



# Good BUSINESS SUMMIT 2023

THURSDAY, FEBRUARY 9  
CHARLESTON MUSIC HALL

PRESENTING SPONSOR



25+ PRESENTERS  
9 INTERACTIVE SESSIONS  
ENDLESS NETWORKING OPPORTUNITIES

[GOODBUSINESSSUMMIT.ORG](http://GOODBUSINESSSUMMIT.ORG)

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# Good BUSINESS SUMMIT 2023

The 10<sup>th</sup> annual Good Business Summit™ is a one-day 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 Sponsors Can Expect from Good Business Summit 2023:

- Interactive Keynote sessions with CEOs from global brands
- Access to exclusive networking opportunities
- Opportunities to creatively engage in promotions or giveaways for your business
- Cocktail hour in Charleston following the Summit on Thursday, February 9th

## 5 Benefits to Joining as a Sponsor of #GoodBiz2023:

- 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 ten  
the best Good Business Summit yet!**



# A LOOK BACK AT Good Business 2022



**300**  
ATTENDEES



**37**  
SPONSORS AND PARTNERS



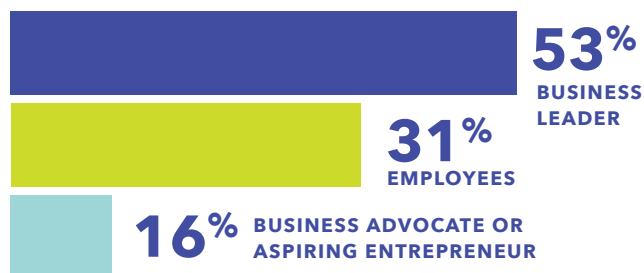
**35**  
PRESENTERS



## 2022 SESSIONS

- Great Companies Attract Great People
- Good Growth: Aligning Values, Passion and Purpose to Build a Company you Love
- Keynote: How Jeni's Internal Culture Drives Brand Voice and Reputation
- Craft Your Commerce: Top Trends for Indie Retailers
- Building Value-Aligned Partnerships with People and Brands
- The Responsible Brand Toolkit
- Mission Marketing
- Crowdfunding and Other Non-Traditional Funding Models
- Commercial Space University

## 2022 ATTENDEE BREAKDOWN



2022 Keynote speaker:  
**JENI BRITTON**  
*Jeni's Splendid Ice Creams*



“Entrepreneurship takes a lot of courage and a lot of support and this event is a great way to equip attendees with both! Not only do they receive the validation that their work is challenging but also that it is worthwhile. Getting real world feedback, examples, numbers and advice helps you center yourself where you are and create the plan to get where you want to go. I really enjoyed the speakers' candor and humor and I would definitely come back!”

-2022 Attendee

**LOWCOUNTRY**  
LOCAL FIRST

## Social Reach:

- 500+** Members, representing 12,000+ employees
- 7.5K+** e-Newsletter subscribers
- 12.7K+** Facebook followers
- 21.6K+** Instagram followers
- 21.7K+** Twitter followers

# Good Business Summit 2023

## SPONSORSHIP LEVELS

Please contact our Development Manager, Steve Fletcher to start a conversation at 843-801-3390 or [steve@lowcountrylocalfirst.org](mailto:steve@lowcountrylocalfirst.org). Custom, creative partnership opportunities are available upon request. *Deadline for full benefits: Sept 30, 2022*

