

Kansas Economic Outlook Conference

Sponsorship Opportunities



WICHITA STATE
UNIVERSITY
W. FRANK BARTON
SCHOOL OF BUSINESS



CEDBR
Center for Economic Development
and Business Research

About CEDBR

The Center for Economic Development and Business Research (CEDBR), part of the W. Frank Barton School of Business at Wichita State University, is a reliable resource of local, state, and national demographic and economic data. The mission of CEDBR is to enhance the economic growth and development of the region through our applied and objective research. This research often has us partnering with economic development leaders, business executives, and elected officials.

OUR SERVICES

Our wealth of information could be the opportunity needed to make your next strategic decision.

- CEDBR can help you tell your story by analyzing the economic impact of your organization on the regional economy.
- Let us help you be effective by exploring a market, an industry, and new opportunities through our accelerated business research.
- We can provide customized employment and retail forecasts that can help you visualize your company's future.
- As a partner with local businesses and governments, CEDBR is available for objective commentary about economic activity in Wichita and across the state.

OUR EVENTS

Throughout the year, CEDBR coordinates a series of Economic Outlook Conferences across the state. These events provide the opportunity for local businesses, elected officials, and other economic developers to network together and connect with local, regional, state, and national business and economic experts. At each event, experts present a variety of research and knowledge intended to better inform government, community, and business leaders about economic trends that could potentially influence their business decisions. These events also provide the opportunity for businesses to gain recognition across the state through sponsorship.

Through our research, data, and events, we are committed to helping you, your city, and the state of Kansas prosper!



www.cedbr.org/events

Connect with us!

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KANSAS ECONOMIC OUTLOOK CONFERENCE

CEDBR Event Sponsorship Opportunities — Contact: andrea.wilson@wichita.edu

Previous sponsors always get first priority.

PRESENTING SPONSOR - \$25,000

(COMPLETE EXCLUSIVITY - \$50,000)

- Top-level logo placement on: event banners, brochure/mailer, forecast booklet, website, event podium, select promotional emails
- 45-second video highlight in sponsor video
 - Video may be updated every third year of continued sponsorship and includes four (4) hours of shooting time and eight (8) hours of production time
- Verbal recognition from the podium at beginning and conclusion of the event
- Relevant material from your organization (related to the economy or economic forecast) sent in follow-up email to event attendees (at CEDBR's discretion)
- Top-level placement of company logo on tri-fold signs placed at each attendee table (shared with tables sponsor)
- Sponsor welcome - two (2) minutes at the podium
- One invitation to pre-event dinner with speakers
- Total of twenty (20) preferred seats to the Kansas Economic Outlook Conference
- Total of ten (10) preferred seats to the Regional Economic Outlook Conferences
- Total of ten (10) preferred seats to the Industry Research Exchange (IRE) events
- Total of six (6) preferred seats to the Community Outlook Events
- Signage on attendee tables at all Regional Economic Outlook Conferences
- One popup display and one presentation slide at all Community Outlook Events



KANSAS ECONOMIC OUTLOOK CONFERENCE

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FORECAST BOOK SPONSOR- \$60,000

- High-level logo placement on: event banners, brochure/mailer, forecast booklet, website, select promotional emails
- Sponsorship announcement and logo on inside cover and full page **Message from our Sponsor** in a primary location in our Forecast Book
- 45-second video highlight in sponsor video
 - Video may be updated every third year of continued sponsorship and includes four (4) hours of shooting time and eight (8) hours of production time
- Total of fifteen (15) preferred seats to the Kansas Economic Outlook Conference
- A total of five (5) preferred seats to the Industry Research Exchange (IRE) events
- A total of five (5) preferred seats to the Regional Economic Outlook Conferences or Community Outlook Events

