



ORLANDO
ECONOMIC
PARTNERSHIP

2023 STRATEGIC INVESTMENT OPPORTUNITIES



TABLE OF CONTENTS

02 SIGNATURE EVENTS

03 PUBLIC AFFAIRS

04 COMMUNITY ENGAGEMENT

06 DIVERSITY, EQUITY & INCLUSION/
COMMUNITY IMPACT

09 SPONSORSHIP BENEFITS

10 UNBELIEVABLY REAL™ ORLANDO
REGION GLOBAL BUSINESS BRAND



ORLANDO
ECONOMIC
PARTNERSHIP





SIGNATURE EVENTS

Contact Rose.DiDonato@orlando.org for sponsorship details.

I BARBECUE IN THE PARK

PRESENTED BY



Orlando's premier networking event, the Barbecue in the Park annually attracts more than 1,000 of the region's top business and community leaders for some of the region's best barbecue in the heart of downtown Orlando.

AUDIENCE

Orlando Economic Partnership Board, Partnership investors, business, community and government leaders

SPONSORSHIP LEVELS

Presenting Sponsor | SOLD

Gold Sponsor | SOLD

Silver Sponsor | \$7,500

GOLD SPONSOR



I ANNUAL DINNER

PRESENTED BY



A celebration of transformation, leadership and vision in the region, the Annual Dinner attracts nearly 1,000 of the region's top business and elected leaders as well as the best, brightest and most involved members of the community. The evening champions Orlando's growth, successes and future trajectory. Each Annual Dinner also honors the winner of the James B. Greene Award, which honors a member of the community who has contributed to the region's growth, quality of life and economic well-being through community leadership.

AUDIENCE

Orlando Economic Partnership Board, Partnership investors, business, community and government leaders

SPONSORSHIP LEVELS

Presenting Sponsor | SOLD

Gold Sponsor | SOLD

Silver Sponsor | SOLD

GOLD SPONSOR



SILVER SPONSOR



I EXECUTIVE LEADERSHIP MISSION

This invitation-only signature event provides Orlando's top business and community leaders a front row seat to transformational initiatives charting a course for broad-based prosperity™ throughout the Orlando region. We will examine business trends, policy issues, and strategies in innovation, technology and transportation to gain insight and best practices with comparable communities/city models. Participants receive high-level, behind-the-scenes tours, invaluable experiences and the opportunity to meet and hear from leading national experts and speakers.

AUDIENCE

Orlando Economic Partnership Board, Partnership investors, business, community and government leaders

SPONSORSHIP LEVELS

Presenting Sponsor | \$40,000

Gold Sponsor | \$20,000

Silver Sponsor | \$10,000

SILVER SPONSOR





PUBLIC AFFAIRS

Contact Rose.DiDonato@orlando.org for sponsorship details.

I ADVOCACY TRIP: WASHINGTON, D.C. FLY-IN

PRESENTED BY **BakerHostetler**

Annually, Orlando regional leaders travel to our nation's capital to advance the region's federal priorities while meeting with key members of Congress. The trip is centered upon the Partnership's legislative agenda, with teams fanning out to meet with members of our Congressional Delegation and key committees impacting our agenda. Each team will deliver consistent messaging, working to advance the priorities of our region.

AUDIENCE

Orlando Economic Partnership Board, Partnership investors, business, community and government leaders

SPONSORSHIP LEVELS

Presenting Sponsor | SOLD

Gold Sponsor | \$15,000

Silver Sponsor | \$10,000

I ADVOCACY TRIP: TALLAHASSEE DRIVE-UP

In partnership with the Florida Chamber of Commerce, Orlando regional leaders annually drive up to Tallahassee with key members of the Central Florida Legislative Delegation to discuss the region's legislative priorities. The 2023 Drive-up is centered on a specific agenda with the group meeting with key members of legislative delegates and listening to speakers from the Executive Branch and Legislature.

