



20
26 | *Partnership*
sponsorship &
marketing guide

Connect. Support. Grow.
bgchamber.com

20 | Partnership

26 | sponsorship & marketing guide

CONNECT YOUR BUSINESS.
SUPPORT YOUR COMMUNITY.
GROW YOUR POTENTIAL.

Our partnerships are built to help you connect with key audiences, support meaningful initiatives, and grow your business while making a measurable impact in the community.

By participating in our 2026 programs and events, you place your brand at the center of signature celebrations, high-energy networking moments, and year-round exposure opportunities designed to elevate visibility and trust.

Whether through flagship events, targeted sponsorships, or custom marketing packages, we work with you to ensure your investment aligns with your goals and delivers real value.

Interested in learning more?

Get in Touch

Partnership

partnership@bgchamber.com



Table of contents

Signature Events

Annual Celebration	5
Excellence Awards Luncheon	6
BG Golf Classic	7
Pearls of Wisdom	9
Targeted Business Awards	10
Welcome Back WKU	11
Women's Leadership Conference	12
South Central Kentucky Night	13

Networking Events & Professional Development

Business After Hours	14
Chamber 101	14
Let's Do Lunch	14
Rise & Shine BG	15

Talent & Workforce Development

Bowling Green Young Professionals	17
Leadership Bowling Green	18
SCK LAUNCH Experience	19
SCK LAUNCH Job Fair	20
SCK LAUNCH Student Ambassadors	21

Print & Digital Ads

Chamber Marketing Bundle	22
The Coffee Break: Digital Newsletter	23
Message Board Email	24
Bowling Green & South Central Magazine	25

2026 Sponsorship Opportunities

Build Your Brand, Strengthen Our Region

Look ahead to a future where businesses thrive and communities flourish side by side. Our economic development team works tirelessly to attract new investment and support the growth of existing companies. But we know that building a business isn't just about capital and strategy — it's about people. Your employees, customers, neighbors, and partners are the heartbeat of this region. Long-term success requires more than commercial results; it calls for a healthy, connected, and resilient community where opportunity reaches everyone.

That's why, beyond recruiting and expanding industry, we focus on creating an environment where business and community strengthen one another. Through our signature events, we bring together the people who make this growth possible — from women shaping the future of leadership to targeted businesses driving innovation, from technology companies fueling transformation to students and young professionals preparing to lead, as well as educators and workforce development experts who help shape the talent pipeline.

Every sponsorship you invest in helps accelerate this shared progress. Together, we celebrate achievement, spark collaboration, and build the relationships that keep South Central Kentucky competitive and vibrant. That vision drives the Bowling Green Area Chamber of Commerce every day.

Thank you for partnering with us to build not only your brand, but also a thriving region we can all call home.



Meredith Wilson
Interim President &
CEO



Julie Milam
Executive Vice
President, Partnership

2026 Signature Event Dates:

Annual Celebration	Jan. 22	BG Golf Classic	June 8
South Central Kentucky Night	Feb. 9	Pearls of Wisdom	July 30
Women's Leadership Conference	Mar. 24	Welcome Back WKU	Aug. 26
Excellence Awards Luncheon	May 12	Targeted Business Awards	Oct. 1

Annual Celebration

An evening to celebrate 91 amazing years, continuing our mission to improve the business climate in South Central Kentucky. Includes key accomplishments, a look ahead to our future, and recognizing our annual Volunteer Award winners.

 **Audience Profiles**
Business Owners, Elected Officials, Executives, CEO's, VP's (550+ Attendees)

 **January 22**  **Business Formal**



TITLE SPONSOR

EXCLUSIVE (1 SPOT)
\$6500

SOLD OUT

- Two reserved tables of eight
- Sponsor-provided full-page ad in program and program presentation
- Opportunity to provide branded attendee gifts for each place setting *not required

SPOTLIGHT

EXCLUSIVE (1 SPOT)
\$5500

- One reserved table of eight
- Option to have promotional materials in lobby and photobooth with branded frame

SIGNATURE

1 OF 2 SPOTS AVAILABLE
\$4500

- Sponsor-provided digital ad to be featured in program presentation (½ page ad)
- One reserved table of eight

PREMIERE

EXCLUSIVE (1 SPOT)
\$3500

SOLD OUT

- Logo on champagne bottles/buckets
- One Reserved Table of 8

LEAD

EXCLUSIVE (1 SPOT)
\$3000

SOLD OUT

- One reserved table of eight
- Reception sponsor to have logos on cocktail napkins
- Option to include promotional material in foyer space

SUPPORTING

0 OF 10 SPOTS AVAILABLE
\$2000

SOLD OUT

- Logo on slideshow during seating and dinner
- Eight reserved seats

COMMUNITY

0 OF 10 SPOTS AVAILABLE
\$1000

SOLD OUT

- Logo on slideshow during seating and dinner
- Four reserved seats

STUDENT SPONSORSHIP

10 OF 10 SPOTS AVAILABLE
\$800

- Pay it forward initiative
- 1 student & 1 accompanying seats
- Print & program recognition



Scan QR code for event details

Excellence Awards Luncheon

The Excellence Awards Luncheon was created to honor local business owners and community leaders. This event honors nominees and winners while offering a networking platform to build valuable connections.