ELITE SPONSOR - \$15,000 - INDUSTRY EXCLUSIVITY

- High-level logo placement on: event banners, brochure/mailer, forecast booklet, website, select promotional emails
- 45-second video highlight in sponsor video
 - Video may be updated every third year of continued sponsorship and includes four (4) hours of shooting time and eight (8) hours of production time
- Verbal recognition from the podium at beginning and conclusion of the Kansas Economic Outlook Conference, Regional Economic Outlook Conferences, and Community Outlook Events
- Total of fifteen (15) preferred seats to the Kansas Economic Outlook Conference
- Total of ten (10) preferred seats to the Regional Economic Outlook Conferences and Community Outlook Events
- Total of ten (10) preferred seats to the Industry Research Exchange (IRE) events

SPEAKER SPONSOR - \$10,000

- High-level logo placement on: event banners, brochure/mailer, forecast booklet, website, select promotional emails
- 30-second video highlight in sponsor video
 - Video may be updated every third year of continued sponsorship and includes four (4) hours of shooting time and eight (8) hours of production time
- Verbal recognition from the podium while introducing the sponsored speaker
- Exclusive logo on screen during speaker introduction
- Total of ten (10) preferred seats, can be distributed between the Kansas Economic Outlook Conference attendance and/or the post-event luncheon*

*If Applicable



SUPPORTING SPONSOR - \$7,500

- Mid-level logo placement on: event banners, brochure/mailer, forecast booklet, website
- 30-second video highlight in sponsor video
 - Video may be updated every third year of continued sponsorship and includes four (4) hours of shooting time and eight (8) hours of production time
- Total of five (5) preferred seats to the Kansas Economic Outlook Conference

CONTRIBUTING SPONSOR

\$4,000 Post-Conference Luncheon Sponsor:

- Up to fifteen (15) preferred seats to the Kansas Economic Outlook Conference and post-event luncheon
- Mid-level logo placement on: event banners, forecast booklet, website
- Logo included in sponsor video along with, individual, verbalized company name and tagline
- Verbal recognition from the host during the post-conference luncheon

\$3,500 Wi-Fi & Social Media Sponsor

- Mid-level logo placement on: event banners, forecast booklet, and website
- Company logo on side screens promoting social media during breaks
- Pre-Screened Social Media message sent out to all attendees, two (2) days prior to the event
- Pre-Screened Social Media message sent out to all attendees on the day of event
- Logo included in sponsor video

\$3,500 Food Sponsor (maximum of five sponsors):

- Mid-level logo placement on: event banners, forecast booklet, website
- Logo included in sponsor video, grouped with other sponsors
- Logo displayed on signage at buffet tables (shared with other sponsors in this category)

\$3,000 Ticket sponsor

- Mid-level logo placement on: event banners, forecast booklet, website
- Logo included in sponsor video along with, individual, verbalized company name and tagline
- Exclusive logo placement on event ticket



• CONTRIBUTING SPONSOR (CONTINUED)

\$3,000 “Predict the Stock Market” Contest Sponsor:

- Mid-level logo placement on: event banners, forecast booklet, website
- Logo included in sponsor video, grouped with other sponsors
- Exclusive logo placement on screen during announcement of award recipient
- Verbal recognition from podium upon announcement of the award recipient
- **Alternate Option:** Naming rights for the program are available for \$6,000/year with a three-year commitment, all other forms of recognition still apply

\$2,500 Brochure Sponsor:

- Mid-level logo placement on: event banners, forecast booklet, website
- Logo included in sponsor video, grouped with other sponsors
- Exclusive logo placement on address panel of brochure/mailer

\$2,500 Coffee Break Sponsor (two of four coffee stations):

- Mid-level logo placement on: event banners, forecast booklet, website
- Logo included in sponsor video, grouped with other sponsors
- Exclusive logo placement on two of four coffee break posters

\$2,500 Early Bird Networking Sponsor (6:45 to 7:30 prior to breakfast):

