



2020

EVENT SPONSORSHIP
OPPORTUNITIES





About Us

The Thurston Economic Development Council (EDC) is the state designated economic development agency for Thurston County. The resources and programs that we develop are designed to support the strategic diversification and sustainability of our local economy. We do this by:

- Connecting local businesses with experts and resources that help them remain competitive
- Create and deliver strategic messages that attract new investment into our community
- Work with community partners to build coalitions that enhance our collective prosperity
- Participate regionally to ensure that Thurston County increases its role and influence in the regional economy

What is the Center for Business & Innovation?

Underneath the Thurston EDC sits the Center for Business & Innovation (CB&I). The CB&I is a separate non-profit entity created in partnership with South Puget Sound Community College and is dedicated to providing trainings, business coaching services and entrepreneurial support to businesses looking for a competitive edge. In addition to direct service offerings, the CB&I strengthens the entrepreneurial ecosystem throughout Thurston County through strong partnerships with community organizations that facilitate the creation of entrepreneurial initiatives.



Our Mission

To create a dynamic and sustainable economy that supports the values of the people who live and work in Thurston County.

Our Vision

That Thurston County has a prosperous economy that provides employment, culture, educational, and investment opportunities that create a sustainable and vibrant community.

2020 Events

Alliance Northwest

MARCH 5

Inspire Women's Business Conference

MAY 8

Business Awards Gala

MAY 28

Real Estate Forum

SEPTEMBER 24

Regional Economic Forecast & Innovation EXPO

DECEMBER 3

Alliance Northwest

MAR
5

Puyallup
Fairgrounds

Puyallup, WA

AllianceNorthwest.org

Event Profile

This full-day event will feature morning and luncheon keynote addresses, high quality workshops about doing business with the government, matchmaking sessions with government agencies and prime contractors. Alliance will also feature a trade show with state and federal contracting officers, prime contractors and businesses who contract with the government.

Target Market

The target market for this event includes businesses interested in the government marketplace. Expected attendance is 1,000+ people, including a who's who of government contracting, government agency representatives and prime contractors. Alliance is the largest business-to-government training conference and tradeshow in the Pacific Northwest.



Sponsorship Benefits

Platinum Sponsor \$6,000	Gold Sponsor \$3,000	Silver Sponsor \$2,000	Bronze Sponsor \$1,000
-----------------------------	-------------------------	---------------------------	---------------------------

Logo Recognition

- Website (*Press, E-Blasts, and Website gets over 10k views*)
- Event Program
- Printed Promotional Materials
- E-Blasts
- Event Presentations
- Event Signage
- Conference Badges

Outreach Events

- An outreach event and/or blog post featuring your company in partnership with Washington PTAC

Table at Event

- Premier reserved table at luncheon (seats 8)
- One reserved table at luncheon (seats 8)

Exhibitor Booths

- 10' x 20' top premier location exhibitor booth
- 10' x 10' high-traffic location exhibitor booth
- 10' x 10' preferred location exhibitor booth

Alliance Northwest

- Full-access Alliance Northwest Passes

Guests

- Personalized discount code to invite clients & partners

Recognition

- Special mention during morning/lunch presentations
- Opportunity to support the introduction of keynote speakers during luncheon

Advertising

- Full page, full color advertisement in Government Marketplace Magazine
- Half page, full color advertisement in Government Marketplace Magazine
- Quarter page, full color advertisement in Government Marketplace Magazine

Exhibitor Booth \$600	Each 10' x 10' booth space includes:	<ul style="list-style-type: none"> • Pipe and drape • A 6-foot skirted table with 2 chairs • Access to breakout sessions 	<ul style="list-style-type: none"> • Two breakfast and luncheon tickets • Company information, including your logo, in the Government Marketplace Magazine
------------------------------	--------------------------------------	---	--



INSPIRE

Women's Business
Conference

MAY
8

Center
for Business
and Innovation

Lacey, WA

wcwb.org/inspire

Event Profile

INSPIRE Women's Business Conference was created for forward-looking business owners and leaders - women (and men) who want to increase their influence and impact by building their knowledge, skills, confidence, and networks. With a theme of innovation, INSPIRE offers keynote and lunchtime presentations, a selection of breakout sessions, a mini-tradeshow, networking opportunities, and a happy hour.

Target Market

This event is expected to draw over 200 entrepreneurs, business owners, decision makers and community leaders from South Puget Sound and beyond.