Audience Profiles

Business Owners, Community Leaders, Core Community Volunteers, Female Mentors, Young Professionals (500+ Attendees)



May 12



Business Formal



TITLE SPONSOR

EXCLUSIVE (1 SPOT)

\$7500

- Speaking opportunity: 3 minutes of mic time
- Two reserved tables of eight with premiere seating
- Logo included on website, all social media, and event emails
- Opportunity to have branded signage on stage or in room

SOLD OUT

SPOTLIGHT

EXCLUSIVE (1 SPOT)

\$5500

- One reserved table of eight
- Recognition at the Excellence Awards
- Photobooth & lobby signage with branded frame

SOLD OUT

SIGNATURE

ATHENA & YP ATHENA AWARD

EXCLUSIVE (1 SPOT)

\$4500

- One reserved table of eight
- Video announcement of ATHENA & ATHENA YP taken at WNKY Studio and present both ATHENA awards at show.

SOLD OUT

PREMIERE

SMALL BUSINESS PERSON AWARD

EXCLUSIVE (1 SPOT)

\$3500

- One reserved table of eight
- Video announcement of Small Business Person of the Year taken at WNKY Studio and present award at show

SOLD OUT

LEAD

NONPROFIT OF THE YEAR AWARD

EXCLUSIVE (1 SPOT)

\$2500

- One reserved table of eight
- Announce Nonprofit of the Year and present award

SOLD OUT

SUPPORTING

MINORITY AND/OR WOMAN OWNED BUSINESS OF THE YEAR AWARD

EXCLUSIVE (1 SPOT)

\$2500

- One reserved table of eight
- Announce Minority and/or Woman Owned Business of the Year and present award

SOLD OUT

COMMUNITY

4 OF 10 SPOTS AVAILABLE

\$1000

- Six reserved tickets
- Business name on slideshow and program

STUDENT SPONSORSHIP

10 OF 10 SPOTS AVAILABLE

\$800

- Pay it forward initiative
- 1 student & 1 guardian seats
- Print & program recognition



Scan QR code
for event details

BG Golf Classic

This event offers great visibility to golfers, decision makers, and volunteers. This fun all-day event hosts an AM and PM flight with plenty of face-to-face time with each group of golfers.

 **Audience Profiles**
Business Owners, Top Executives,
Directors/Managers (180 Attendees)

 **June 8**

 **Athletic Wear**



TITLE SPONSOR

EXCLUSIVE (1 SPOT)
\$6500

- Eight company representatives to play
- Option to set up booth at the clubhouse
- Signage at registration
- Prominent Title Sponsor recognition at event
- Speaking opportunity at both flights

SIGNATURE - BREAKFAST

EXCLUSIVE (1 SPOT)
\$4500

- Four company representatives to play
- Opportunity to have branded signage on site at food station
- Logo included on course map
- Opportunity to help hand out breakfast

SIGNATURE - LUNCH

EXCLUSIVE (1 SPOT)
\$4500

- Four company representatives to play
- Opportunity to have branded signage on site at food station
- Logo included on course map
- Opportunity to help hand out lunch

PREMIERE - PLAYER GIFTS

EXCLUSIVE (1 SPOT)
\$3500

- Four company representatives to play
- Logo on player gifts
- Recognition and signage at award ceremony

LEAD - 19TH HOLE

EXCLUSIVE (1 SPOT)
\$3000

- Four company representative to play
- Logo included on course map
- Opportunity to donate branded items for players
- Signage onsite at event
- Opportunity to set-up at the clubhouse and greet players with refreshments
- Opportunity to provide branded signage at the clubhouse
- Chamber to provide branded signage outside

SUPPORTING - WATER & SNACK SPONSOR

EXCLUSIVE (1 SPOT)
\$2500

- Four company representative to play
- Opportunity to have company rep drive golf cart and hand out water & snacks to players
- Logo included on all cart maps

COMMUNITY - HANGOUT SPONSOR

7 OF 12 SPOTS AVAILABLE
\$1000

- Four company representative to play
- 10x10 booth at the clubhouse
- Handout swag
- Opportunity to provide branded signage at the clubhouse



Scan QR code
for event details

BG Golf Classic

COMMUNITY - T-SHIRT SPONSOR

EXCLUSIVE (1 SPOT)
\$1000

SOLD OUT

- Exclusive rights for company logo on staff and volunteer shirts
- Recognition during awards ceremony
- Option to have signage at awards ceremony
- Four company representative to play

COMMUNITY - KOOZIE SPONSOR

EXCLUSIVE (1 SPOT)
\$1000

SOLD OUT

- Logo included on each Koozie given to all players
- Four company representative to play

COMMUNITY - REFRESHMENT & SUNBLOCK SPONSOR

0 OF 2 SPOTS AVAILABLE
(FRONT/BACK)
\$1000

SOLD OUT

- Four company representative to play
- Logo signage displayed on course with table and chairs
- Logo included on course map in each cart
- Cooler, drinks, and sunblock will be provided

COMMUNITY - TEE SPONSOR

4 OF 18 SPOTS AVAILABLE
\$300

- Bring your own tent
- We will supply a table & two chairs upon request
- Logo signage at hole



Scan QR code for event details

Pearls of Wisdom

Showcase your brand to south central Kentucky's business driven women at this exciting event featuring a motivational speaker, excellent networking, and vendor opportunities.



