

# YOU'RE INVITED TO SPONSOR THE INSPIRE AWARDS



## CELEBRATE THE POWER OF MENTORING

The 10th annual Inspire Awards celebrate the efforts of individuals who have inspired excellence in the workplace or the community through mentoring.

Mentors of the Year will be announced at the Inspire Awards luncheon which takes place on Thursday, February 21st, 2019 at the Indiana Roof Ballroom.

College Mentors for Kids, in conjunction with our presenting sponsor Verizon, will also honor one outstanding individual with the Lifetime Achievement Award.

## SPONSOR THE INSPIRE AWARDS

The Inspire Awards attracts 500 business, political and community leaders. Sponsorship of the awards provides significant visibility leading up to and during the event. Best of all, a portion of your sponsorship is tax-deductible and supports the important work of College Mentors for Kids. It is an event you don't want to miss!

## BENEFIT COLLEGE MENTORS FOR KIDS

All proceeds from this event support the inspiring work of College Mentors for Kids, a nonprofit organization that connects college students with the most to give to kids who need it most. College Mentors for Kids serves 2,700 youth with 3,000 college student volunteers in 9 states.

[www.collegementors.org/inspire](http://www.collegementors.org/inspire) for more information.



# SPONSORSHIP LEVELS AND BENEFITS

SPONSORSHIP BENEFITS	PRESENTING \$25,000 <i>Industry Exclusivity Event naming rights</i>	FELLOWSHIP \$10,000 <i>Industry Exclusivity</i>	LAA RECEPTION \$7,500 <i>Exclusivity</i>	MASTERS \$5,000	UNDERGRADUATE \$3,000	TABLE \$1,500
<b>AT THE EVENT</b>						
Event Tickets	16 (2 tables)	16 (2 tables)	8 (1 table)	8 (1 table)	8 (1 table)	8 (1 table)
Program	Logo on cover Full-page ad & list Welcome letter from CEO	Full page ad with priority placement & list	1/2 page ad & list	1/2 page ad & list	1/4 page ad & list	Listed in program
LAA reception tickets	16	10	8	4	2	
Name on table	★	★	★	★	★	★
Signs posted at the venue	★	★	Signage and exhibit table at LAA reception		★ ★	
Screens at the venue	★ (Go-bo)	★	★	★	★	
Photo screen	Company logo	Company logo	Company logo			
Verbal recognition	At LAA reception and awards program Opportunity for executive to make remarks at event	★	★	Opportunity to make remarks at reception	★	
<b>VISIBILITY &amp; MEDIA</b>						
<i>Social media</i>	3 mentions on Facebook, 1 LinkedIn, 15 on Twitter	2 mentions on Facebook, 1 LinkedIn, 10 on Twitter	2 mentions on Facebook, 1 LinkedIn, 10 on Twitter	1 mention on Facebook, 1 LinkedIn, 8 on Twitter	1 mention on Facebook, 1 LinkedIn, 5 on Twitter	1 mention on Facebook and 3 on Twitter
College Mentors for Kids website	Logo on website banner for all Inspire event pages	Logo and link to company website on 4 Inspire event pages	Logo on website banner for all Inspire event pages	Logo and link to company website on 4 Inspire event pages	Logo and link to company website on 4 Inspire event pages	Listed on event website
College Mentors for Kids monthly eNewsletter	4	4	2	1	1	
Event email and award nominations solicitations	Recognition in all event-related emails	Recognition in all event-related emails	Recognition in all event-related emails	Recognition in all event-related emails	Recognition in all event-related emails	
Year-round cross-promotion	★		★			

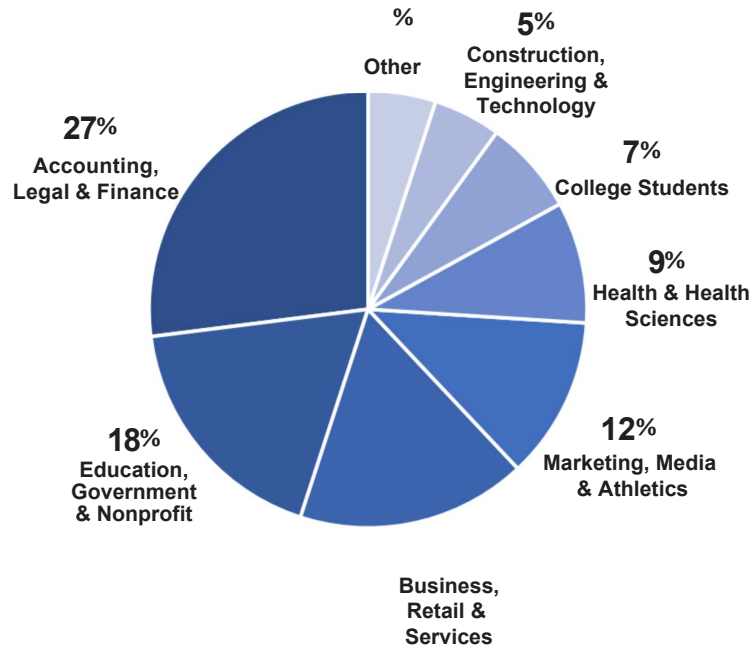
# SPONSORSHIP LEVELS AND BENEFITS (CONTINUED)

