SPONSORSHIP OPPORTUNITIES
2021-2022
Together, we are MORE EXPOSURE

ASHEVILLE AREA CHAMBER OF COMMERCE

Economic Development & Research  Advocacy & Policy  Events & Education  Marketing & Sponsorship  Live & Visit
For over 120 years, the Asheville Area Chamber of Commerce has been the catalyst for economic vitality in our community.

We believe that together, we are more. We connect 1,700 members, representing more than 80,000 employees and consisting of businesses large and small, to valuable resources such as economic development and research, business education, marketing opportunities and advocacy.

Seeking exposure? Creative ways to market your business? Looking to position your company as a community leader? The Chamber provides many ways to get your business in front of local businesses and professionals plus Asheville’s thousands of annual visitors.

Let us find the right marketing and sponsorship avenues for you: Member Services, 828-210-2729, member@ashevillechamber.org.

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ASHEVILLE METRO ECONOMY OUTLOOK
Year-End 2021

Luncheon featuring a keynote speaker presenting insightful analysis on current demographic and economic trends with a national and global overview. Leading economists will present the most up-to-date info that is invaluable to our business community in gauging its positions in the local, national and international markets.

Projected attendance: 250-300+

Audience: Elected officials, business leaders, owners, managers, and high level professionals, AVL 5x5 investors, community and educational institution directors.

SPONSORSHIP LEVELS

Presenting Sponsor: $7,500 (Limit 4) *
• Top billing logo recognition (Chamber website, publicity, event signage)
• 8 comp tickets
• Opportunity to speak briefly at event
• Invitation to dinner or breakfast with keynote speaker (dependent on speaker’s availability)

Gold Sponsor: $4,000
• Logo recognition (Chamber website, publicity, event signage)
• 5 comp tickets

Silver Sponsor: $2,500
• Larger name recognition (Chamber website, event signage)
• 3 comp tickets

Bronze Sponsor: $1,000
• Name recognition (Chamber website, event signage)
• 2 comp tickets

AVL GREATER SUMMIT: VISION 2040
September, 2021

AVL Greater brings together a wide cross-section of community members to explore trends facing our community and envision our future. Spearheaded by the Chamber, this visioning process began in 2018, identifying a few guiding stars everyone will work on to make Asheville and Buncombe County what we want it to be in 2040.

Projected attendance: 150

Audience: Community leaders, Asheville City and Buncombe County officials, Chamber and Economic Development Boards of Directors, Leadership Circle

SPONSORSHIP LEVELS

Presenting Sponsor: $2,500
• Top level logo recognition (Chamber website, publicity, event signage)
• Opportunity to speak to audience
• Logo recognition on presentation screens
• Two comp seats reserved near front

Gold Sponsor: $1,000
• Logo recognition (Chamber website, publicity, event signage)
• Logo recognition on presentation screens

Silver Sponsor: $500
• Name recognition (Chamber website, publicity, event signage and presentation screens)

* See page 17 for details
**ELEVATE**  
*July 2021 - June 2022*

The Elevate program enables startup entrepreneurs to simultaneously navigate the practical, daily challenges of building great companies and develop their skills as effective managers, leaders and CEOs. Offering mentorship modeled on the MIT Venture Mentoring Service, Elevate systematically strengthens and supports high-growth ventures in the Asheville area. E-newsletter has ~2,500 subscribers.

**Audience:** Startup founders, entrepreneurs, mentors

**SPONSORSHIP LEVELS**

**Presenting Sponsor:** $2,500 (Limit 1)  
- Featured banner ad in Venture Asheville weekly e-newsletter

**E-newsletter Ad:** $750/quarter  
- Your ad placed mid-way through the newsletter; approximately 13 newsletters per quarter

**EXCLUSIVE GROWTH BREAKFAST**  
*Fall 2021*

This interactive gathering focuses on the Asheville area economy, demography, workforce and business landscape. Presentation and conversation will look closely at current topics and make connections to challenges and opportunities in the local region. A year in review features a briefing on annual outcomes and projections for key economic indicators. The breakfast highlights connections to our economic development initiatives in the Asheville area.

**Projected attendance:** 100

**Audience:** Business leaders representing Innovation, Influence, Champion and Signature members

**PRESENTING SPONSOR: $2,000 (Limit 3) ***  
- Logo on invitation, event signage  
- Opportunity to speak at event  
- Two exclusive tickets to attend  
- Opportunity to serve on task force identifying top trends to be presented

**LEADERSHIP RECEPTION**  
*Fall 2021, Spring 2022*

Twice a year, the Economic Development Coalition hosts an exclusive gathering of local business leaders for a time of conversation in a relaxed setting.

**Projected attendance:** 25-50

**Audience:** CEOs and top business leaders from Asheville/Buncombe companies, Venture Asheville Elevate participants and Signature Chamber members

**SPONSORSHIP LEVELS**

**Presenting Sponsor:** $5,000 (Limit 2)  
- Top billing logo recognition on invitation  
- Opportunity to speak  
- 2 guests invited

**Gold Sponsor:** $1,500 (Limit 2)  
- Logo recognition on invitation  
- 1 guest invited

**MODERN MANUFACTURING DAY**  
*Oct. 1, 2021*

This regional event highlights the impact Advanced Manufacturing has on our economy and the number of careers available in the industry.

**Projected attendance:** 250

**Audience:** Educators, manufacturing employers, workforce partners from Buncombe, Henderson, Madison and Transylvania Counties, and public/elected officials

**SPONSORSHIP LEVELS**

**Presenting Sponsor:** $1,500  
- Top level logo recognition (Chamber website, event website, publicity, event signage)

**Gold Sponsor:** $1,000  
- Logo recognition (Chamber website, event website, publicity, event signage)

**Silver Sponsor:** $500  
- Name recognition (Chamber website, event website, event signage)
NEXT AVL  
*July 2021 – June 2022*

Developing a talent pipeline for the local business community is a priority for Economic Development. Next AVL matches college students with local professionals to offer mentorship, connection, and professional development over a nine-month period.

