



ORLANDO  
ECONOMIC PARTNERSHIP

NATIONAL CHAMBER  
OF THE YEAR



# 2024 STRATEGIC INVESTMENT OPPORTUNITIES





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REGION GLOBAL BUSINESS BRAND



ORLANDO  
ECONOMIC PARTNERSHIP  
NATIONAL CHAMBER  
OF THE YEAR





# SIGNATURE EVENTS

Contact [Rose.DiDonato@orlando.org](mailto: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** | \$20,000

**Silver Sponsor** | \$7,500

## I ANNUAL DINNER

PRESENTED BY



UNIVERSITY OF  
CENTRAL FLORIDA

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

**Sponsorships for Customized Experiences Available**

### 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

## 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** | SOLD

### SILVER SPONSOR



## I STATE LEGISLATIVE SESSION DINNER IN TALLAHASSEE

PRESENTED BY  **NEMOURS**  
CHILDREN'S HEALTH **VALENCIA COLLEGE**

The Orlando Economic Partnership hosts annually a Legislative Session Welcome Dinner in Tallahassee with OEP Investors, Government Affairs experts, and key members of the Central Florida Legislative Delegation to discuss the region's legislative priorities. The dinner is an opportunity to network and share the legislative focus of the region as well as listen to speakers in leadership at the legislative and executive level.

### AUDIENCE

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

### SPONSORSHIP LEVELS

**Dinner Sponsor** | SOLD

**Reception Sponsor** | SOLD

## 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** | \$10,000

**Silver Sponsor** | \$5,000



# COMMUNITY ENGAGEMENT

Contact [Rose.DiDonato@orlando.org](mailto:Rose.DiDonato@orlando.org) for sponsorship details.

## I INVESTOR UPDATE

PRESENTED BY  FAIRWINDS

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 | SOLD

Gold Sponsor | \$5,000

Silver Sponsor | \$3,750

## 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 three experiences per year with limited capacity for each.

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors

### SPONSORSHIP LEVEL

Presenting Sponsor | SOLD

## 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 LEVEL

Presenting Sponsor | SOLD





# COMMUNITY ENGAGEMENT

Contact [Rose.DiDonato@orlando.org](mailto:Rose.DiDonato@orlando.org) for sponsorship details.

## I ORLANDO MSA MARKET UPDATE

The OEP's Market Intelligence team's signature monthly assessment of current economic conditions in the four-county Orlando Metropolitan Statistical Area (MSA). The Market Update draws from the most recent economic data and local intelligence available at time of preparation.

### AUDIENCE

Orlando Economic Partnership Board, Partnership investors, regional business community

### SPONSORSHIP LEVEL

Presenting Sponsor | \$12,000

## I HOLIDAY OPEN HOUSE

PRESENTED BY



Each year around the holidays, the Orlando Economic Partnership opens its doors to all of its investors to engage with staff and enjoy light breakfast bites and holiday cheer.

### AUDIENCE

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

### SPONSORSHIP LEVEL

Presenting Sponsor | SOLD



# COMMUNITY IMPACT

Supported by  
FLORIDA BLUE

Contact [Rose.DiDonato@orlando.org](mailto:Rose.DiDonato@orlando.org) for sponsorship details.

## I BLACK BOARDROOM LEADERSHIP INSTITUTE (BBLI)

Since the launch of the Black Boardroom Leadership Institute (BBLI), the percentage of Black members serving on Central Florida board of directors has increased from 11 percent in 2020 to 17 percent in 2022. BBLI is a national-award winning program 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

### SPONSORS



For Sponsorship Information, contact:

[Danielle.Permenter@orlando.org](mailto:Danielle.Permenter@orlando.org)

or [Kacye.Crane@orlando.org](mailto:Kacye.Crane@orlando.org)

## I AWE IMPACT FORUM

### PRESENTED BY



Winnie Palmer  
Hospital  
For Women & Babies

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 | \$10,000

## I AWE | LEADFORWARD ROUNDTABLES

### PRESENTED BY



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 | SOLD



# COMMUNITY IMPACT

Supported by  
FLORIDA BLUE

Contact [Rose.DiDonato@orlando.org](mailto: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

## 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



# SPONSORSHIP BENEFITS

Contact [Rose.DiDonato@orlando.org](mailto: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](mailto: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