AUDIENCE

Orlando Economic Partnership Board, Partnership investors, business, community and government leaders

SPONSORSHIP LEVELS

Presenting Sponsor | \$15,000

Gold Sponsor | \$7,500

Silver Sponsor | SOLD

SILVER SPONSOR

VALENCIA COLLEGE

I POLITICAL LEADERSHIP INSTITUTE (PLI)

PRESENTED BY  **TECO**
PEOPLES GAS
AN EMERA COMPANY

The Central Florida Political Leadership Institute (PLI) is a program developed by business leaders in Central Florida and managed by the Partnership's Advocacy and Public Policy team. This unique, no-cost, nonpartisan, regional initiative is designed to prepare and strengthen the next generation of public leaders before they formally choose to run for an office or seek an appointment to a government board or commission. PLI's goal is to ensure the Orlando region has strong political leadership to champion our regional priorities at all levels of government.

AUDIENCE

Orlando Economic Partnership Board, Partnership investors, community leaders and members-at-large

SPONSORSHIP LEVELS

Presenting Sponsor | SOLD

Gold Sponsor | \$6,000

Silver Sponsor | \$3,000



COMMUNITY ENGAGEMENT

Contact Rose.DiDonato@orlando.org for sponsorship details.

I INVESTOR UPDATE

A luncheon program designed to meet Partnership staff and build relationships with other investors while hearing more about community updates and engagement opportunities. Get insights from economic development and learn more about specific topics related to the mission of the Partnership and advancing Broad-based Prosperity™ for the region. There are three luncheons per year, each with an estimated attendance of 150+. Sponsorship opportunities exist independently for each of the three luncheons.

AUDIENCE

Orlando Economic Partnership Board, Partnership investors and guests

SPONSORSHIP LEVELS

Presenting Sponsor | \$10,000

Gold Sponsor | \$5,000

Silver Sponsor | \$3,750

SILVER SPONSOR



I BEYOND THE BOARD ROOM

PRESENTED BY **BANK OF AMERICA** 

Join top business leaders for an in-person, VIP behind-the-scenes tour of one of our area's world-class facilities that sets Orlando apart from other regions. Business leaders will have the opportunity to network in a fun and informal setting and participate in meaningful conversations about new ideas and opportunities in our community. There are approximately six experiences per year with limited capacity for each.

AUDIENCE

Orlando Economic Partnership Board, Partnership investors

SPONSORSHIP LEVELS

Presenting Sponsor | SOLD

I EXECUTIVE LEADERSHIP LUNCHEON

PRESENTED BY **TRUIST** 

These invitation-only, informal luncheons are designed to give business executives the opportunity to build upon long-standing relationships with key business leaders while participating in meaningful conversations. There are nine Executive Leadership Luncheons scheduled per year.

AUDIENCE

Orlando Economic Partnership Board, Partnership investors

SPONSORSHIP LEVELS

Presenting Sponsor | SOLD



COMMUNITY ENGAGEMENT

Contact Rose.DiDonato@orlando.org for sponsorship details.

I BREWING CONNECTIONS

A bi-monthly (at least six per year) event that is held either in the morning or late afternoon designed for Orlando Economic Partnership investors to engage with other business leaders in meaningful conversation in an intimate, informal setting.

AUDIENCE

Orlando Economic Partnership investors, business development and marketing executives

SPONSORSHIP LEVELS

Presenting Sponsor | \$10,000

Gold Sponsor | \$5,000

Silver Sponsor | \$2,500

I BUSINESS INSIDER NEWSLETTER

PRESENTED BY LUMEN[®]

The Partnership's weekly newsletter provides relevant news and resources to the region's business community, as well as news on Partnership investors. It is distributed to over 4,000 subscribers.

AUDIENCE

Orlando Economic Partnership Board, Partnership investors, regional business community

SPONSORSHIP LEVELS

Presenting Sponsor | SOLD

I BOARD OF DIRECTORS MEETING RECEPTIONS

These quarterly, high-profile receptions provide a forum for senior executives to connect with members of the [Orlando Economic Partnership Board](#), peers, distinguished leaders, elected officials and special guests in an invitation-only setting. Board reception attendance is a generally between 125 and 150 of Central Florida's business leaders and are held in a variety of locations throughout the region.

AUDIENCE

Orlando Economic Partnership Board, Partnership investors, community and government leaders

SPONSORSHIP LEVELS

Presenting Sponsor | \$20,000

Gold Sponsor | \$10,000

Silver Sponsor | \$5,000



DIVERSITY, EQUITY & INCLUSION (DEI) / COMMUNITY IMPACT

SUPPORTED BY
Florida Blue

Contact Rose.DiDonato@orlando.org for sponsorship details.