**Projected attendance:** 50-75 per month

**Audience:** Professionals from businesses of all sizes and industry types and local college students

**SPONSORSHIP LEVELS**

**Presenting Sponsor: $2,500 (Limit 2)**
- Top billing logo recognition (Chamber website, event signage)
- Opportunity to speak at both events
- First-choice opportunity to select mentee for job shadow or mentorship

**Gold Sponsor: $1,500**
- Logo recognition (Chamber website, event signage)
- First-choice opportunity to select mentee for job shadow or mentorship

**Silver Sponsor: $1,000**
- Larger name recognition (Chamber website, event signage)

**Achievement Awards Sponsor: $2,000 (Limit 2)**
- Logo recognition (Chamber website, event signage)
- Opportunity to present awards

VENTURE ASHEVILLE DEMO DAY  
*September 2021*

Annual showcase of Venture Asheville’s top start-ups performing pitches for investors in order to launch their business as well as an opportunity for our community to see the inner workings of the startup journeys happening right here in Asheville.

**Projected attendance:** 200

**Audience:** Investors, entrepreneurs and resource organizations

**SPONSORSHIP LEVELS**

**Presenting Sponsor: $1,000** *
- Top billing logo recognition (Chamber website, Venture Asheville website, publicity, event signage)
- Opportunity to speak to the audience
- Preferred, reserved seating at event

*See page 17 for details*
VENTURE 15 & VENTURE ASHEVILLE HONORS
December 2021

The Venture 15 awards the 15 fastest-growing Asheville-area startups. It recognizes the area’s outstanding entrepreneurs, serves as an elite setting where they can share their talent and wisdom and inspire other fledgling companies. Venture Asheville Honors are five prestigious awards: Mentor of the Year, Investor of the Year, Entrepreneur of the Year, Resource of the Year and Shining Rock Award.

Projected attendance: 500

Audience: Entrepreneurs, mentors, professional services companies and investors

SPONSORSHIP LEVELS

Presenting Sponsor: $3,000 *
  • Top billing logo recognition (Chamber website, Venture Asheville website, publicity, event signage)
  • Opportunity to speak
  • Business name on Venture 15 awards
  • 4 comp tickets to event

Gold Sponsor: $1,250
  • Logo recognition (Chamber website, Venture Asheville website, publicity, event signage)
  • 2 comp tickets to event

Silver Sponsor: $750
  • Name recognition (Chamber website, Venture Asheville website, publicity, event signage)
  • 1 comp ticket to event

Award Sponsor: $350
  • Name recognition (Chamber website, Venture Asheville website, publicity, event signage)
  • Logo on screen during Honors presentations

WNC CAREER EXPO
Fall 2021 and Spring 2022

This regional event showcases employment opportunities in high-tech manufacturing, health services, technology, hospitality, professional services and growth industries, and targets the existing workforce, high school graduates and college students. Career seekers meet with premier companies at the largest job fair in Western North Carolina. The spring event features an event to expose 700+ high school students to the job search process.

Projected attendance: 1,500+

Audience: Career seekers (local consumers, college students, etc.) from throughout WNC and 150+ hiring companies and organizations.

SPONSORSHIP LEVELS

Presenting Sponsor: $5,000 (Limit 3) *
  • Top billing logo recognition (Chamber website, event website, publicity, event signage) for both events
  • Two booths at each event

Gold Sponsor: $3,000
  • Logo recognition (Chamber website, event website, publicity, event signage) for both events
  • One booth at each event

Silver Sponsor: $1,500
  • Larger name recognition (Chamber website, event website, publicity, event signage) for both events
  • 50% discount on booth at each event

Bronze Sponsor: $750
  • Name recognition (Chamber website, event website, event signage) for both events
  • 25% discount on booth at each event

Employer Lounge Sponsor: $2,000 (Limit 1 per event)
  • Logo recognition (Chamber website, event website, event signage) for both events
  • Display table in lounge to market your business to employers
  • One booth at event

Printing Station Sponsor: $1,500 (both events; Limit 1)
  • Logo recognition at printer station for job seekers
  • One booth at each event if also providing equipment

Student Program Sponsor: $1,000
  • Logo recognition on signage and publicity for student feature event
  • One booth at the spring event

Employer Booth: $250 (electricity: $50 extra)
ANNUAL MEETING
2021, Date TBD

The business event of the year is the Annual Meeting highlighting the successes of the Chamber and economic development. Celebrate the vision for the future and spend the evening with one of the most respected business leaders in the nation. You will leave an energizing event with real-world, practical business takeaways. Join us as we raise a glass to the companies and volunteers who partner with us to be the voice of business, create jobs and help our members thrive. This is a sit-down dinner with a networking reception.

Projected attendance: 800

Audience: Area business leaders, dignitaries, AVL 5x5 Vision 2020 Investors, volunteer leadership from the Chamber and EDC boards of directors.

SPONSORSHIP LEVELS

Presenting Sponsor: $8,000 (Limit 3) *
- Top billing logo recognition (on all promotional materials, including print and event signage)
- Opportunity to speak
- One table for 8 guests, includes logo on table sign
- Two-page ad in printed program
- Invitation for 2 to VIP Reception with keynote speaker
- Opportunity to place 2’x5’ stand-up banner at event

Speaker Sponsor: $6,500 (Limit 1)
- Logo recognition (Chamber website, publicity, signage)
- One table for 8 guests, includes logo on table sign
- Full-page ad in printed program
- Invitation (2) to VIP reception with keynote speaker
- Opportunity to introduce keynote speaker (scripted)

Gold Sponsor: $5,000
- Logo recognition (Chamber website, publicity, signage)
- 6 comp tickets
- Full-page ad in printed program

Silver Sponsor: $3,000
- Name recognition (Chamber website, publicity, signage)
- 4 comp tickets
- Half-page program ad

Bronze Sponsor: $2,000
- Name recognition (Chamber website, publicity, signage)
- 2 comp tickets

Award Sponsor: $3,000 (Limit 4)
- Name recognition (Chamber website, publicity, signage)
- Half-page ad in printed program
- 2 comp tickets
  - Small Business Leader of the Year Awards
  - Excellence in Public Service Award
  - Family Business Award
  - President’s Award

VIP Reception Sponsor: $2,500 (Limit 1)
- Logo recognition on reception signage
- Name recognition (Chamber website, publicity, signage)
- 2 comp tickets to Annual Meeting
- Invitation (2) to VIP reception with keynote speaker
- Opportunity to speak at reception