- Mid-level logo placement on: event banners, forecast booklet, website
- Logo included in sponsor video, grouped with other sponsors
- Exclusive logo placement on screen during Early Bird Networking, with audio recognition every ten minutes (10) minutes

\$2,000 Print Media Advertising:

- Mid-level logo placement on: event banners, forecast booklet, website
- Logo included in sponsor video, grouped with other sponsors
- Exclusive logo placement on print advertisement



CONTRIBUTING SPONSOR (CONTINUED)

\$2,000 Staging Sponsor:

- Mid-level logo placement on: event banners, forecast booklet, website
- Logo included in sponsor video, grouped with other sponsors
- Exclusive logo placement on staging signage, next to plants

\$2,000 Link-to-Learn Mentorship Sponsor (multiple sponsors):

- Base-level logo placement on: event banners, forecast booklet website, and sponsor slide
- A total of ten (10) preferred Student Seats with logo signage at the Kansas Economic Outlook Conference
- Logo included in sponsor video, grouped with other sponsors
- Exclusive logo placement on screen during recognition of mentor program
- Verbal recognition from podium during student and mentor acknowledgement
- Alternate Option: Naming rights for the program are available for \$4,000/year with a three-year commitment, all other forms of recognition still apply

\$1,500 Table Sign Sponsor (one panel of tri-fold reserved table sign, maximum of two sponsors):

- Base-level logo placement on: event banners, forecast booklet, website, and sponsor slide
- Logo included in sponsor video, grouped with other sponsors
- Logo on one panel of tri-fold table sign placed at all attendee tables (space shared with Presenting Sponsor logo)

\$1,500 Printed Program Sponsor (maximum of two sponsors):

- Mid-level logo placement on: event banners, forecast booklet, website
- Logo included in sponsor video, grouped with other sponsors
- Logo displayed on half-page sponsor-highlight within the program (page shared with other sponsor in this category)

COMMUNITY SPONSOR - \$500 TO \$1,000

\$1,000 Cash Contribution Sponsor:

- Base-level logo placement on: event banners, forecast booklet, website

\$500 Cash Contribution Sponsor:

- Base-level company name listed on forecast booklet, website

PROVIDING **ECONOMIC INSIGHTS**
SINCE **1979** IN THE WICHITA AREA



750+ Professionals
ATTENDING EACH YEAR



OVER 400
Companies
Since 2012

TOP ATTENDEE TYPE

Managers &
Directors

26.4%

Executives &
Owners

25.0%

Vice Presidents &
Associate Executives

18.9%

Government &
Elected Officials

4.9%

Analysts &
Economists

3.3%

Additional attendees: Board Directors, Students, Attorneys, Media, University Professors, Economic Developers

TOPICS

STATE & LOCAL EMPLOYMENT

THE GLOBAL ECONOMY

HEALTHCARE

ENERGY

COMMERCIAL REAL ESTATE

AEROSPACE

AGRICULTURE

RETAIL

GOVERNMENT

WHAT ATTENDEES ARE SAYING

"Good overview of global, national, and state economic conditions and forecasts."

"Great event! Good to see what is coming up on the horizon, both globally and in our local economy. Great networking as well."

"Excellent tool for preparing budget."

"One of the best for movers and shakers"

"The information presented will be extremely helpful as we help our clients work on strategic planning for the coming year."

"The information presented, especially about the local economy...is important to know for anyone in the business world."