Audience Profiles

Administratives, Executives, Managers, Professional Business Women (200+ Attendees)



July 30



Business Formal



TITLE SPONSOR

EXCLUSIVE (1 SPOT)
\$4500

- Ten attendee tickets
- Three minutes of mic time and opportunity to introduce luncheon speaker
- Opportunity to have table at event registration to promote business
- Opportunity to provide branded attendee gifts (not required)
- Logo included on event website, emails, and social media posts
- Logo included in program content
- Business content must be female focused
- Logo on branded Photobooth frame

LUMINOUS

EXCLUSIVE (1 SPOT)
\$2500

- Eight attendee tickets
- Opportunity to have table at event to promote business
- Logo included on event website, emails, and social media posts
- Logo included in program content
- Photobooth with branded frame & lighting sponsor

MOTHER OF PEARL

EXCLUSIVE (1 SPOT)
\$2500

SOLD OUT

- Eight attendee tickets
- Logo included on event website, emails, and social media posts
- Logo included in program content
- Logo included in centerpiece installment

FRESH WATER PEARLS

4 OF 10 SPOTS AVAILABLE
\$750

- Two attendee tickets
- Logo included in program content

RADIANT

4 OF 4 SPOTS AVAILABLE
\$500

- One attendee ticket
- Business name included in printed materials & recognition during program



Scan QR code for event details

Targeted Business Awards

Enhance your brand's exposure at this influential event celebrating the winners of the Targeted Business Awards. Partnering with us grants exclusive visibility to a diverse audience from targeted businesses across South Central Kentucky.

Audience Profiles

Elected Officials, Executives, Healthcare Professionals, Tech Companies, Manufacturers (150+ Attendees)



October 1



Business Formal



TITLE SPONSOR

EXCLUSIVE (1 SPOT)
\$6500

- Eight attendee tickets
- Gain the opportunity to address attendees during the program
- Distribute your branded gifts to attendees
- Benefit from multiple social media exposure opportunities

SIGNATURE - LUNCHEON

EXCLUSIVE (1 SPOT)
\$4500

- One reserved table of eight
- Option to have branded materials in lobby

LEAD - ENTERTAINMENT

EXCLUSIVE (1 SPOT)
\$2500

- Reserved table of eight
- Option to introduce entertainment to the stage
- Company logo listed on website

SUPPORTING - AWARD

1 OF 6 SPOTS AVAILABLE
\$2000

- Sponsors can choose from the following awards:
 - Business Expansion
 - Business Innovation
 - Emerging Business Technology
 - Green-to-Gold
 - Healthcare
 - Newcomer
- Includes eight reserved seats and opportunity to present award at event with photos

SPOTLIGHT

EXCLUSIVE (1 SPOT)
\$5500

- One reserved table of eight
- Recognition at the Targeted Business Awards
- Opportunity to have signage in Lobby
- AV sponsor (video & photo)

PREMIERE - BUSINESS OF THE YEAR

EXCLUSIVE (1 SPOT)
\$3000

- Reserved table of eight
- Opportunity to present award at event
- Branding displayed on award Banner

COMMUNITY - REGISTRATION

EXCLUSIVE (1 SPOT)
\$2000

- Reserved table of eight
- Opportunity to provide signage at registration

COMMUNITY - PROGRAM

4 OF 6 SPOTS AVAILABLE
\$1000

- Four reserved tickets
- Company logo on slideshow during event

STUDENT SPONSORSHIP

9 OF 10 SPOTS AVAILABLE
\$800


- Pay it forward initiative
- 1 student & 1 accompanying seats
- Print & program recognition



Scan QR code
for event details

Welcome Back WKU

Increase your brand exposure to thousands of new and returning college students at this outdoors, expo style event. You can promote your product, service, or employment opportunities during this fun day.

 **Audience Profiles**
Nonprofit, Public Services, Restaurants,
Retail, Students (2,000 Students)


August 26


Business Casual



TITLE SPONSOR

EXCLUSIVE (1 SPOT)
\$3500

- Reserved 15x15 (or bring your own) tent at premium location
- One reserved parking spot in South Lawn lot
- Make announcements throughout the event
- Tables & Chairs included
- Company logo included on: Campus flyers, Chamber website, registration form, vendor communications, and social media promotional videos



Women's Leadership Conference

If you want to get in front of women professionals, this is the event! A day of enlightenment, empowerment, and engagement for women professionals. Includes motivational speakers, vendor table opportunities, and incredible networking.

 **Audience Profiles**
Women of all Ages and Professionals
(400+ Attendees)

 **March 24**  **Business Formal**



TITLE SPONSOR

EXCLUSIVE (1 SPOT)
\$6500

SOLD OUT

- Ten attendee tickets
- Five minutes of mic time (tailored to audience and 2026 theme)
- Opportunity to provide branded attendee gifts

SPOTLIGHT

EXCLUSIVE (1 SPOT)
\$5500

- Eight attendee tickets
- Opportunity to introduce luncheon keynote speaker
- Photobooth with branded frame
- Opportunity to display your signage in foyer

SIGNATURE: BREAKFAST SPONSOR

EXCLUSIVE (1 SPOT)
\$4500

- Eight attendee tickets
- Opportunity to have branded signage at AM food station
- Print & program recognition

SIGNATURE: LUNCH SPONSOR

EXCLUSIVE (1 SPOT)
\$4500

- Eight attendee tickets
- Opportunity to have branded signage at PM food station
- Print & program recognition

PREMIERE: KEYNOTE SPEAKER

EXCLUSIVE (1 SPOT)
\$3500

- Eight attendee tickets
- Logo included on the table signage
- Coffee & Tea Station

SUPPORTING

0 OF 4 SPOTS
AVAILABLE
\$2000

SOLD OUT

- Eight attendee tickets
- Slide & program recognition

COMMUNITY

3 OF 8 SPOTS
AVAILABLE
\$1000

- Four attendee tickets
- Slideshow & program recognition

STUDENT SPONSORSHIP

0 OF 2 SPOTS AVAILABLE
\$800

SOLD OUT

- Pay it forward initiative
- 1 student & 1 guardian seats
- Print & program recognition



Scan QR code for event details

South Central Kentucky Night

South Central Kentucky Night is a bi-annual legislative reception held in Frankfort, Kentucky, providing a platform for over 100 attendees to meet and engage with local and state legislators and community leaders, offering an opportunity to have their voices heard.