VIP Reception Cash Bar Sponsor: $500 (Limit 2)
- Logo recognition on signage at bar(s) at VIP Reception

Ticket Sponsor: $2,000 (Limit 1)
- Logo recognition on free beer stub of ticket

Tickets:
- $800 - Table for 8 guests (logo on table signage) (early-bird; deadline is April 30)
- $900 reserved table price after April 30
- $95 per Individual (early-bird; deadline April 30)
- $110 (ticket price after April 30)

* See page 17 for details
ASHEVILLE RESTAURANT WEEK
January 18-24, 2022

Asheville Restaurant Week provides a boost in traffic to area restaurants during the winter shoulder season. Restaurants participate with special menus and are included in a multi-media advertising campaign (including print, digital, television, social media and radio). The Asheville Restaurant Week website receives approximately 40,000 views. Restaurants see more than $60,000 in revenue during the event.

Audience: General consumer public, Chamber member restaurants

SPONSORSHIP LEVELS

Presenting Sponsor: $5,000 (Limit 2)
• Top billing logo recognition (Chamber website, marketing materials and most advertising)
• Opportunity to participate in event promo videos

Gold Sponsor: $2,500
• Logo recognition (Chamber website, publicity, printed materials, signage)

Silver Sponsor: $1,000
• Larger name recognition (Chamber website, marketing materials)

Bronze Sponsor: $500
• Name recognition (Chamber website, marketing materials)

BUSINESS AFTER HOURS
Monthly, July 2021-June 2022
Various Host Locations

Business After Hours is the premier networking opportunity for Chamber members and their businesses. One event per quarter will feature a brief presentation on a local issue of interest to the business community.

Projected attendance: 80-100 per month

Audience: Chamber members and their employees

SPONSORSHIP LEVELS

Presenting Sponsor: $4,500 (Limit 2) *
• Top billing logo recognition (Chamber website, signage)
• Opportunity to speak at all 12 events
• Display table at events at all 12 events
• Names of attendees following each event
• Logo recognition for Policy on Tap events

Gold Sponsor: $2,500
• Logo recognition (Chamber website, event signage)

Host Sponsor: $1,200
• Logo recognition (Chamber website, event signage)
• Opportunity to speak
• Names of attendees

Host is responsible for food and beverage for the event. Host sponsors are secured one year at a time and are welcome to host two years in a row.

BUSINESS BEFORE HOURS
Monthly, July 2021-June 2022
Various Host Locations

Business Before Hours is one of the most popular networking events for Chamber members.

Projected attendance: 60-75 per month

Audience: Chamber members and their employees

SPONSORSHIP LEVELS

Presenting Sponsor: $3,000 (Limit 2) *
• Top billing logo recognition (Chamber website, signage)
• Opportunity to speak at all 12 events
• Display table at events at all 12 events
• Names of attendees following each event

Gold Sponsor: $1,500
• Logo recognition (Chamber website, event signage)

Host Sponsor: $800
• Logo recognition (Chamber website, event signage)
• Opportunity to speak
• Names of attendees

Host is responsible for food and beverage for the event. Host sponsors are secured one year at a time and are welcome to host two years in a row.
One of the most popular events with the widest variety of businesses involved, the Chamber Challenge 5k promotes wellness and friendly competition for employees looking to improve health, reduce health insurance costs, and earn rewards. Participants run, walk, and even push strollers along a sanctioned 5k route through historic Montford.

Projected attendance: 1,200

Audience: Area businesses and the general community

SPONSORSHIP LEVELS

Presenting Sponsor: $5,000 (Limit 2) *
- Top billing logo recognition (Chamber website, publicity, event signage, participant t-shirt)
- Opportunity to speak
- 2 vendor booth spaces
- 3 comp teams

Gold Sponsor: $3,000
- Logo recognition (Chamber website, publicity, signage)
- Vendor booth space
- 2 comp teams

Silver Sponsor: $1,000
- Name recognition (Chamber website, publicity, signage)
- 1 comp team

Race T-Shirts Sponsor: $1,500 (Limit 1)
- Larger logo recognition on t-shirts (with Presenting)
- Vendor booth space
- 1 comp team

Volunteer Sponsor: $1,000 (Limit 1)
- Logo on volunteer t-shirts (must provide shirts)
- Vendor booth space
- 1 comp team

Bib Sponsor: $1,000 (Limit 1)
- Logo recognition on race bibs
- 1 comp team

Start Line Sponsor: $2,000
- Name recognition (Chamber website, publicity, signage)
- Logo placement at Start Line
- Vendor booth space
- 1 comp team

Finish Line Sponsor: $2,000
- Name recognition (Chamber website, publicity, signage)
- Logo placement at Finish Line
- Vendor booth space
- 1 comp team

Finish Chute Banner Sponsor $1,500 (Limit 4)
- Logo on one banner
- Name recognition (Chamber website, publicity)
- 1 comp team

Halfway Sponsor: $2,000
- Name recognition (Chamber website, publicity, signage)
- Logo placement at Halfway Point
- Vendor booth space
- 1 comp team

Water Station Sponsor: $1,000 (Limit 3)
- Name recognition (Chamber website, publicity, signage, water stations)
- Logo at designated water station
- 1 comp team
- Staff designated water station in branded shirts

Race Vendor: $250
Showcase your product or service at the Chamber Challenge. Table is provided. Sponsor can bring 10’ x 10’ tent and must secure tent with 10 lb. weights on each leg.

Tickets: $120 for team of four (early bird registration)

Award Sponsor: $3,000 (Limit 1)
Good Health Good Business Award
- Opportunity to select winner and present award
- Social media recognition following event
- Vendor booth space
- 2 comp teams

* See page 17 for details
CHAMBER CLASSIC GOLF TOURNAMENT
August 31, 2021, The Omni Grove Park Inn

This annual captain’s choice tournament is full of networking and fun! Breakfast, lunch and beverages provided. Awards and prizes will be presented at the close of the event, providing additional opportunity for networking and visibility for sponsors.

