

Children's Grove and Missouri Business Alert present

Kindness in Business Awards 2024

**An annual celebration of kindness
in Boone County**

Sponsorship Opportunities



Why the Kindness in Business Awards?

The Kindness in Business Awards is a unique, feel-good event that celebrates Boone County businesses and nonprofits that have shown and promoted kindness in dealings with customers, employees, youth, and the community at large. Sponsorship of the awards will provide your business with the opportunity to build brand awareness, drive traffic and connect and engage with your community in a fun, positive way.



BE UNIQUE & ENGAGING

- Increase brand awareness
- Create loyal brand connection
- Associate your brand or business with social good-doing and kindness



SPONSORSHIP HIGHLIGHTS

- Direct exposure to thousands of Boone County residents and businesses
- Direct engagement with nominees and award winners
- Multi-phase sponsorship options available to increase exposure and engagement
- Multi-channel messaging provided at every sponsorship level



GROWTH POTENTIAL

- The Kindness in Business Awards collaborate with high-profile community partners
- Unlimited nominations from residents provide opportunity for multiple exposures to your brand
- Heavy coverage of nomination period and awards by local media



ACCESS • CONNECTION • CREDIBILITY • POSITIVE ASSOCIATION • FUN

Sponsorship Levels



~~PRESENTING SPONSOR~~

~~\$2,500~~



- Exclusive sponsorship
- Event referenced as 'supported by'
- Listed as a sponsor on kindnessinbusinessawards.com during all phases of the awards
- Listed as a sponsor on awards ceremony website and ticketing platform
- Prominent logo placement on all branding materials and promotion during all phases of the awards
- Complimentary tickets provided for awards ceremony
- Representative can give welcome speech at awards ceremony
- Inclusion in social media campaigns during all phases of the awards
- Inclusion in press releases during all phases of the awards
- Ability to provide company literature and/or SWAG in the honoree & nominee awards packets
- Ad in 'Morning Minutes' newsletter for two weeks of sponsor's choosing
- Display ad on MBA homepage for one month of sponsor's choosing
- Display ad on kindnessinbusinessawards.com during nomination period
- Early access to sponsorship of future Kindness in Business Awards



GOLD SPONSOR \$1,200

- Listed as a sponsor on kindnessinbusinessawards.com during all phases of the awards
- Listed as a sponsor on kickoff event & awards ceremony websites and ticketing platforms
- Prominent logo placement on some branding materials and promotion during all phases of the awards
- Complimentary tickets provided for all events
- Inclusion in social media campaigns during all phases of the awards
- Inclusion in press releases during all phases of the awards
- Ability to provide company literature and/or SWAG in the honoree & nominee awards packets
- Display ad on MBA homepage for one month of sponsor's choosing
- Early access to sponsorship of future Kindness in Business Awards



FRIEND \$300

- Listed as a sponsor on kindnessinbusinessawards.com during all phases of the awards
- Listed as a sponsor on awards ceremony website and ticketing platforms
- Prominent logo placement on some branding materials and promotion during all phases of the awards
- Complimentary tickets provided for awards ceremony
- Ability to provide company literature and/or SWAG in the honoree awards packets
- Early access to sponsorship of future Kindness in Business Awards

SPONSORSHIP SUMMARY

The Kindness in Business Awards offers a range of sponsorships based on your marketing objectives and budget.

In-kind opportunities are also available at a variety of levels. Let's figure out how to work together!



SILVER SPONSOR \$600

- Listed as a sponsor on kindnessinbusinessawards.com during all phases of the awards
- Listed as a sponsor on kickoff event & awards ceremony websites and ticketing platforms
- Prominent logo placement on some branding materials and promotion during all phases of the awards
- Complimentary tickets provided for all events
- Ability to provide company literature and/or SWAG in the honoree awards packets
- Early access to sponsorship of future Kindness in Business Awards

A full benefits breakdown can be found on the following page.



Sponsor Benefits

	Presenting \$2,500	Gold \$1,200	Silver \$600	Friend \$300
Exclusive sponsorship	X			
Event referenced as "supported by"	X	X		
Listed as a sponsor on kindnessinbusinessawards.com during all phases of the awards	X	X	X	X
Prominent logo placement on all branding materials, emails and promotion	X			
Logo placement on some branding materials, emails and promotion		X	X	X
Complimentary tickets to the awards ceremony	4	4	2	1
Representative can give welcome speech at awards ceremony	X			
Social media shoutouts	4	3	2	1
Inclusion in press releases during all phases of the awards	X	X		
Ability to provide company literature and/or SWAG in honoree awards packets	X	X	X	X
Ability to provide company literature and/or SWAG in nominee awards packets	X	X		
Ad in "Morning Minutes" newsletter or on MBA homepage for one month of sponsor's choosing	X			
Early access to sponsorship of future Kindness in Business Awards	X	X	X	X



Contact

Have questions?
Ready to jump on board?
Reach out to one of our team members!

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