PREVIOUS SPONSORS



Companies That Have Attended

1. Aerospace Systems & Components
2. AGH
3. AGH Wealth Management
4. Airbus
5. APAC-Kansas, Inc., Shears Division
6. Bankers' Bank of Kansas
7. Berry Companies
8. BG Products
9. BKD, CPAs & Advisor
10. Bombardier Learjet
11. Business Development Center
12. Butler Community College
13. Butler Community College Foundation
14. CAP Carpet Inc
15. Capacity
16. Capitol Federal Savings Bank
17. Casado McKay
18. Chanute Regional Development Authority
19. Chick-fil-A
20. City of Andover
21. City of Arkansas City KS
22. City of Cimarron
23. City of Derby
24. City of Derby, Planning & Engineering
25. City of El Dorado
26. City of Goddard
27. City of Hesston
28. City of Maize
29. City of Newton
30. City of North Newton
31. City of Valley Center
32. City of Valley Center, KS
33. City of Wichita
34. CMC Homes
35. Community National Bank & Trust
36. Congressman
37. Conway Bank
38. Cornejo
39. Cox Machine, Inc.
40. Credit Union of America
41. Drywall Systems, Inc.
42. Easy Credit Auto Sales
43. Eby Construction
44. El Dorado, Inc.
45. EMPAC
46. Emporia State University
47. Emporia USD 253
48. Empower Evergreen
49. Emprise Bank
50. Energy
51. F.H. Kaysing Company
52. Federal Reserve Bank of KC
53. Fidelity Bank
54. Five Star Mechanical, Inc.
55. FlagshipKansas.Tech
56. Foley Equipment Company
57. Franklin County Development Council
58. GAMA
59. GLMV Architecture, Inc.
60. Golden Plains Credit Union
61. Goodwill Industries of Kansas
62. Gravity Works
63. Great Plains Ventures
64. Greater Topeka Partnership
65. Greater Wichita Partnership
66. Harvey County
67. Harvey County EDC
68. Hunter Health
69. Hutchinson Regional Healthcare System
70. Hutton
71. Ideatek
72. IMA, Inc.
73. Integrated Components
74. INTRUST Bank
75. JR Custom Metal Products, Inc.
76. Kansas Association Of Counties
77. Kansas Contractors Association
78. Kansas Department of Commerce
79. Kansas Gas Service
80. Kansas Legislature
81. Kansas Office of the State Bank Commissioner
82. Kansas SBDC at WSU
83. Kansas Turnpike Authority
84. KANZA Bank
85. Keller Williams Hometown Partners
86. Key Construction, Inc.
87. Koch Industries
88. KWCH Eyewitness News
89. League of Kansas Municipalities
90. Legacy Bank
91. Martens Appraisal
92. McCurdy Auction
93. Meritrust Credit Union
94. Metal Arts Machine Co. LLC
95. Midwest Minerals
96. Mill Creek Lumber & Supply
97. Murfin Drilling Company, Inc.
98. NAI Martens
99. Newmark Commercial Real Estate
100. Nex-Tech
101. NORTHWESTERN MUTUAL
102. Nox Numis
103. Occidental Management, Inc.
104. Powdertech
105. Propane Central
106. RE/MAX Premier
107. REALTORS of South Central Kansas
108. Rise Up for Youth
109. Schellenberg Development Company
110. Sedgwick County
111. Shelbourne Reynolds Inc
112. Shelley Electric, Inc.
113. South Central Kansas MLS
114. Spirit AeroSystems
115. Stanion Wholesale Electric Co Inc
116. Star Lumber
117. State of Kansas
118. Sunflower Bank
119. Textron Aviation
120. The Newton Area Chamber of Commerce
121. The Valley State Bank
122. Thrive Restaurant Group
123. TRU-BUILDING
124. U.S. Small Business Administration
125. UMB Bank
126. Union State Bank
127. Urban League
128. Utter Commercial Real Estate
129. Vantage Point Properties
130. Vintage Bank
131. WAMPO
132. WDM Architects
133. Wichita Airport Authority
134. Wichita Chamber of Commerce
135. Wichita Community Foundation
136. Wichita Public Schools
137. Wichita Regional Chamber of Commerce
138. Wichita State University
139. Wichita State University Foundation
140. Wichita State University- NIAR
141. Wichita Women's Initiative Network
142. Workforce Alliance of South Central Kansas
143. WSU Tech

Please contact Andrea Wilson if you have a suggestion or would like to talk in more detail about the opportunities presented in this document.

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