Projected attendance: 140 golfers, plus 30 volunteers, sponsors and staff

Audience: Business leaders, their clients and Chamber volunteers

SPONSORSHIP LEVELS

Presenting Sponsor: $4,000 (Limit 2)
• Top billing logo recognition (Chamber website, publicity, signage)
• Logo recognition on Chamber staff-driven carts
• Opportunity to speak before event starts
• Showcase at designated hole on the course
• 1 comp team
• Opportunity to provide branded gift to golfers

Beverage/Snack Cart: $1,500 (Limit 2)
• Logo recognition (Chamber website, publicity, signage)
• Logo on cart signage
• 2 comp players
• Opportunity to drive cart
• Beverages/snacks provided by Chamber

Beverage Station: $1,200 (Limit 2)
• Logo recognition (Chamber website, publicity, signage)
• Showcase at one station
• 2 comp players
• Beverages provided by Chamber

Showcase Sponsor: $1,200
• Logo recognition (Chamber website, publicity)
• Logo at designated hole
• Showcase your business at your designated hole by engaging golfers in a contest or drawing.
• Must provide prize ($200 value)
• 2 comp players

Awards Reception Sponsor: $2,000
• Logo recognition (Chamber website, publicity, signage)
• Opportunity to speak at reception
• Opportunity to present awards

Cash Bar Sponsor: $500 (Limit 1)
• Logo on signage at cash bar before each flight

Ball Sponsor: $250 (Limit 1)
• Logo on balls provided to all players
• Must provide sleeve of 3-4 balls

Team of 4 Players: $800
Individual Player: $200
CHAMBER FAMILY GET-DOWN
ON THE RIVER
July 30, 2021

Our members are WHY we exist and a vital link to our success in supporting the local business community the way we do. This event allows us to thank members for their partnership and loyalty by providing a fun, free event for business owners, employees, and their families.

Projected attendance: 200-300+

Audience: Chamber members, their employees and families

WAYS TO BE INVOLVED IN THE FESTIVITIES:

Company-sponsored activities:
• Provide supplies & volunteers for a fun activity
• Sponsor popcorn, cotton candy, snow cones, games, give-aways/prizes, corn hole, bouncy house, inflatables
• Promote your business through booth decorations and branded prizes (optional)
• Your business logo will be featured on signage (provided by Chamber)

Company-sponsored volunteers:
• Provide volunteers to manage booths (inflatables, food, beverages, etc.)
• Promote your company by wearing branded shirts

Company-sponsored booths:
• Your logo on Chamber-provided signage at specific areas at the event (entertainment, directional signage, welcome station, etc.)

Publicity:
• Share this event via social media to encourage your business partners to become members of the Chamber

MEGA NETWORKING
October 14, 2021 & March 10, 2022

This fast-paced networking event will put you face-to-face with prime business contacts in a unique and entertaining format. Participants will gain insight on networking strategies and leave with qualified leads.

Projected attendance: 100+ per event

Audience: Professionals from businesses of all sizes and industry types

SPONSORSHIP LEVELS

Presenting Sponsor: $2,000 (Limit 2)
• Top billing logo recognition (Chamber website, publicity, event signage)
• Opportunity to speak at both events
• Display table at both events
• Names of attendees from each event
• 1 comp ticket to each event

Gold Sponsor: $1,000
• Logo recognition (Chamber website, publicity, event signage)
• Recognized on Top Tips for Networking flyer
• 1 comp ticket to each event

Silver Sponsor: $500
• Name recognition (Chamber website, publicity, event signage)
• 1 comp ticket to each event

* See page 17 for details
MEMBER ENGAGEMENT

ORIENTATION
July 21, 2021; Oct. 20, 2021; Dec. 8, 2021; Feb. 16, 2022; May 18, 2022
Asheville Chamber

The Chamber invites people and businesses in our community to learn about the many benefits of Chamber membership, the Economic Development Coalition and the Visitors Center. Open to members and the general public.

Projected attendance: 45+ per event

Audience: Chamber members and prospective members

SPONSORSHIP LEVELS

Presenting Sponsor: $2,000 (Limit 2) *
- Top billing logo recognition (Chamber website, event signage)
- Display table for each event (5)
- Opportunity to speak to attendees at each event (5)
- Names of attendees following each event

Gold Sponsor: $1,250
- Logo recognition (Chamber website, event signage)
- Quarter-page ad in New Member Packet

Silver Sponsor: $750
- Name recognition (Chamber website, event signage)

Display Table Sponsor: $200
- Opportunity to provide company information to new members

SKY HIGH GROWTH AWARDS
April 22, 2021, Sierra Nevada Brewing Company

The Sky High Growth Awards event recognizes the fastest growing businesses of the year. Businesses nominated for the awards are evaluated on their growth, gross revenue and number of employees. Approximately 20 businesses receive awards each year.

Projected attendance: 225

Audience: Award winners and their staff, Chamber Board members and Ambassadors

SPONSORSHIP LEVELS

Presenting Sponsor: $3,000 (Limit 1) *
- Top billing logo recognition (Chamber website, publicity, event signage, printed program)
- Opportunity to speak at event
- List of attendees

Gold Sponsor: $1,500
- Logo recognition (Chamber website, publicity, event signage, printed program)

Silver Sponsor: $1000
- Name recognition (Chamber website, publicity, event signage, printed program)

Award Sponsor: $2,000 (Limit 4)
- Opportunity to speak to audience
- Opportunity to present 5 awards

Tickets: $250 - Table for 8 guests (name on table signage)
$15 per Chamber member (open seating)
$25 per non-member (open seating)
WOMANUP
January - December 2022

WomanUP is focused on women in business who wish to build a strong network of women intent on inspiring one another to achieve individual potential; supporting each other in business endeavors; and creating a legacy through mentorship. Events throughout the year serve to connect, inspire and support women in business. At the January celebration event, we honor outstanding women in business with our WomanUP Awards.