Audience Profiles

Community Stakeholder's, Elected Officials, Executives & CEO's, State Delegates (100+ Attendees)



February 9



Business Formal



TITLE SPONSOR

EXCLUSIVE (1 SPOT)
\$6500

SOLD OUT

- Sponsor provided ad in electronic program presentation
- Logo included on promotional gifts for guests
- Opportunity to speak at event
- Opportunity to provide branded signage on-site
- Logo included on all marketing materials

CAPITAL COCKTAIL SPONSOR

EXCLUSIVE (1 SPOT)
\$2500

SOLD OUT

- Sponsor provided ad in electronic program presentation
- Signature Cocktail to be named after sponsor/business
- Sponsor Signage at bar *Chamber will provide
- Opportunity to provide branded signage on-site.
- Logo included on marketing materials

LEGISLATIVE SPONSOR

1 OF 2 SPOTS AVAILABLE
\$1500

- Logo included on electronic program presentation
- Opportunity to provide branded signage on-site.
- Logo included on marketing materials

SENATE SPONSOR

0 OF 2 SPOTS AVAILABLE
\$1000

SOLD OUT

- Logo included on electronic program presentation
- Business mentioned on marketing materials

HOUSE SPONSOR

2 OF 2 SPOTS AVAILABLE
\$1000

- Logo included on electronic program presentation
- Business mentioned on marketing materials

GENERAL ASSEMBLY

1 OF 4 SPOTS AVAILABLE
\$500

- Business name listed in looping slide show during event



Scan QR code for event details

NETWORKING EVENTS

Business After Hours

Exclusive brand promotion and visibility at this monthly, informal networking event that attracts 60-100 attendees from diverse business sectors.



0 OF 12 SPOTS AVAILABLE
\$1500

SOLD OUT

Host Responsibilities:

- Venue:** Provide space for 60-100 attendees, including a registration table
- Catering:** Serve food and drinks (bar service optional) for attendees
- Door Prizes:** Supply at least three prizes, each worth a minimum of \$25

Benefits:

- Network with potential partners and clients to build connections
- Engage the audience with a 3-5 minute presentation slot
- Attendee mailing list post-event for direct contact
- Full event registration managed and staffed by the Chamber



Business Casual

Chamber 101

Maximize brand exposure at our semi-annual event designed to assist 20-30 attendees across various sectors in maximizing their Chamber Partnership. Includes 2-3 minute opportunity to address audience.



SECURE EXCLUSIVE RIGHTS TO SPONSOR TWO ANNUAL CHAMBER 101 EVENTS FOR JUST \$1000

SOLD OUT

Benefits:

- Speak directly to attendees with the privilege to present at each Chamber 101 event, held two times a year
- Distribute your company's promotional materials or items directly to attendees
- Display your branded signage prominently at the event



Business Casual

Let's Do Lunch

This casual lunch series is an exclusive chance to showcase your business directly to a captive audience. Networking to foster connections and build relationships among 65-70 attendees from various business sectors



0 OF 2 SPOTS AVAILABLE
\$1500 EACH

SOLD OUT

Benefits:

- Opportunity to welcome and address attendees at each event (3 events per sponsor for 6 events per calendar year)
- Option to provide promotional items to attendees
- Attendee mailing information provided to sponsor



Business Casual



Rise & Shine BG



This traditional breakfast includes dedicated time for sponsors to present to the audience and promote their product or service, a program with a speaker, and opportunities to connect and build relationships among partners from all business sectors, with an anticipated attendance of 150+ attendees.

1 OF 12 SPOTS AVAILABLE
\$2000



Business Casual

Benefits:

- Featured in On The Rise newsletter
- Blog post with keynote spotlight and hi-res image
- 10-min keynote intro
- Post-event access to attendee mailing list
- Coordinated attendee registration by Chamber

Host Responsibilities:

- Venue for 150-250 with registration table
- Set up A/V (PowerPoint Presentation)
- Cater for 150-250 attendees
- Chamber-approved keynote and topic
- Three door prizes, min. value \$25 each



Scan QR code for BGACC website

A Call for Champions

Champion Talent. And Your Impact.

Imagine South Central Kentucky strengthened by informed, engaged, and courageous leaders. For more than four decades, the Bowling Green Area Chamber Foundation has cultivated talent at every stage of life — from students exploring careers, to young professionals building networks, to seasoned leaders making a lasting impact.

- **SCK LAUNCH** (Learning About Unique New Careers Here) equips students to explore career pathways, build workplace skills, and prepare for success in the region's economy.
- **Bowling Green Young Professionals (BGYP)** empowers emerging leaders 40 and under to connect, accelerate their careers with purpose, and belong to the heartbeat of Bowling Green.
- **Leadership Bowling Green** has prepared 1,100+ alumni since 1985 to serve, lead, and shape our community.

Today, the need for **strong leadership, workforce development, and civic engagement** has never been greater. Your partnership builds the capacity of hundreds of changemakers each year and directly connects your brand to initiatives that fuel business success and community growth.

Growing Leadership from Kindergarten through Life

Together, let's lead with purpose.



Meredith Wilson
Interim President &
CEO



Sandra Baker
Vice President,
Leadership & Education



Olivia Howard
Manager, Leadership &
Education

BG Young Professionals

Bowling Green Young Professionals (BGYP) is a vibrant community of individuals 40 and under, dedicated to nurturing and empowering the next generation of business and community leaders in our region. **BGYP's mission** is to **Cultivate** lasting Connections, **Accelerate** your Career with Purpose, and **Belong** to the Heartbeat of BG.