**SOLD!**  
**Presenting Partner**  
**\$15,000**

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

*Exclusive to 1*

- Opportunity to host a Local Social for Lowcountry Local First members in 2023
- Premier logo on all outreach including:
  - Digital outlets:
    - LLF website (700+ average monthly views of the LLF events page, plus 6k+ average views of GoodBusinessSummit.org website in the month leading up to the event)
    - Prominently featured in all e-blasts with logo and link (min. of 6 topic-specific e-blasts to full database of 7.5k+ subscribers)
  - Print materials: Poster (100+), bookmarks or business cards (500+)
- Recognized as the highest level supporter in all advertising placements with logo. Media partners may include but are not limited to Charleston City Paper; Charleston Magazine; Charleston Regional Business Journal; Bridge 105.5
- Recognition throughout the Good Business Summit including opening or closing remarks
- Invitation to give remarks on stage
- Recognition on-site including event signage and attendee materials
- Logo included on tabletop signage during lunch hour
- Access to email list of attendees who opt-in to hear from event partners
- Invitation to contribute a promotional piece or offering to the event's Virtual Swag Bag, provided to all attendees
- 10 registrations to the 2023 Good Business Summit on February 9th at Charleston Music Hall

**Innovator**  
**\$5,000**

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

*Limited to 7*

- Recognition at the Good Business Summit in opening or closing remarks
- Logo included on all media placements. Media partners may include, but are not limited to Charleston City Paper; Charleston Magazine; Charleston Regional Business Journal; Bridge 105.5
- Business highlighted on LLF blog, including picture, logo and link
- Logo recognition on on-site event signage and attendee materials
- Logo included on tabletop signage during lunch hour
- Logo featured in all e-blasts (min. of 6 dedicated e-blasts to 7.5k+ subscribers)
- Promotional opportunities including: event posters (100+), press release, LLF website, Good Business Summit website; social media
- Logo included on tabletop signage during lunch hour
- Access to email list of attendees who opt-in to hear from event partners
- Invitation to contribute a promotional piece or offering to the event's Virtual Swag Bag, provided to all attendees
- 4 complimentary registrations to the 2023 Good Business Summit on February 9th at Charleston Music Hall

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## Cultivator

\$2,500

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

Limited to 8

- Logo recognition on attendee materials
- Logo featured in all e-blasts (min. of 6 dedicated e-blasts to 7.5k+ subscribers)
- Promotional opportunities including: press release, Good Business Summit website; social media
- Logo included on tabletop signage during lunch hour
- Invitation to contribute a promotional piece or offering to the event's Virtual Swag Bag, provided to all attendees
- 3 complimentary registrations to the 2023 Good Business Summit on February 9th at Charleston Music Hall

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## Investor

\$1,000

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

- Listed in all e-blasts (min. of 6 dedicated e-blasts to 7.5k+ subscribers)
- Promotional opportunities including: Good Business Summit website; social media
- Invitation to contribute a promotional piece or offering to the event's Virtual Swag Bag, provided to all attendees
- 2 complimentary registrations to the 2023 Good Business Summit on February 9th at Charleston Music Hall

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## Do Gooder

\$500

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

- Promotional opportunities including: Good Business Summit website; social media
- 1 complimentary registration to the 2023 Good Business Summit on February 9th at Charleston Music Hall

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## Party Planner / In-Kind

Unlimited

- We invite our in-kind food, beverage and party supporters to work with us on creating a customized sponsorship plan. Please contact Steve Fletcher by email at [Steve@lowcountrylocalfirst.org](mailto:Steve@lowcountrylocalfirst.org) or call (843) 801-3390.

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## 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 Steve Fletcher at 843-801-3390 or [steve@lowcountrylocalfirst.org](mailto:steve@lowcountrylocalfirst.org).



# Good Business Summit 2023

## SPONSORSHIP COMMITMENT

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)

☐ Innovator (\$5,000)

☐ Cultivator (\$2,500)

☐ Investor (\$1,000)

☐ Do Gooder (\$500)

☐ Party Planner / In-Kind

### Payment

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

☐ ACH/Bank Transfer. Please send a digital invoice to this email: \_\_\_\_\_

☐ 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  
1859 Summerville Ave. Suite 800, Charleston, SC 29405  
or email to [steve@lowcountrylocalfirst.org](mailto:steve@lowcountrylocalfirst.org)