Projected attendance: 700 at celebration event; 300-400 at each workshop

Audience: Professionals from businesses of all sizes and industry types

SPONSORSHIP LEVELS

Presenting Sponsor: $10,000 (Limit 3) *
- Top billing logo recognition (Chamber website, publicity, event signage) for all WomanUP events
- Opportunity to speak at all events
- Two-page ad in celebration printed program
- Table for 8 guests at celebration event
- 2 comp tickets to each workshop
- Opportunity to place 2’x5’ stand-up banner at events

Gold Sponsor: $5,500
- Logo recognition (Chamber website, publicity, event signage) for all WomanUP events
- Half-page ad in celebration printed program
- Comp Vendor Display Table to showcase your business at celebration event
- 4 comp tickets to celebration event
- 2 comp tickets to each workshop

Silver Sponsor: $3,000
- Name recognition (Chamber website, publicity, event signage) for all WomanUP events
- 1/4-page ad in celebration printed program
- 2 comp tickets to celebration event
- 1 comp ticket to each workshop

Bronze Sponsor: $2,000
- Name recognition (Chamber website, publicity, event signage) for all WomanUP events

Award Naming Rights: additional $5,000

Speaker Sponsor: $6,000 (Limit 1)
- Logo recognition (Chamber website, publicity, signage)
- Opportunity to introduce speaker, all 3 events
- Full-page ad in celebration printed program
- 4 comp tickets to celebration event
- 2 comp tickets to each workshop

Award Sponsor: $3,000 (Limit 5)
- Logo recognition for celebration event
- Half-page ad in celebration printed program
- Opportunity to present award
- 2 comp tickets to celebration event

Vendor Display Sponsor: $500 - Celebration /$250 - Workshop
- Opportunity to showcase your business and/or sell products
- Table for 8 guests
  Early-bird: $500 (before Sept. 30)
  $600 (after Sept. 30)
- Company name on table signage

Celebration Tickets: ++
  Chamber Member early-bird: $50 (before Sept. 30)
  Non-member early-bird: $65 (before Sept. 30)
  Chamber Member $60 (after Sept. 30)
  Non-member $75 (after Sept. 30)

* See page 17 for details
SMALL BUSINESS APPRECIATION
May 4-7, 2021

Small business is the backbone of our community; these enterprises have proven to be the largest constituent contributing to the growth and prosperity of the local economy. Activities around our Small Business Appreciation are designed to enhance small business success, provide resources for growth, and offer an exchange of ideas and valuable feedback between small business owners and local leaders. The Chamber will partner with small business organizations like SBTDC, Western Women’s Business Center, Mountain BizWorks, A-B Tech Small Business Center, SCORE, and Goodwill to provide relevant programming.

Projected Attendance: 25-50 per event, 100+ at Business After Hours event

Audience: Small business owners, Chamber members and their employees

SPONSORSHIP LEVELS

Presenting Sponsor: $2,500 (Limit 2) *
• Top billing logo recognition (Chamber website, publicity, event signage)
• Opportunity to speak at events
• Display table at select events

Gold Sponsor: $1,500
• Logo recognition (Chamber website, publicity, event signage)
• Display table at select events

Silver Sponsor: $1,000
• Larger Name recognition (Chamber website, publicity, event signage)
• Opportunity to have person to greet, hand out brochures, etc.

Bronze Sponsor: $500
• Name recognition (Chamber website, publicity, event signage)

SMART SERIES
10 Events, Sept. 2021 - June 2022

In this educational series, members are offered a wide variety of opportunities to enhance their abilities and training for optimum performance in the marketplace. Topics of interest include technology, human resources, marketing and finance.

Projected attendance: 35-50 per event

Audience: Chamber members and their employees; attended by a variety of businesses and employee levels, from front-line to owner.

SPONSORSHIP LEVELS

Presenting Sponsor: $2,250 (Limit 2) *
• Top billing logo recognition (Chamber website, publicity, event signage)
• Opportunity to speak
• Names of attendees

Gold Sponsor: $1,000
• Logo recognition (Chamber website, publicity, event signage)

Silver Sponsor: $500
• Larger name recognition (Chamber website, publicity, event signage)

Bronze Sponsor: $250
• Name recognition (Chamber website, publicity, event signage)

YOUNG PROFESSIONALS OF ASHEVILLE

The Young Professionals of Asheville (YPA) provides outstanding professional leadership development opportunities for Asheville’s future leaders. YPA provides educational seminars, service opportunities and social activities for Asheville professionals between the ages of 21 and 40.

SPONSORSHIP LEVELS

Presenting Sponsor: $3,000
• Top billing logo recognition (YPA website, YPA newsletter, event signage)
• Opportunity to speak at monthly morning networking events

Gold Sponsor: $2,500
• Logo Recognition (YPA website, YPA newsletter, event signage)

Silver Sponsor: $1,500
• Larger Name Recognition (YPA website, YPA newsletter, event signage)

Bronze Sponsor: $750
• Name recognition (YPA website, YPA newsletter, event signage)
ELECTED OFFICIALS RECEPTION
August 12, 2021

This reception honors the region’s government leadership, bringing together members of the Asheville City Council, the Buncombe County Board of Commissioners, municipal leaders from Weaverville, Black Mountain, Woodfin and Montreat and members of the North Carolina General Assembly to meet and network with Western North Carolina’s business community.

Projected attendance: 150

Audience: Business and community leaders and local elected officials

SPONSORSHIP LEVELS

Presenting Sponsor: $2,500 (Limit 3)
  • Top billing logo recognition (Chamber website, publicity, event signage)
  • Opportunity to speak

Gold Sponsor: $1,500
  • Logo recognition (Chamber website, publicity, event signage)

Silver Sponsor: $750
  • Larger Name recognition (Chamber website, publicity, event signage)

Bronze Sponsor: $500
  • Name recognition (Chamber website, publicity, event signage)

INTERCITY STRATEGIC LEADERSHIP VISIT
Spring 2022

An Asheville delegation of approximately 50 leaders travel to a selected city to experience first-hand the best practices and lessons learned from top businesses and public sector leaders. The Intercity Visit will include discussions on topics of interest to Asheville leaders and special events and other venue highlights.