I DEI COMMUNITY CONVERSATIONS WITH THE PARTNERSHIP

PRESENTED BY **verizon**✓

Community Conversations is designed to enable leaders to engage and openly share in authentic conversations that collectively address issues of social injustice, racism and biases within our communities and organizations that impact the business community. This event demonstrates a spirit of collaboration and commitment to take action to achieve regional diversity, equity and inclusion goals, providing an opportunity to learn, share experience and best practices, and discuss new ideas and opportunities.

AUDIENCE

Orlando Economic Partnership Board, Partnership investors, business owners and executives, nonprofit organization, companies who signed the DEI pledge (175+)

SPONSORSHIP LEVELS

Presenting Sponsor | SOLD

Gold Sponsor | \$7,500

Silver Sponsor | \$3,750

I BLACK BOARDROOM LEADERSHIP INSTITUTE (BBLI)

In a recent survey of nonprofit data, only 11 percent of nonprofit boards have Black members in comparison to 77 percent of members being non-Hispanic White. BBLI is designed to ensure that Orlando's nonprofit leadership reflects the diversity of our community, fostering an inclusive atmosphere where minority leaders have a voice at the table, not just a seat on the roster. This transformational program offers one-of-a-kind leadership training that brings together both nonprofit organizations and leaders in two, six-month programs: the nonprofit track and the leadership track.

AUDIENCE

Nonprofit organizations serving Central Florida, Black leaders working or living in Central Florida

SPONSORSHIP

Contact Danielle.Permenter@orlando.org
or Nisha.Brice@orlando.org for more information

I SMALL BUSINESS / NONPROFIT OPPORTUNITY SPONSORSHIP

Sponsor a minority and/or women-owned or a nonprofit business at the Small Business investment level for one year allowing it to experience the cutting-edge membership benefits of the Orlando Economic Partnership.

FEATURES

Community spotlight profile for sponsor as "Small Business Supporter"

AUDIENCE

Orlando Economic Partnership Board, Partnership investors, small and medium-sized businesses, nonprofits, business owners and executives

SPONSORSHIP LEVELS

(1) Sm Bus or Nonprofit Sponsored | \$5,000

(2) Sm Bus or Nonprofit Sponsored | \$9,000

(3) Sm Bus or Nonprofit Sponsored | \$13,000

(4) Sm Bus or Nonprofit Sponsored | \$17,000



DIVERSITY, EQUITY & INCLUSION (DEI) / COMMUNITY IMPACT

SUPPORTED BY
Florida Blue

Contact Rose.DiDonato@orlando.org for sponsorship details.

I ALL WOMEN EMPOWERED (AWE)

PRESENTED BY  PNC BANK

All Women Empowered (AWE) works to unify our community resources into a strategically coordinated campaign to propel women forward. Driven by women and men representing private, public and nonprofit organizations, AWE works to coordinate the resources available to women in the Central Florida region, amplify the stories of women-owned businesses and women entrepreneurs in the region and equip women of our region to build the future they envision for themselves.

AUDIENCE

Orlando Economic Partnership Board, AWE Committee, Partnership investors, community and government leaders, regional business community

SPONSORSHIP LEVELS

Presenting Sponsor | SOLD

I AWE IMPACT FORUM

PRESENTED BY  ORLANDO HEALTH®

This signature event unifies our community resources into a strategically coordinated event to accelerate awareness and propel women forward. It fosters partnerships and collaboration among women in business and provides networking opportunities to strengthen meaningful relationships.

AUDIENCE

Orlando Economic Partnership Board, Partnership investors, women-owned businesses, regional business community

SPONSORSHIP LEVELS

Presenting Sponsor | SOLD

Gold Sponsor | \$20,000

Silver Sponsor | \$10,000

SILVER SPONSOR



I AWE | LEADFORWARD ROUNDTABLES

This new leadership program, in partnership with Accendo Leadership Advisory Group, is a transformative, year-long, peer support group led by Accendo coaches who are accomplished C-suite female leaders and certified executive coaches. Participants are high potential leaders from a variety of industries who have been successful to date and aspire to grow their careers at least one-to-two levels, or business owners ready to lead their company to the next level.

