

Good **BUSINESS** **SUMMIT 2021**

February 25, 2021 | HOSTED VIRTUALLY

LOWCOUNTRY
LOCAL FIRST



Good BUSINESS SUMMIT 2021

The 8th Annual Good Business Summit™ is a 1-day virtual convening hosted by Lowcountry Local First spotlighting big ideas and tactical solutions for building your company with profit and purpose. A business conference with soul, we give you the tools and inspiration to grow, prosper, and give back, while connecting you with like-minded business leaders.

What Can Sponsors Expect from Good Business Summit 2021:

- Bringing a successful 1-day conference to a fully-digital, highly-curated virtual event
- Live interactive Keynote sessions with CEOs from global brands
- Pre-recorded content to compliment live sessions and provide attendee session choice
- On-demand content available post-Summit
- In-person Cocktail Hour in Charleston following the Summit (TBD based on CDC guidelines)
- Access to exclusive networking opportunities, both in-person and virtual
- Pre-Summit VIP virtual Meet + Greet for higher level sponsors and speakers
- Opportunities to creatively engage in promotions or giveaways for your business

5 Benefits to Joining as a Sponsor of #GoodBiz2021:

- Publicly align your company with business as a force for good.
- Grow your brand awareness from our social reach - 60,000 strong.
- Meet your next client or employee in the networking forums.
- Provide a learning and networking experience for your employees.
- Give back - your sponsorship will fund Summit scholarships for small business owners experiencing financial hardship.

*Join us in making year eight
the best Good Business Summit yet!*

A LOOK BACK AT GOOD BUSINESS 2020



320
ATTENDEES



50
SPONSORS AND COMMUNITY
PARTNERS

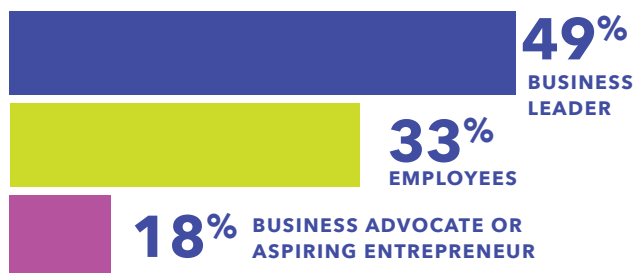


27
PRESENTERS

2020 SESSIONS

- ▶ Good Growth - Scaling Up with Soul
- ▶ A Billion Dollar Brand with a Conscience - Vincent Stanley of Patagonia
- ▶ Results and Respect - Outcomes-based Culture for Happy Teams
- ▶ Thriving in a World of Online Competition
- ▶ How to Use Social Media and Attract Editorial Coverage
- ▶ Leaders Inspire - How to Own the Room
- ▶ Creatives and the Art of Doing Business
- ▶ Sales and Marketing Mastermind Workshop
- ▶ People First: Tips from an HR and Culture Expert

2020 ATTENDEE BREAKDOWN



One of the best sustainable business gatherings that I have been a part of. The energy, camaraderie and community that you have built made your event an absolute standout!

-Hammad Atassi
CEO, American Sustainable Business Council



LOWCOUNTRY LOCAL FIRST SOCIAL REACH:

- 450+** Members, representing 13,000+ employees
- 7K+** e-Newsletter subscribers
- 12.5K+** Facebook followers
- 20.3K+** Instagram followers
- 22.5K+** Twitter followers

GOOD BUSINESS SUMMIT 2021

SPONSORSHIP LEVELS

Please contact our Community Partnership Manager, **Steve Fletcher** to start a conversation at 843-801-3390 or steve@lowcountrylocalfirst.org. We know 2020 is an unprecedented year. We are happy to work with you on payment installments if needed. Please contact Steve for sponsorship deadlines.

PRESENTING PARTNER

\$15,000

(VALUED AT \$30,000+
IN BENEFITS)

Exclusive to 1

- Premier logo on all outreach including: LLF website; Good Business Summit website; poster; all print and web advertisements; social media
- Opportunity to appear on-screen for sponsor remarks during Summit
- Invitation for attendees to opt-in to be subscribed to your company's email list
- Recognized as highest level supporter in all media placements with logo.
- Invitation to virtual pre-Summit VIP Meet + Greet with sponsors and speakers (**4 attendees**)
- Invitation to provide a promotional offer to attendees
- Sponsor recognition at four Good Business Workshops (virtual or in-person) including verbal recognition during opening remarks, brand inclusion on promotional materials, and invitation to provide a promotional offer or collateral piece to attendees
- Recognition during Good Business Summit opening or closing remarks
- Business highlighted on LLF blog, including picture, logo, and link
- Prominently featured in all e-blasts with logo and link
- Logo included on networking forum before, during, and after Summit
- Logo included on session speaker branded background
- Access to our Sponsor Marketing Toolkit to promote your partnership with the Good Business Summit
- **20 registrations** to the 2021 Good Business Summit on Thursday, February 25, 2021