Projected attendance: 50

Audience: Asheville business and community leaders, Chamber board members and staff

SPONSORSHIP LEVELS

Presenting Sponsor: $5,500 (Limit 2)
  • Top billing logo recognition (Chamber website, publicity, event signage, printed materials)
  • Opportunity to speak

Gold Sponsor: $2,500
  • Logo recognition (Chamber website, publicity, event signage, printed materials)

Silver Sponsor: $1,500
  • Larger Name recognition (Chamber website, publicity, event signage)

Bronze Sponsor: $750
  • Name recognition (Chamber website, publicity, event signage)

Private Reception Host Sponsor: $2,000 (Limit 1)
  • Top billing logo recognition for the Reception (invitation and event signage)

* See page 17 for details
PUBLIC POLICY

LEGISLATIVE UPDATE EVENTS
Fall 2021 (Wrap-up) & Spring 2022 (Pre-session Luncheon)

Be informed and engaged with elected officials concerning critical legislative issues for Western North Carolina. This sponsorship covers two events:

2021 Legislative Wrap up Breakfast: An opportunity to interact with our legislative delegation on a personal basis, hear the Chamber’s thoughts on the past session and thank the legislators for their hard work representing the diverse interests in our region.

2022 Legislative Luncheon: The Chamber presents its top priorities of the legislative agenda to Western North Carolina’s legislative delegation. Based on member surveys, the agenda is crafted by the Advocacy and Policy Committee and approved by the Chamber Board. During this luncheon members of our legislative delegation will share their thoughts with the business community.

Projected attendance: 150 at wrap-up; 250 at luncheon

Audience: law firms, banks, high-level business professionals, developers and elected officials (local and state-level)

SPONSORSHIP LEVELS

Presenting Sponsor: $5,000 (Limit 3) *
• Top billing logo recognition (Chamber website, publicity, event signage)
• Opportunity to speak
• 3 comp tickets to each event
• Recognition at Advocacy & Policy Committee meetings

Gold Sponsor: $3,000
• Logo recognition (Chamber website, publicity, event signage)
• 2 comp tickets to each event

Silver Sponsor: $2,000
• Larger Name recognition (Chamber website, publicity, event signage)
• 1 comp ticket to each event

Bronze Sponsor: $1,500
• Name recognition (Chamber website, publicity, event signage)

Luncheon Reserved Table for 8 Guests: $550 (early-bird rate)
• Company name on table signage

POLICY ON TAP
Sept. 16, 2021; Nov. 18, 2021; Mar. 17, 2022; May 19, 2022

This new discussion series highlights topics that matter to our business community. Policy on Tap convenes key leaders and experts to delve into topics like infrastructure, affordable housing and more in an informal setting.

Projected attendance: 100

Audience: Chamber members; business and community leaders

SPONSORSHIP LEVELS

Presenting Sponsor: $4,000 (Limit 2) *
• Top billing logo recognition (Chamber website, publicity, event signage)
• Opportunity to speak
• List of attendees following event

Host Sponsor: $4,000 (4 events)
• Logo recognition (Chamber website, publicity, event signage)
• Opportunity to showcase your business by providing venue, food & beverages for all 4 events

Gold Sponsor: $2,500
• Logo recognition (Chamber website, publicity, event signage)

Silver Sponsor: $1,500
• Name recognition (Chamber website, publicity, event signage)
RALEIGH LEGISLATIVE VISIT
Spring 2022

The Raleigh Legislative Visit is hosted by the Asheville Area Chamber and eight other chambers including Black Mountain-Swannanoa, Haywood County, Henderson County, Madison County, Brevard/Transylvania, Blowing Rock and Cashiers. Chamber members from the region will travel to Raleigh to meet with the governor, the North Carolina House and Senate leadership and the WNC delegation to discuss critical issues for our region.

Projected attendance: 50

Audience: Chamber leaders and representatives from across WNC

SPONSORSHIP LEVELS

Presenting Sponsor: $3,500 (Limit 3)
• Top billing logo recognition (publicity, event signage)
• Opportunity to speak at reception

Gold Sponsor: $2,000
• Logo recognition (publicity, event signage)

Silver Sponsor: $1,000
• Larger Name recognition (publicity, event signage)

Bronze Sponsor: $500
• Name recognition (publicity, event signage)

PUBLIC POLICY ADVOCACY
July 2021-June 2022

Help increase Chamber staff presence in Raleigh during Legislative Session for monitoring issues and engaging with elected officials and staff. This is an excellent opportunity to have a direct impact on the Chamber’s public policy initiatives. Participate in shaping the Chamber’s legislative priorities for each Session.

Presenting Sponsor: $4,000 (Limit 1)
• Logo recognition on reports and blog updates
• Logo recognition on signage at all Advocacy and Policy Committee meetings (estimated 4 meetings)
• Logo recognition in all advocacy updates
• Logo recognition in Chamber legislative tracking

Policy Newsletter, The Summit: $1,000 (Limit 1)
• Logo recognition on weekly newsletter

NOTE ON VIRTUAL EVENTS:

Where indicated by *, if this event must be conducted virtually, additional benefits will be offered to Presenting Sponsors, such as:
• being sent a recording of the event to be shared with your staff;
• your business logo will appear on the welcome screen when viewers log in;
• top billing logo recognition on “Thanks to Our Sponsors” screen;
• additional verbal recognition by host;
• opportunity to provide 1 min. video to promote the event;
• 20% discount on sponsorship invoice.
**ACCOMMODATIONS LIGHT BOARD**

An informational board where visitors come to research and book accommodations for their stay in the Asheville area.

**Presenting Sponsor:** $1,000

Includes a plaque with your company name, your own board space with digital frame upgrade and brochure holder on desk beneath display. Sponsor to produce their own sign (36”w x 6”h). Sponsor must not be an accommodation business.

**Advertising Spaces**

<table>
<thead>
<tr>
<th>Rooms</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 rooms or less</td>
<td>$325</td>
</tr>
<tr>
<td>6-24 rooms</td>
<td>$350</td>
</tr>
<tr>
<td>25+ rooms</td>
<td>$500</td>
</tr>
</tbody>
</table>

Includes a 7”w x 5”h picture (8” diagonal) and a 7”w x 2”h descriptive space. An upgrade to a digital picture frame is available for an additional $100.

*Advertising schedule is July 2021-June 2022*

**DAILY ACCOMMODATIONS SPECIALS DISPLAY**

Feature your lodging deals each day in the Asheville Visitor Center. Three stations will each feature daily updates provided by participating lodging partners to help fill surplus inventory with walk-in visitors at the Asheville Visitor Center.