AUDIENCE

Orlando Economic Partnership Board, Partnership investors, women-owned businesses, regional business community

SPONSORSHIP LEVELS

Presenting Sponsor | \$30,000



DIVERSITY, EQUITY & INCLUSION (DEI) / COMMUNITY IMPACT

SUPPORTED BY
Florida Blue

Contact Rose.DiDonato@orlando.org for sponsorship details.

I JUAN & YOLANDA LONDOÑO LEADERSHIP ORLANDO SCHOLARSHIP

This scholarship offers tuition assistance to Leadership Orlando applicants who have been traditionally underrepresented in the business community to include minority leaders.

One full scholarship for each Leadership Orlando class at the investor or member rate of \$4,000 (valued at \$5,000 total) will be offered to minority leaders who cannot otherwise afford the tuition. The scholarship is based on statement of need and amount of funds available and must be requested at the time of the application.

Each request will be reviewed independently, receiving a confidential, thorough and fair assessment. All requests and distribution of funds will remain confidential, unless otherwise noted.

Leaders from the following sectors are eligible for this program scholarship: Public Service, Education (K-12), Higher Education College/ University, State or Local Government, 501c3 Nonprofit Organization, NGO or INGO, Foundation, Individual/Self-Employed, Small Business.

SPONSORSHIPS

\$4,000



SPONSORSHIP BENEFITS

Contact Rose.DiDonato@orlando.org for sponsorship details.

BENEFITS	PRESENTING	GOLD	SILVER
Company name included in event or program name as presenting sponsor	✓		
Opportunity for speaking role, such as welcome, speaker welcome, introductions, or closing remarks	✓		
Opportunity to showcase company during program or other branding opportunities (center pieces, napkins, QR codes, company video if applicable, etc.)	✓		
Seat at the head table(s) for the company's top executive	✓	✓	Name
Recognition in pre-event marketing materials, emails blasts and event web page	Logo and Link	Logo and Link	Name
Company mentioned in pre-event blogs, social media, and press releases (if applicable)	✓	✓	✓
Company mentioned in post-event social media and blogs	✓	✓	✓
First right of sponsorship renewal for the following year	✓	✓	✓
Company guests invited to VIP reception (if applicable)	✓	✓	✓
Recognition and logo in day-of event materials	Logo	Logo	Name
Priority tables or tickets to event or program (if applicable)	2 Tables or 16 Tickets (if applicable)	1 Table or 8 Tickets (if applicable)	4 Tickets (if applicable)

NOTE: Additional sponsorship benefits may be available

GROWING THE ORLANDO REGION'S GLOBAL BUSINESS BRAND

UNBELIEVABLY REAL

INVESTORLANDO.ORG

Contact: Laureen.Martinez@orlando.org
for investment details.

What sets us apart from other regions? Here, innovation is serious business. Unicorns come in the form of startups. And technology changes lives. Orlando is inspired by imagination, but it's more than just a dream. It's a place where your dreams are realized. If you found someone who had never heard of Orlando and told them about it, they'd never believe you. But it is real. Orlando is Unbelievably Real™.

ENGAGING OUR AUDIENCES

For the first time ever, Orlando's business and tourism message is unified, forming an impactful and transformational story that speaks to all audiences:

- C-suites and business decision makers
- Site selection consultants
- Talent in targeted industries

LEVERAGING OUR CHANNELS

- Digital marketing and advertising
- Out of home
- Trade shows and conventions
- National media relations
- Direct mail
- Social media campaigns

INVESTING IN OUR FUTURE

3-year Customized Co-marketing Package with Opportunities to Infuse Unbelievably Real Creative Assets Tailored to Your Company Story | \$100,000 Investment

Direct Branding Campaign Sponsorship (seed funding) to Support Brand Launch and Business Development Marketing to New and Expanding Companies | \$50,000 Investment

In-kind Support through Owned and Bought Assets and/or Co-Opted Ads | Starting at \$50,000 Value

Video and Social Package including Distribution to Media and via Digital Campaigns | \$25,000 Investment