***Note: Contribution goes directly to the Bowling Green Area Chamber Foundation and is tax deductible.**

 **Projected Audience/Attendees**
170 Bowling Green Young Professional members (80-100 monthly attendees)



6 events annually (Jan-Dec)



EXCLUSIVE CHAMPION

1 AVAILABLE
 \$5000



- Premium logo & brand recognition on all marketing, registration webpage, e-news, social media, and committee meetings
- Exclusive opportunity to welcome members at the **January kickoff event** (3–5 minutes)
- Opportunity to distribute promotional materials to all members
- Verbal recognition at each event throughout the year
- Recognition as the exclusive top-level champion of BGYP

PREMIERE PARTNER

1 AVAILABLE
 \$3500



- Prominent logo recognition on registration webpage, e-news, and event marketing
- Opportunity to distribute promotional materials at one event
- One dedicated social media spotlight highlighting your organization's commitment to young professionals

SIGNATURE SOCIAL PARTNER

1 AVAILABLE
 \$1500



- Logo recognition on pre-event registration webpage
- Brand recognition in pre- and post-event social media posts
- Branded signage at the event
- Invitation for 2 company representatives to attend the **Annual Signature Social** as VIP guests
- Opportunity to welcome and speak to attendees (3–5 minutes)

LUNCH & LEARN PARTNER

1 OF 1 SPOTS AVAILABLE
 \$1000

- Logo recognition on pre-event registration webpage
- Opportunity to distribute promotional materials at the sponsored event
- Opportunity to **host the event** on location (must accommodate 80 – 100)
- Branded signage at the event
- Opportunity to welcome and speak to attendees (3–5 minutes)

COFFEE & CONVO PARTNER

0 OF 3 SPOTS AVAILABLE
 \$750




- Logo recognition on pre-event registration webpage
- Opportunity to distribute promotional materials at the event
- Opportunity to **host the event** on location (must accommodate 80 - 100)
- Branded signage at the event

***Note: Contribution goes directly to the Bowling Green Area Chamber Foundation and is tax deductible.**

Leadership Bowling Green

Leadership Bowling Green is an exclusive opportunity for established and emerging leaders to become immersed in learning about our community. Class members **EXPLORE** the community, **CONNECT** with others, and **INSPIRE** to be a champion for Bowling Green.

***Note: Contribution goes directly to the Bowling Green Area Chamber Foundation and is tax deductible.**

 **Projected Audience/Attendees**
2026 Leadership BG Class, Alumni Day
Chairs, & 105 participating businesses (40-120 attendees from all sectors)


Annual (August - May)



PREMIERE PARTNER

1 AVAILABLE
 \$5000

- Premium logo recognition (website, class materials, e-news, signage, social media, & graduation program)
- Opportunity to welcome the class at kickoff
- Opportunity to speak at graduation
- Opportunity to distribute promotional materials at one program day
- Opportunity to display pop-up banner at kickoff

SOLD OUT

RETREAT 2 CITY VISIT SPONSORS

LAST BLAST SPONSOR

1 AVAILABLE
 \$3000

- "Title Sponsor" recognition for Retreat 2
- Logo featured on Retreat 2 signage, agenda, and materials
- Verbal recognition and welcome opportunity during retreat 2
- Logo featured in the graduation program
- Social media mention following Retreat 2

SOLD OUT

THE 7 HABITS PARTNER

1 AVAILABLE
 \$1500

- Company logo included on 7 Habits book
- Logo featured on Retreat 1 agenda
- Logo featured in the graduation program

SOLD OUT

TASTE & TOAST SPONSOR

1 AVAILABLE
 \$1500

- Recognition as sponsor with logo on event signage
- Verbal recognition during dinner welcome
- Logo on Retreat 2 agenda and printed materials
- Social media mention following Retreat 2

SOLD OUT

PAY IT FORWARD: ALUMNI & NONPROFIT SCHOLARSHIP FUND

MULTIPLE AVAILABLE
 \$100

- Supports the annual \$1,800 Leadership BG scholarship for a nonprofit applicant
- Name or logo featured at graduation

CITY SYNC SPONSOR

1 AVAILABLE
 \$500

- Logo on Retreat 2 agenda and event materials
- Social media mention following Retreat 2
- Logo featured in the graduation program

SOLD OUT

GRADUATION SPONSORS

GRAND FINALE SPONSOR

\$700

- Verbal recognition during graduation remarks
- Logo featured in the graduation program
- Logo displayed on graduation event signage

SOLD OUT

RECEPTION SPONSOR

\$500

- Logo featured in the graduation program
- Logo displayed on graduation event signage

SOLD OUT

T-SHIRT SPONSOR


IN-KIND


- Logo featured in the graduation program
- Logo on class t-shirt

SOLD OUT

SCK LAUNCH Experience

SCK LAUNCH (Learning About Unique New Careers Here) Experience is an annual hands-on career expo for eighth-graders. Students explore many of the careers available in South Central Kentucky through interactive exhibits that showcase opportunities in our region's high-growth, high-demand sector. ***Note: Contribution goes directly to the Bowling Green Area Chamber Foundation and is tax deductible.**

 **Projected Audience/Attendees**
 Approximately 3,500 8th grade students from South Central Kentucky region.

 **Annual (October)**



CO-TITLE SPONSOR

1 OF 2 AVAILABLE
 \$5000

- Signage in lobby as students are entering. (Sponsor provided)
- Logo prominently featured on all promotional materials (3,500 student backpacks, 3,500 student booklets, 100 t-shirts)
- Sponsor provided 1 full page ad in the student booklet
- Logo included on the [SCK LAUNCH Experience website](#).
- Logo and mention in Chamber Newsletter

LEVEL 1 SPONSOR

\$2000

- Logo included on all promotional materials (3,500 student booklets, 100 t-shirts)
- Sponsor provided 1/4 page ad in the student booklet
- Logo included in student booklet under identified sector

PRESENTING SPONSOR

\$3500

- Signage in lobby as students are entering. (Sponsor provided)
- Logo prominently featured on all promotional materials (3,500 student backpacks, 3,500 student booklets, 100 t-shirts)
- Sponsor provided 1/2 page ad in the student booklet
- Logo included on the [SCK LAUNCH Experience website](#).