$600 per year (for properties without a display on the Accommodations Light Board)

$300 per year (for properties that also have a display on the Accommodations Light Board)

*Advertising schedule is July 2021-June 2022*

**ATTR ACTIONS/RESTAURANT LIGHT BOARD**

An informational board where visitors come to learn about activities to fill their vacation time in the Asheville area.

**Presenting Sponsor:** $1,000

Includes a plaque with your company name, your own board space with digital frame upgrade and brochure holder on desk beneath display. Sponsor to produce their own sign (36”w x 6”h). Sponsor must not be an attraction or restaurant business.

**Advertising Spaces:** $195

Includes space for your 7”w x 5”h picture (8” diagonal) and a 7”w x 2”h descriptive space. An upgrade to a digital picture frame is available for an additional $100.

*Advertising schedule is July 2021-June 2022*

**BROCHURE OF THE MONTH**

Your company’s brochure will be prominently displayed at the main Visitor Center desk for volunteers to share with visitors.

$200 per month
COMPUTER BANK

Our computers on the main floor of the Visitor Center comprise the Computer Bank. Visitors use these computers to access the internet, particularly when searching for information about Asheville and area attractions. This technology will put the visitor in touch with your business in just a click! Your screensaver will be the gateway to the Visitor Center’s home page, which includes a link to your website. Provides year-round advertising. Sponsor may place a supply of brochures at each station.

Presenting Sponsor: $600

Advertising schedule is July 2021-June 2022

FEATURED BUSINESS OF THE MONTH

This poster (24”w x 36”h) features your business front and center above the water fountain in the main lobby of the Visitor Center. More than 200,000 people visit the Visitor Center annually. Everyone drinks water; you do the math! This space includes a holder in which you can display your brochures next to the poster.

$200 per month

GREETING DISPLAY

At the main entrance of the Visitor Center, the foyer is the gateway for the guest. This poster (24”w x 36”h) and accompanying rack cards will make a lasting impression, coming and going. Total of six businesses per quarter.

ADVERTISING SCHEDULE

<table>
<thead>
<tr>
<th>Period</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>July - September 2019</td>
<td>$700</td>
</tr>
<tr>
<td>October - December 2019</td>
<td>$700</td>
</tr>
<tr>
<td>January - March 2020</td>
<td>$375</td>
</tr>
<tr>
<td>April - June 2020</td>
<td>$550</td>
</tr>
</tbody>
</table>

HOSPITALITY POSTER

Your business can add a special touch to welcome visitors to the Asheville Visitor Center. Two attractive posters (24”w x 36”h) and accompanying rack cards are featured outside the elevator and public restrooms. Two opportunities per quarter; includes both posters.

ADVERTISING SCHEDULE

<table>
<thead>
<tr>
<th>Period</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>July - September 2019</td>
<td>$700</td>
</tr>
<tr>
<td>October - December 2019</td>
<td>$800</td>
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<tr>
<td>January - March 2020</td>
<td>$375</td>
</tr>
<tr>
<td>April - June 2020</td>
<td>$700</td>
</tr>
</tbody>
</table>

INSIDE-OUTSIDE DISPLAY PACKAGE

This is the ultimate combo - a poster (24”w x 36”h) directly across from the elevator and a 10”h x 8”w display in the 24-Hour Information Board! You won’t miss the visitors with this display package, reaching them both indoors and outdoors. One opportunity available per quarter.

ADVERTISING SCHEDULE

<table>
<thead>
<tr>
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<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>July - September</td>
<td>$700</td>
</tr>
<tr>
<td>October - December</td>
<td>$800</td>
</tr>
<tr>
<td>January - March</td>
<td>$450</td>
</tr>
<tr>
<td>April - June</td>
<td>$700</td>
</tr>
</tbody>
</table>

MANTEL DISPLAY

At the Information Desk, the Asheville Visitor Center staff and volunteers give personal attention to visitors while answering questions and giving general assistance. The 10-foot mantel (13.5” deep) directly behind the staff will capture the attention of the visitor with your personalized, three-dimensional display.

ADVERTISING SCHEDULE

<table>
<thead>
<tr>
<th>Period</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>July-August 2019</td>
<td>$500</td>
</tr>
<tr>
<td>September-October 2019</td>
<td>$500</td>
</tr>
<tr>
<td>November-December 2019</td>
<td>$450</td>
</tr>
<tr>
<td>January-February 2020</td>
<td>$350</td>
</tr>
<tr>
<td>March-April 2020</td>
<td>$450</td>
</tr>
<tr>
<td>May-June 2020</td>
<td>$450</td>
</tr>
</tbody>
</table>

MEDIA PRESENTATION

Capture the visitors’ attention as you dazzle them with your commercial on a 42” LCD screen TV inside the brochure room. The powerful media will give your business maximum exposure on the big screen. The commercial may be 30 seconds to one minute in length and must be produced by the sponsor.

$500 per quarter
RELOCATION PACKAGE

The Chamber’s Relocation Package is mailed to individuals and businesses from around the country who are interested in moving to the Asheville area.

Projected Circulation: 300 - 500 Annually

Presenting Sponsor: $1,250
Let your business be the first to greet our potential new residents by making the first impression with your company message on the outside of the relocation package. Additional benefits include: Fulfillment insertion and subscription list for one year.

Package Fulfillment
Let us do the work for you! Join our Relocation Fulfillment Service and we’ll include your literature in the Chamber’s relocation packet. Additional Benefits: Receivers List.

Brochure Inserts: $550 for six months or $995 for one year
Magazine Inserts: $1,000 for six months or $2,000 for one year

Receivers List Subscription:
$350 for six months or $500 for one year

WELCOME POSTER

Two posters (24”w x 36”h) located in the high-traffic restroom corridor, are eye-catching from the volunteer counter and the brochure areas. Includes a brochure holder to display your brochures next to each poster. One opportunity per quarter.

ADVERTISING SCHEDULE
July - September 2019  $700
October - December 2019  $800
January - March 2020  $375
April - June 2020  $700

WINDOW DISPLAY

Attract the interest of Visitor Center guests with your dynamic, three-dimensional display. The west-facing windows of the center have three 4’ x 6’ opportunities to give your business added exposure. Three areas available per quarter.