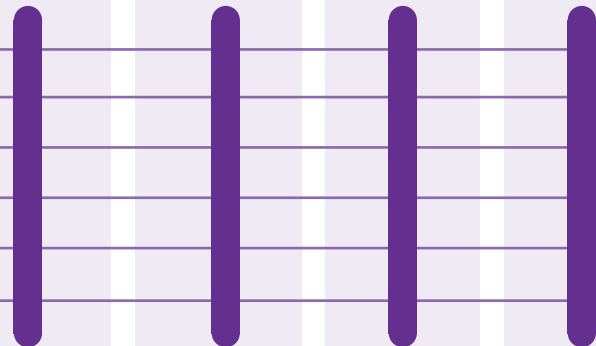


Sponsorship Benefits

Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
\$5,000	\$2,500	\$1,500	\$750

Logo Recognition

- Website
- Event Program
- Event Signage
- Printed Promotional Materials
- E-Blasts
- Recognition in Event Presentations
- Special mention during morning & lunch programs



Exhibitor Space

- Reserved Exhibitor Booth



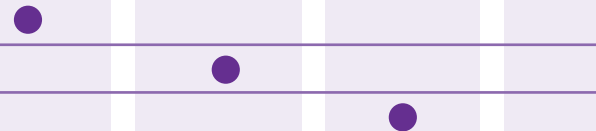
Guests

- Tickets



Program Ad

- Full page, full color ad in the event program
- Half page, full color ad in the event program
- Quarter page, full color ad in the event program



Exhibitor Booth \$300

- Each booth space includes:
- A 6-foot skirted table with 2 chairs
 - Two tickets to the event
 - Breakfast and lunch

- Access to breakout sessions
- Recognition in event program

Business Awards Gala & Celebration

MAY
28



Olympia, WA

Event Profile

Since 1985, the annual Business Recognition Awards has honored local businesses and the important role they play in supporting the economic health of our region. The award categories are: new business, small business, non-profit, agriculture and corporate employer. Nominations come from within the community, and winners are announced at the event. The 2020 event will also serve as our Annual Investor Dinner.

Target Market

This high-profile event draws over 200 business owners, decision makers and community leaders from all sectors of the business, non-profit and government community in Thurston County.



Sponsorship Benefits	Platinum Sponsor \$6,000	Gold Sponsor \$3,000	Silver Sponsor \$1,500	Bronze Sponsor \$800
Logo Recognition				
• Website	■	■	■	■
• Event Program	■	■	■	■
• Event Signage	■	■	■	■
• Event Presentations	■	■	■	■
• E-Blasts	■	■	■	■
• Printed Promotional Materials	■	■	■	■
Event Opportunities				
• Opportunity to provide goodie bag items to attendees	●	●	●	■
• Introductory 5 minute presentation	●	■	■	■
Advertising				
• Full page, full color ad in event program	●	■	■	■
• Half page, full color ad in event program	■	●	■	■
Guests				
• Tickets	Reserved Table for 8	6	4	2

Real Estate Forum



SEPTEMBER
24

Hotel RL Olympia

Olympia, WA

Event Profile

The annual Thurston Economic Development Council Real Estate Forum, hosted in partnership with NAIOP (National Association of Industrial and Office Properties), will showcase Thurston County real estate trends and properties while providing a forum for information sharing and networking. Resources and commercial market data will be shared.

Target Market

This event draws over 200 business owners, decision makers and community leaders from the real estate community in Thurston, Pierce, King counties, and beyond.



Sponsorship Benefits

Platinum Sponsor
\$6,000

Gold Sponsor
\$3,000

Silver Sponsor
\$2,000

Bronze Sponsor
\$1,000

Logo Recognition

- Website (*Press, E-Blasts, and Website gets over 10k views*)
- Event Program
- Printed Promotional Materials
- E-Blasts
- Event Presentations
- Event Signage

Event Recognition

- Recognition in Event Program
- Banner hung in Main Event Space
- Introductory 5-minute Presentation at Event

Exhibitor Space

- Reserved Exhibitor Booth

Guests

- Tickets

Program Ad

- Full page, full color ad in the event program
- Half page, full color ad in the event program

Exhibitor Booth \$500

Each 10'x10' booth space includes:

• Pipe and drape

• A 6-foot skirted table with two chairs

• Two luncheon tickets



Regional Economic Forecast & Innovation Expo

DEC
3

Event Profile

This conference brings together regional businesses from a wide range of industry sectors. Exhibitors will showcase cutting-edge technology, products and innovations. Attendees will have the opportunity to network, attend breakout sessions, hear an economic forecast from a leading regional economist, and more.

Target Market

This important networking event draws over 350 decision makers and community leaders from all sectors of business and industry in the five-county region of Thurston, Mason, Grays Harbor, Lewis and Pacific Counties.

Sponsorship Benefits	Platinum Sponsor \$6,000	Speaker Sponsor \$4,000	Gold Sponsor \$3,000	Silver Sponsor \$2,000	Bronze Sponsor \$1,000
Logo Recognition					
• Website (<i>Press, E-Blasts & Website gets over 10k views</i>)	●	●	●	●	●
• Event Program	●	●	●	●	●
• Printed Promotional Materials	●	●	●	●	●
• E-Blasts	●	●	●	●	●
• Event Presentations	●	●	●	●	●
• Event Signage	●	●	●	●	●
Event Recognition					
• Recognition in event program	●	●	●	●	●
• Banner hung in main event space	●	●	●		
• Introductory 5-minute Presentation at Event	●				
• Introduction of one of the keynote speakers		●			
• Reserved exhibitor booth	●	●	●	●	
• Tickets	Reserved Table for 8	6	4	4	2
Advertising					
• Full-page, full color ad in the event program	●				
• Half-page, full color ad in the event program		●	●		

Exhibitor Booth Each 10' x 10' booth space includes:

- Pipe and drape
- A 6-foot skirted table with 2 chairs
- Access to 110 volts of electricity
- Admission for two into Conference

\$500

The Expo portion of the event runs throughout the day and offers the opportunity to market your innovative products and services to a diverse regional audience of over 350 professionals.