SPONSORSHIP BENEFITS	PRESENTING \$25,000 <i>Industry Exclusivity Event naming rights</i>	FELLOWSHIP \$10,000 <i>Industry Exclusivity</i>	LAA RECEPTION \$7,500 <i>Exclusivity</i>	MASTERS \$5,000	UNDERGRADUATE \$3,000	TABLE \$1,500
<b>VISIBILITY &amp; MEDIA (CONTINUED)</b>						
Print media	2 IBJ ads	2 IBJ ads	2 IBJ ads	2 IBJ ads		
Television	★	★				
Radio	★	★				
Press release	2	2	★	★		
Event invitation	Logo and event naming	★	★	★		
<b>OTHER PERKS</b>						
Advance notification of attendees to promote networking	★	★	★	★		
Custom content for your constituents to promote award nominations and content for internal publications about College Mentors for Kids	★	★				
Activity visit for employees	★	★				

# SPONSORSHIP REACH FROM INSPIRE AWARDS 2018

500 ATTENDEES

## AVERAGE ATTENDEES BY INDUSTRY



## COLLEGE MENTORS FOR KIDS SOCIAL MEDIA

**FACEBOOK** over 3,200

**TWITTER** over 1,700

**LINKEDIN** nearly 1,000

RWDO5HDGHUVKLS

HGHU

- % Male
  - % Female
- DFRP  
3RIRD3RI  
• 7RSDDPW  
• 2R3DW

2YHDL00LFDYHUDJH  
PRWKOSDJHYLHV  
H1HGEVFULEHUV

average unique monthly visitors

HGH,FRPH

- % Male
  - % Female
- DFRP  
3RIRD3RI

- 23% top management
- 23% middle management
- 18% professional

ORUHWKD FRS D  
PDDWEWPRWK WR  
W WK ,DDSR DD  
FRPPW R%RD5SS  
DP W R K  
W RR 1RE  
D R

## 2018 Inspire Awards Sponsors



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### Fellowship

Anthem Blue Cross Blue Shield

The Ackerman Foundation

### Masters

Creative Video & Multimedia

Element Three

F.A. Wilhelm Construction Company

Fifth Third Bank

Indianapolis Power & Light Company

Lumina Foundation

Sherck, Hussey, Johnson & McNaughton, LLC

### Undergraduate

Bose McKinney & Evans LLP

Community Health Network

Goelzer Investment Management

Honoring Heidi Schmidt, College

Mentors for Kids Founder

Indiana University Health

Indianapolis Colts

Kelley School of Business Indianapolis

PERQ

Purdue University

Social Legends

### Table

500 Festival

Barnes & Thornburg, LLP

Butler University

Caterpillar

Center for Information and

Computer Sciences and BSU

CJ McClanahan

CREA

DOW Agrosociences

Eli Lilly & Company

Eskenazi Health

Goodwill Industries

Ice Miller

Indianapolis Indians

IUPUI

Josh Brown and Rebecca Elberger Brown

JW Marriott

LDI

Lewis Wagner, LLP

Markey's Rental & Staging

Marian University

The National Bank of Indianapolis

OneAmerica

Ontario Systems

Pacers Sports & Entertainment

Scott Long

Somerset CPAs

United Consulting

Valeo

Worthington Industries

### Media Sponsors

Indianapolis Business Journal

TownePost Network

### Jewelry Raffle Sponsor

Reis Nichols Jewelers

### Past Lifetime Achievement Award Winners

2018 - Jim McClelland, State of Indiana

2017 - Allison Melangton, Indianapolis Motor Speedway

2016 – John Thompson, First Electric Supply

2015 – David Becker, First Internet Bancorp

2014 – Senator Richard Lugar, Retired, US Senate

2013 – Jim Morris, Pacers Sports & Entertainment

2012 – Mickey Maurer, Indianapolis Business Journal and National Bank of Indianapolis

2011 – Alecia DeCoudreaux, Retired, Eli Lilly & Company

2010 – Margot Lacy Eccles, LDI, Inc.