ADVERTISING SCHEDULE
July - September 2019  $775
October - December 2019  $875
January - March 2020  $400
April - June 2020  $775

RESTROOM POSTER

A poster (24”w x 36”h) in the entrance of the restroom, right next to the hand-drying area will grab visitors’ attention as they take a quick break from their travels. This space includes a holder in which you can display your brochures next to the poster.

Ladies’ Room or Men’s Room: $300 per quarter

24-OUR VISITOR INFORMATION BOARD

This sponsorship entails a 10”w x 8”h ad located outside the main entrance of the Visitor Center. This beautiful information board, designed and created by local artist Stefan Bonitz, will showcase your business to visitors 24 hours a day. Four spots available each quarter.

ADVERTISING SCHEDULE
July - September 2019  $400
October - December 2019  $400
January - March 2020  $400
April - June 2020  $400
E-NEWSLETTER

The weekly e-newsletter provides up-to-date information on Chamber news and events. Circulation is based upon the current opt-in subscribers. Ads link to the business’s website. Open rate: ~20%

Projected circulation: 7,300+

Presenting Sponsor:
$1,100 quarterly

Weekly Ad: $100
Ad, Four Consecutive Weeks: $325
WEBSITE FEATURED MEMBER ADS

The Asheville Area Chamber of Commerce’s newly designed website keeps members informed, serves as a portal of information for the community and visitors and shares economic development information. The site receives about 15,000 unique visits per month. Ads rotate randomly.

General Placement Featured Member
6 members appear at a time, on various pages throughout site
Annual: $800
Six Months: $475
ONLINE DIRECTORY ENHANCEMENTS

The online membership directory receives 10 million hits per year from consumers utilizing the Chamber’s listing of members for referrals. Directory enhancements allow you to upgrade your complimentary membership listing to bring additional visibility to your business.

Featured Listing: $350 per year

Increase your business directory visibility with premium placement, added content and visual highlights.

Results Pages: (example below)
- Premium placement on category searches
- Highlighted
- Logo
- Short description
- Pinned on map

Listing Page:
- Logo
- Photo
- Long description
- List of products and services

Search Results Pages

Featured Listing

Highlight Package

Sample Listing Page for Featured Listing

Asheville Area Support Services

Featured Listing

Highlight Package
Highlight Package: $200 per year

Enhance your business listing in our online directory.

Results Page: (example bottom left)
- Highlighted
- Logo
- Pinned on map

Listing Page:
- Logo
- Long description

Sample Listing Page for Highlight Package
PEOPLE’S COMMUNITY & INCLUSION FUND  

Member businesses can contribute to the Chamber’s efforts to promote equity, inclusion and diversity by donating to our People’s Community & Inclusion (PCI) Fund. Funds will support community-nominated businesses owned by people of color. Recipients will receive full benefits of the Growth Partner membership along with one ticket to a signature event (such as Annual Meeting, Metro Economy Outlook, Legislative Updates, WomanUP, etc.)

CONTRIBUTION TO OUR PCI FUND

- Contributions of any amount go to the Asheville Area Chamber of Commerce Community Betterment Foundation, a 501(c)(3) tax-exempt organization
- Contributions are tax-deductible
- All contributions to the PCI Fund are matched by the Chamber.

AVL 5X5 2025  

AVL 5x5 2025 is an ambitious, future-oriented strategic economic development plan committed to quality jobs and economic diversification in Asheville and Buncombe County. AVL 5x5 2025 sets out five strategies for intentional growth: 1) nurture local growth in sectors where we have a homegrown competitive advantage; 2) recruit new growth; 3) fast-track startups; 4) integrate and strengthen our workforce systems; and 5) develop industrial sites and buildings.

AVL 5x5 2025 is the strategic plan of the Economic Development Coalition for Asheville-Buncombe County, a public-private partnership staffed by the Asheville Chamber’s Economic Development Department and funded by Buncombe County, the City of Asheville, the Asheville Area Chamber of Commerce and the AVL 5x5 Campaign.

As we build on this strategy over the next five years, we invite community members and businesses to join us in investing in the shared vision of the AVL 5x5 2025 Plan and a more prosperous future for all families and neighborhoods of Buncombe County.

- Contributions of any amount go to the Asheville Area Chamber of Commerce Community Betterment Foundation, a 501(c)(3) tax-exempt organization
- Contributions are tax-deductible

For more information on AVL 5x5, visit www.ashevillechamber.org/economic-development-strategy/avl-5x5-strategy.
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Campaign Volunteers

SOLUTIONS GROUP

THANK YOU TO OUR TOTAL RESOURCE CAMPAIGN SPONSORS!

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HomeTrust Bank

Since 1926

TD Bank

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Show Off Logos

Promotional Items & Apparel | Design & Printing

iHeart Media

BB&T

Sharing Knowledge for a Brighter Direction

DUKE ENERGY®

UPS

The Village Porch

Western Carolina University

 ISA

Insurance Service of Asheville

ONE REALTY ONE GROUP PIVOT

First Bank

localfirstbank.com

PrimeLending

A Plains Capital Company

Mercy Urgent Care

Northwestern Mutual

American Red Cross

Johnson Price Sprinkle PA

Lindsey Bnadad (co-chair), iHeartMedia; Heather Johnson, (co-chair), Kudzu Brands; Donna Hammett, DHG; Elizabeth Bridgers, HomeTrust Bank; Jason Dowell, PNC Bank; Jared Bailey, BB&T; Sandra Dennison, Western Carolina University; Charlotte Fitzpatrick, PrimeLending, A Plains Capital Company; Robert Griffin, American Red Cross; Fielding Lowe, Park National Bank; Tracie McNeely-Perkins, Show Off Logos and Promotion; Sharon Owen, Mercy Urgent Care, Inc.; Clay Parker, Duke Energy; George Pfeiffer, The Village Porch; Maria Pilos, Johnson Price Sprinkle PA; Mitzi Reed, First Bank; Monica Rousseau, Realty ONE Group Pivot; John Scroggs, TD Bank; Jeff Switzer, United Parcel Service; Emily Tebbe, Northwestern Mutual-Asheville; Parker Utter, Insurance Service of Asheville