LEVEL 2 SPONSOR

\$1500

- Logo included on all promotional materials (3,500 student booklets, 100 t-shirts)
- Logo included in student booklet under identified sector
- Signage at registration (sponsor provided)

BREAKFAST SPONSOR

\$2500

- Logo included on all promotional materials (3,500 student booklets, 100 t-shirts)
- Sponsor provided 1/4 page ad in the student booklet
- Logo included in student booklet under identified sector
- Signage included in breakfast area

LEVEL 3 SPONSOR

\$750

- Logo included on all promotional materials (3,500 student booklets, 100 t-shirts)
- Logo included in student booklet under identified sector

LUNCH SPONSOR

\$2500

- Logo included on all promotional materials (3,500 student booklets, 100 t-shirts)
- Sponsor provided 1/4 page ad in the student booklet
- Logo included in student booklet under identified sector
- Signage included in lunch area

1/4 PAGE AD IN PROGRAM
 \$250

SOLD OUT

1/2 PAGE AD IN PROGRAM
 \$500

SCK LAUNCH Job Fair

SCK LAUNCH (Learning About Unique New Careers Here) Job Fair is a hiring event designed to connect graduating high school seniors with local employers ready to hire for entry-level positions. Each participating student is vetted by their school and will have three scheduled interviews with participating businesses. This program provides a direct career pathway for students while helping businesses meet their workforce needs.



 **Projected Audience/Attendees**
150 to 200 graduating high school seniors



Annual (May)

PRESENTING SPONSOR

1 AVAILABLE
\$3000

- Business name and/or logo featured in multiple pre-event digital advertisements to both vendors /employers and attendees
- Logo prominently featured on all printed pre-event and day-of materials
- Premium vendor booth (Power and Wifi included) at the event

SOLD OUT

LUNCH SPONSOR

0 AVAILABLE
\$1000

- Opportunity to provide branded signage at event
- Premium vendor booth

SOLD OUT

STUDENT PACKET SPONSOR

3 AVAILABLE
\$1000

- Company logo on each student packet with company website (over 350 student packets created)
- Prime vendor booth
- Logo included on marketing materials



BREAKFAST SPONSOR

1 AVAILABLE
\$500

- Opportunity to provide branded signage at event
- Logo/branding on marketing materials

SCK LAUNCH Student Ambassadors

SCK LAUNCH (Learning About Unique New Careers Here) Student Ambassador program cultivates leadership among more than 100 high school students from Bowling Green Independent School District and Warren County Public Schools. These ambassadors represent a diverse cross-section of our community and are united by their mission to make an impact in schools and beyond.

-  **Projected Audience/Attendees**
100 to 110 High School Students from Bowling Green Independent School District and Warren County Public Schools
-  **Program Duration**
Annual (August - May)



CHAMPIONPARTNER

1 AVAILABLE
\$25,000

- Exclusive recognition as the top sponsor of the Ambassador Program
- Co-branded swag provided to all students (notepads, pens, or other useful items)
- Title host of FranklinCovey leadership trainer sessions
- Speaking opportunity at a Student Ambassador event
- Headlining logo on all program materials (print and digital)
- Logo recognition on SCK LAUNCH website
- Dedicated recognition across SCK LAUNCH social media platforms

STUDENT AMBASSADOR DAY OF GIVING PARTNER

1 AVAILABLE
\$3000

- Prominent logo recognition on event signage and agenda
- Recognition in post-event social media coverage
- Opportunity to provide student-friendly promotional items (swag)
- Opportunity for a brief speaking role during the event
- Opportunity for staff to work with students at designated nonprofit for Day of Giving

STUDENT AMBASSADOR LUNCH PARTNER

3 AVAILABLE
\$2000

- Prominent logo recognition on event signage and agenda
- Recognition in post-event social media coverage
- Opportunity to provide student-friendly promotional items (swag)
- Recognition as the sponsor providing lunch for students and faculty at a leadership event

***Notes**

- Contribution goes directly to the Bowling Green Area Chamber Foundation and is tax deductible.



Chamber Marketing

Bundle Deal

Boost your brand visibility with the Chamber Marketing Bundle—get featured on our Message Board, Facebook page, and Coffee Break newsletter.

marketing@bgchamber.com



Why Choose Us?

Elevate your brand with the Bowling Green Area Chamber of Commerce's versatile marketing options. From targeted square ads in our bi-weekly Message Board Email to sponsored content in our monthly One The Rise Newsletter or annual Bowling Green & SCK Magazine, we offer a range of opportunities designed to amplify your reach and drive your business growth.



\$650

ON THE RISE

See what's rising in BG!

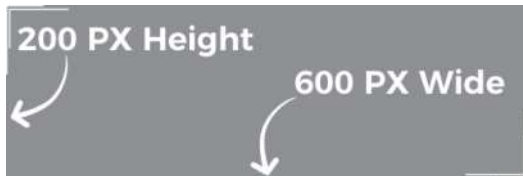
Each month, One The Rise email is delivered to more than 2,000 inboxes in our local community. By advertising in our monthly e-newsletter, not only are you marketing your products and services to thousands of potential customers, but they'll also be able to engage with your content with a direct link to your website, landing page, or form.