GROUND BREAKER

\$8,500

(VALUED AT \$21,000+
IN BENEFITS)

Limited to 2

- Business highlighted in on LLF blog, including picture, logo, and link
- Business highlighted on LLF social media post, including image and link
- Invitation to provide a promotional offer to attendees
- Sponsor recognition at [4] Good Business Workshops (virtual or in-person) including verbal recognition during opening remarks, brand inclusion on promotional materials, and invitation to provide a promotional offer to attendees
- Recognized in all media placements
- Recognition during Good Business Summit opening or closing remarks
- Recognition during Summit via digital signage
- Invitation to virtual pre-Summit VIP Meet + Greet with sponsors and speakers (1 attendee)
- Promotional opportunities including: LLF website; print advertisements; poster; Good Business Summit website; press release; social media
- Featured in all e-blasts with logo and link
- Access to our Sponsor Marketing Toolkit to promote your partnership with the Good Business Summit
- **10 registrations** to the 2021 Good Business Summit on Thursday, February 25, 2021

INNOVATOR

\$5,000

(VALUED AT \$18,000+
IN BENEFITS)

Limited to 4

- Recognition during Good Business Summit opening or closing remarks
- Recognition during Summit via digital signage
- Recognized in all media placements.
- Promotional opportunities including: LLF website; print advertisements; poster; Good Business Summit website; press release; social media
- Invitation to virtual pre-Summit VIP Meet + Greet with sponsors and speakers (1 attendee)
- Featured in all e-blasts with logo and link
- Access to our Sponsor Marketing Toolkit to promote your partnership with the Good Business Summit
- **6 registrations** to the 2021 Good Business Summit on Thursday, February 25, 2021

CULTIVATOR

\$2,500

(VALUED AT \$5,000+
IN BENEFITS)

- Recognition during Summit via digital signage
- Promotional opportunities including: press release; Good Business Summit website; social media
- Featured in all e-blasts with logo and link
- Invitation to virtual pre-Summit VIP Meet + Greet with sponsors and speakers
- Access to our Sponsor Marketing Toolkit to promote your partnership with the Good Business Summit
- **4 registrations** to the 2021 Good Business Summit on Thursday, February 25, 2021

INVESTOR

\$1,000

(VALUED AT \$2,000+
IN BENEFITS)

- Listed in all e-blasts
- Promotional opportunities including: Good Business Summit website; social media
- Access to our Sponsor Marketing Toolkit to promote your partnership with the Good Business Summit
- **2 registrations** to the 2021 Good Business Summit on Thursday, February 25, 2021

DO GOODER

\$500

(VALUED AT \$1,000+
IN BENEFITS)

- Promotional opportunities including: Good Business Summit website; social media
- Access to our Sponsor Marketing Toolkit to promote your partnership with the Good Business Summit
- **1 registration** to the 2021 Good Business Summit on Thursday, February 25, 2021

ABOUT THE CONFERENCE HOST: Lowcountry Local First cultivates an economy anchored in local ownership, because local-independent businesses are the foundation of our culture, economy and character. To learn more about supporting Lowcountry Local First's work, contact Barbie Schreiner at 843-801-3390.

Company Name

Contact Name

Address

E-Mail

Phone

Are you currently a member of Lowcountry Local First?

☐ Yes / ☐ No

Partnership Level

☐ Presenting Partner (\$15,000)

☐ Ground Breaker (\$8,500)

☐ Innovator (\$5,000)

☐ Cultivator (\$2,500)

☐ Investor (\$1,000)

☐ Do Gooder (\$500)

Payment

☐ I will call in my credit card payment to (843) 801-3390 (Please ask for Kaylee or Steve)

☐ Check (payable to Lowcountry Local First)

☐ Please complete my payment using the credit card below

Visa / Mastercard
(circle one)

Name on Card

Card Number

Expiration Date

Security Code

Billing address if different from above

Signature

Please return the completed form with payment information to
Lowcountry Local First, Attn: Steve Fletcher
PO Box 72018, North Charleston, SC 29415
or email to steve@lowcountrylocalfirst.org