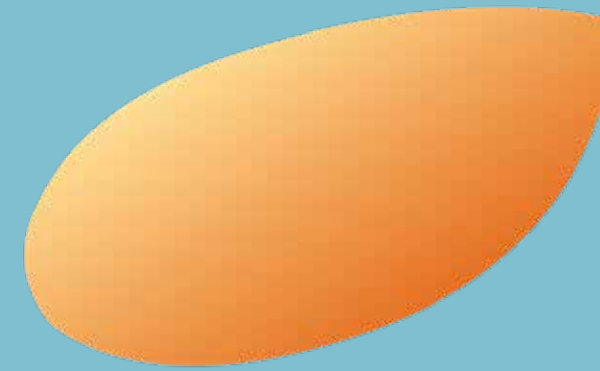


## Gold

**\$15,000**

The Gold Sponsorship is a step up in supporting Virginia's growing businesses, providing more access to put your company in the forefront.

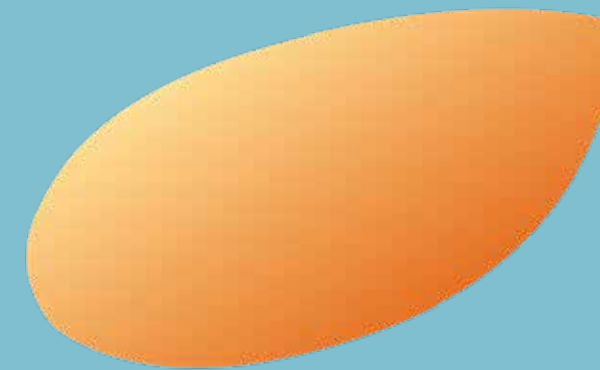
# Sponsorship Levels



## Benefactor

**\$22,000**

This sponsorship is for those who wish to closely align themselves as an integral member of the VA Council of CEOs community.



## Lead

**\$29,000**

This sponsorship is flexible, allowing an organization to partner with the Council to make a big impact.

# VA COUNCIL OF CEOs 2025 Sponsorship Program Summary

	Basic Levels		Prominent Levels	
	Silver	Gold	Benefactor	Lead
<b>BENEFIT</b>	<b>\$9,000.00</b>	<b>\$15,000.00</b>	<b>\$22,000.00</b>	<b>\$29,000.00</b>
<b>EVENT-RELATED BENEFITS</b>				
Seat for representative at any virtual or in-person event (other than single-sponsor events)	1*	2	3	All benefits customized for this level.
Complimentary registration for (count) representatives at Spring Retreat	1*	2	3	
Complimentary registration for (count) representatives at Fall Leaders Conference	0	0	1	
Discounted registration for (count) representatives at Fall Leaders Conference	✓	✓	✓	
Keynote introduction at Top Speaker event			1	
<b>ADVERTISING/NAME RECOGNITION OPPORTUNITIES</b>				
Logo and recognition on vaceos.org Sponsor page	✓	✓	✓	All benefits customized for this level.
Listing in, and access to online directory for authorized Members and Sponsors (VACEOs Connect)	1	2	3	
Name recognition on VACEOs website and print materials	✓	✓	✓	
Listing in "Presentation Topics" catalog provided to roundtables/forums	✓	✓	✓	
Discount on Spring Retreat and Fall Leaders Conference add-on sponsorship opportunities			✓	
Co-branding Event Sponsorship opportunities (shared cost, let's discuss)	✓	✓	✓	
Member News Callout		1	2	
Opportunity to provide guest columns on vaceos.org blog (may be used in Leader News)			2	
Prominent name and logo and select materials			✓	
<b>BONUS BENEFITS</b>				
A seat on VACEOs Advisory Board			1	All benefits customized for this level.
Opportunity to host one key Leadership Meeting (Ex: Board, Advisory, RT Leader meeting, etc.)		✓	✓	



# Looking Forward to Working with You!

As your Sponsor Liaison I am here to make sure you are happy and are taking full advantage of your benefits.

Please don't hesitate to contact me!

On behalf of everyone at VA Council of CEOs, we thank you for your continued support and we look forward to working with you as we expand into Virginia.

Meredith Campbell  
Member Services Manager, VACEOs  
[Meredith@vaceos.org](mailto:Meredith@vaceos.org)

# Sponsorship Commitment

VA Council of CEOs only partners with a limited number of sponsors.  
Come grow with us and our membership!

Please fill out our Online 2024 Sponsor Commitment Form today to  
get started.

Payment due by January 31, 2025 unless other terms are arranged in  
writing.

[Online](#)  
[Commitment Form](#)

# Team VACEOs



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# 2024 Sponsors



WARREN WHITNEY





# **If You Have Any Questions At All**

**Don't hesitate to ask.  
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