In addition to the Expo Hall, exhibitors will have access to the full conference offerings, including an exclusive briefing on the regional Economic Vitality Index, insights and advice from business leaders on what lies ahead, and informational workshops throughout the day focused on business innovation.

www.regionalinnovationexpo.com

Event Name

Sponsorship Level

<input type="checkbox"/> Business Awards Gala & Celebration	<input type="checkbox"/> Platinum \$6,000	<input type="checkbox"/> Gold \$3,000	<input type="checkbox"/> Silver \$1,500	<input type="checkbox"/> Bronze \$800	
<input type="checkbox"/> Alliance Northwest	<input type="checkbox"/> Platinum \$6,000	<input type="checkbox"/> Gold \$3,000	<input type="checkbox"/> Silver \$2,000	<input type="checkbox"/> Bronze \$1,000	
<input type="checkbox"/> INSPIRE: Women's Business Conference	<input type="checkbox"/> Platinum \$5,000	<input type="checkbox"/> Gold \$2,500	<input type="checkbox"/> Silver \$1,500	<input type="checkbox"/> Bronze \$750	
<input type="checkbox"/> Real Estate Forum	<input type="checkbox"/> Platinum \$6,000	<input type="checkbox"/> Gold \$3,000	<input type="checkbox"/> Silver \$2,000	<input type="checkbox"/> Bronze \$1,000	
<input type="checkbox"/> Regional Economic Forecast & Innovation Expo	<input type="checkbox"/> Platinum \$6,000	<input type="checkbox"/> Speaker \$4,000	<input type="checkbox"/> Gold \$3,000	<input type="checkbox"/> Silver \$1,500	<input type="checkbox"/> Bronze \$800

Booth Add-On with sponsorship

Total Cost of Sponsorship(s): \$ _____

Payment Options

Please invoice me *(Each event sponsorship will be invoiced separately.)*

Please bill my credit card VISA MasterCard AmEx

Name on Card _____

Card Number _____ Exp. Date _____

Billing Address _____ City, State, ZIP _____

Signature _____

Please refer to the overview in the Thurston EDC Sponsorship Opportunities to verify sponsorship benefits.

Please complete and return the entire form to: ameade@thurstonedc.com or fax to 360-407-3980.

Thank you for your sponsorship and support!

Contact Information

Name _____ Title _____

Organization _____ Email _____

Phone _____ Fax _____

Mailing Address _____

City, State, ZIP _____

I would like an exhibitor booth at the following events:

Alliance Northwest (\$600)

Regional Economic Forecast
& Innovation Expo (\$500)

INSPIRE: Women's Business Conference (\$300)

Real Estate Forum (\$500)

Total Cost of Exhibitor Booth(s): \$ _____

Become an Investor!

When you invest in the EDC you allow businesses to have access to standard setting trainings like SCALEUP, business coaching through the Washington Center for Women in Business (WCWB), SBDC, SCORE and PTAC.

**In fact, for every \$1 you invest in the Thurston EDC
our region will see a \$25.80 return on that investment.**



Name _____ Title _____

Organization _____ Email _____

Phone _____ Cell _____

Address _____ City _____

State _____ ZIP _____ I'd like to learn more about event sponsorships. Please contact me.

Principle Investor (\$10,000)

Major Investor (\$7,500)

Corporate Investor (\$5,000)

Participant Investor (\$2,500)

Associate Investor (\$1,000)

Primary Investor (\$500)

I have enclosed my annual payment.

Please invoice my company

Quarterly Invoice

Annual Invoice

Please charge my one-time gift of \$ _____

VISA AMEX MASTERCARD DISCOVER (Circle one)

_____ / _____
Credit Card #

Exp. Date

_____ / _____
Name (as it appears on card)

Sec. Code

Signature

Date

Retain, Expand, Recruit.

At the foundation of the work we do are three main principles:

Retain: We work to maintain the health of local businesses by offering technical assistance, and providing advocacy on their behalf.

Expand: We present market opportunities to Thurston County employers and provide other support for them to expand their operations.

Recruit: We actively attract investment and employment opportunities into our region through outreach, promotion and trade missions.



Thurston Economic Development Council

4220 6th Ave SE, Lacey, WA 98503

360-754-6320

www.thurstonedc.com

Supporting a Strong Economy in Thurston County since 1982.