EMAIL BANNER AD

\$200

- Banner Ad in Newsletter
- 600px x 200px
- Links to your website



PUBLISHING SCHEDULE

● Distribution Date ● Submission Deadline



*Content and/or ads must be provided by the second Monday of the month for placement in the following month's newsletter edition.



Message Board Email

Partners get one complimentary Message Board Ad to use within first year of partnership.



RULES & GUIDELINES

Logos and Pictures: JPEG, PNG, and PDF formats can be included and linked to the partner's website, form, video, or PDF associated with the topic.

Upload Your Ads: Send ad, link, and dates to marketing@bgchamber.com

Ad Dimensions: Message Board ads must be 4" W x 4" L (1000px x 1000px).

Pricing: Message Board is a one-size, one-rate offering: \$50 per placement.

Payment: After submitting the request, the partner will receive an invoice. The partner must pay the invoice to guarantee Message Board placement.

Frequency: Message Boards are sent out every other Friday.

Submission Deadline: All submissions must be received no later than close of business (4:30 PM) on the Tuesday prior for your ad to be included in the following Friday's Message Board.

PRICING

- 1 week: \$50
- 2 weeks: \$90 (\$45 per week)
- 3 weeks: \$130 (\$43.33 per week)
- 4 weeks: \$160 (\$40 per week)

PUBLISHING SCHEDULE

● Distribution Date ● Submission Deadline



Bowling Green & South Central Kentucky Magazine

Bowling Green & South Central Kentucky Magazine is an annual publication by the Bowling Green Area Chamber of Commerce, reaching thousands of consumers and businesses in the area. With 4,000 copies distributed locally and a digital version available on bgchamber.com from summer 2026 through summer 2027, advertising here ensures significant exposure for your business. Reserve your spot today!



AD FILE SUBMISSION:

Ad files must be submitted as high-resolution PDFs with embedded fonts and images. Need help with your ad? Our in-house graphic design team can create it for an additional fee of \$150.

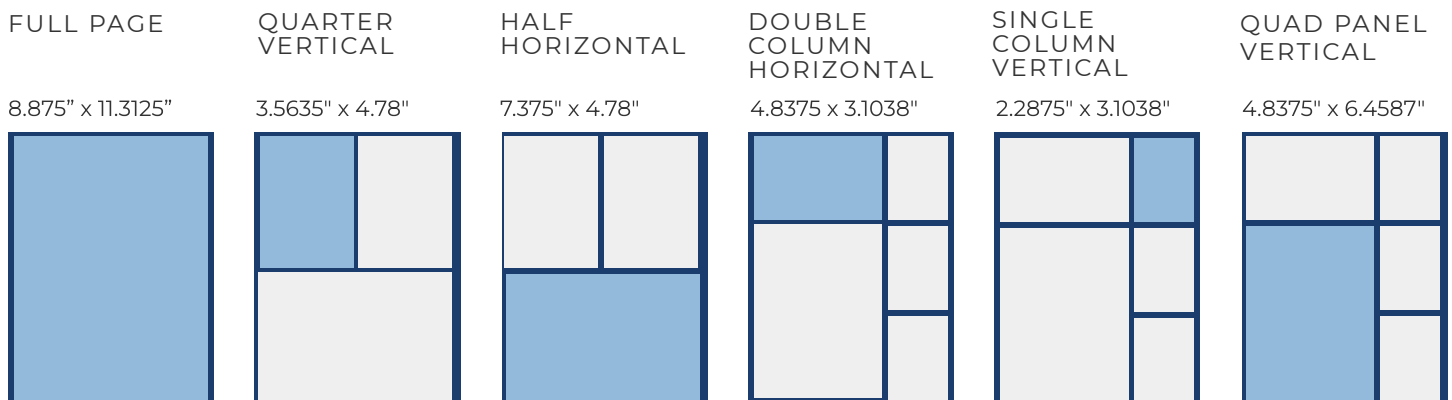
2026-2027 ADVERTISING RATES

*All ads include a **FREE** index listing with logo
 *Prior year advertisers have first right of refusal for ad placement

Full page		Half Page	\$1965
*Back Cover	\$4590	Quad Panel	\$1160
*Inside Front Cover	\$3480	Quarter Page	\$1165
*Inside Back Cover	\$3480	Double Column	\$955
*Inside Body	\$2875	Single Column	\$735
Index Listing (with logo)			\$275

Ad files must be submitted no later than **January 12, 2026.**

AD SIZE SPECIFICATIONS



*Text & logos should be within a .25" margin from inside trim size measurements for full bleed ads
 *Trim size 8.375" W x 10.8125" H



710 College St, Bowling Green, KY. 42101
 Phone: 270-781-3200 Fax: 270-843-0458

ADVERTISING CONTRACT

The Bowling Green Area Chamber of Commerce is authorized to publish our advertisement in the 2026-2027 Bowling Green & South Central Kentucky Magazine

ADVERTISER INFORMATION:

COMPANY NAME _____

ADDRESS _____

CITY/STATE _____

EMAIL _____

CONTACT NAME _____

MAIN PHONE _____

FAX _____

WEBSITE _____

AD RESERVATION:

- | | |
|---|---|
| <input type="checkbox"/> FULL PAGE | <input type="checkbox"/> HALF PAGE \$1,965 |
| <input type="checkbox"/> BACK COVER \$4,590 | <input type="checkbox"/> QUAD PANEL \$1,660 |
| <input type="checkbox"/> INSIDE FRONT COVER \$3,480 | <input type="checkbox"/> QUARTER PAGE \$1,165 |
| <input type="checkbox"/> INSIDE BACK COVER \$3,480 | <input type="checkbox"/> DOUBLE COLUMN \$955 |
| <input type="checkbox"/> INSIDE BODY \$2,875 | <input type="checkbox"/> SINGLE COLUMN \$735 |
| | <input type="checkbox"/> INDEX LISTING WITH LOGO..... \$275 |

TERMS: NET 30

Spoken promises are difficult to enforce. Please ask your sales consultant to put all verbal agreements in writing, such as editorial inclusion, special placement, photographic considerations and special payment considerations.

I understand that it is my responsibility to provide all necessary information and artwork to complete my advertisement no later than 01/14/26.

I further agree that failure to comply by this date does not indemnify me or my organization from payments indicated in this agreement. I authorize the Bowling Green Area Chamber of Commerce to design and print an advertisement of their choosing "as is" in the absence of my information and/or guidance. It is not the responsibility or obligation of the Chamber to contact me in order to procure information or advertisement approval should I fail to comply with the above.

TERMS-PLEASE READ CAREFULLY Any balance payable prior to the press date of publication. Advertiser space reservation is accepted on good faith, and regardless of any deposits or prepayments, it is understood that the Advertiser is responsible for all charges stated herein associated with this agreement. A service charge of one and one-half (1.5) percent per month or eighteen (18) percent annually is charged on all past due accounts. Agency commission discounts are not permissible. Proof of ads, listings, and/or locators standing unapproved at press time will run on an "as-is" best effort basis. Untimely accounts will be immediately referred for collection. It is understood that this contract obligates the Advertiser to provide necessary direction and/or ad resources to the Publisher by the date specified above. Failure to do so may result in the Publisher running a representative ad based on the best information available at the time of the press run. In the event that this occurs, Advertisers understand that, though the Publisher may not possess a signed proof approval, the Advertiser will still be responsible for payment of the full rate stated herein. Advertiser represents and warrants that publication of any text, images, or other material provided by the Advertiser to the Publisher will not infringe upon any person's copyright or other rights, including but not limited to rights of privacy and rights relative to defamation, and that the Advertiser has obtained all model releases and waivers of rights which may be necessary. Advertiser agrees to indemnify and hold the Publisher harmless in the event of any breach of these representations. Proof requests beyond the second revision will be charged \$75. Advertiser agrees to cooperate in the defense of any legal action which may be brought against the Publisher arising from the publication of such materials. The Advertiser grants the Publisher the right to store and distribute such materials in print or electronic form, including on the web, to use these materials as published in context for advertising and promotion, to reduce the work in reprints and the right to grant these rights to others. Advertiser agrees to pay any and all collection costs and attorney's fees in the event of payment default. This contract and its conditions shall be binding on both parties and cannot be amended or superseded without the written consent of both parties. In the event that the Advertiser chooses monthly billing for online advertising, it is hereby understood that payment will be made no later than 60 days following the 30-day increment for the advertising was purchased. If payment is not received within this 60-day window, then it is understood that online advertising may, at the discretion of the publisher, be terminated immediately. Advertiser further agrees that cancellation by default is not acceptable according to the terms of the agreement, which specifies that the minimum increment of online advertising is 12 months. If termination interferes with a continuous 12-month online presence, the advertiser shall be entitled to aggregate 12-month presence upon resumption of payment according to terms. Upon execution, this contract is valid and not subject to cancellation or revocation by the advertiser under any circumstances. All conditions are stated herein.

COMMENTS: _____

PRINT ADVERTISEMENT RATE	\$	_____
AD DESIGN FEE \$150	\$	_____
AD CLICK-THROUGH LINK	\$	_____
TOTAL	\$	_____
TODAY'S PAYMENT	\$	_____
DUE NET 30	\$	_____
BALANCE DUE	\$	_____

Please make checks payable to the
 Bowling Green Area Chamber of Commerce

BY SIGNING, I CERTIFY THAT I HAVE THE AUTHORITY TO SIGN THIS AGREEMENT ON BEHALF OF _____

X
 AUTHORIZED SIGNATURE _____

PRINT NAME _____ DATE _____

TITLE _____

FOR THE BOWLING GREEN AREA CHAMBER OF COMMERCE _____

PRINT NAME _____ DATE _____



Bowling Green Area Chamber of Commerce **Sponsorship and/or Commitment Agreement 2026**

Refunds will be given only when the cancellation is made prior to registration deadline. No refunds will be given after the registration deadline.

By signing this agreement, the Sponsor agrees to the following:

Please initial by each statement.

- _____ Remain in good standing as a Chamber Partner.** All dues and payment schedules must be current.
- _____ Contract and utilize only Chamber Partners.** All caterers, door prizes, and other vendors represented or present at the event must be a current Chamber Partner. This includes in-kind services and/or product donations. A list of relevant, eligible businesses will be provided with your invoice.
- _____ Submit final payment prior to event.** Your indicated option(s) will be invoiced to your account and must be paid in full no later than 90 business days prior to the event.
- _____ Provide artwork, and/or accurate company logo.** An electronic file of your artwork, preferably an eps or pdf file, is due 90 days prior to the event date to *Partnership, Partnership@bgchamber.com*

Event: _____ Level: _____

Business / Organization: _____

Primary Contact: _____

Email: _____

Phone Number: _____

I have read the policies listed above and agree to provide any content required by my selected option.

Signature: _____

Title: _____ Signed Date: _____

CONNECT YOUR BUSINESS.
SUPPORT YOUR COMMUNITY.
GROW YOUR POTENTIAL.

We're grateful for partners like you who believe in growth, innovation, and opportunity. Together we're shaping a thriving future for our region.

20 | *Partnership*
26 | sponsorship &
marketing guide