



**FOCUS**  
St. Louis



# What's Right with the Region!

**May 16, 2019**  
**Sheldon Concert Hall**  
**Sponsorship Deck**

## **It's time for the most popular networking event of the year!**

Now in its 22<sup>nd</sup> year, the FOCUS St. Louis What's Right with the Region Awards Celebration brings together more than 500 people to **network like crazy and then celebrate with style.**

## **What's Right with the Region!**

This event shines a bright light on those who are advancing the equity, prosperity, collaboration, and strength of our communities, as selected by a volunteer committee of 50+ individuals.

Unlike many other recognition events, *What's Right* creates space for the **unsung heroes and heroines** engaged in the deep work of meaningful community change.

*“In order to create sustainable change, we must not only focus on areas for improvement but also **learn** from those organizations and leaders who are succeeding.*

***I was truly inspired** by all the honorees who are giving their time and talents to make the St. Louis region the best place to live and work.”*

**Richard Mark, President & Chairman, Ameren Illinois  
2018 What's Right Co-Chair & Lead Sponsor**

*“Serving in this role reinforced a **message of inclusion and support** for regional progress for all, a core part of our mission.*

*I was honored to be involved, and **the Federation was proud to have invested in the work of FOCUS St. Louis**, an institution that well illustrates just what is right with our region.”*

**Andrew Rehfeld, Ph.D., President & CEO, Jewish Federation of St. Louis  
2018 What's Right Co-Chair & Lead Sponsor**

## SPONSORSHIP PACKAGES

We're looking for **strategic partners**. What's Right with the Region has a tremendous impact on FOCUS St. Louis and on the organizations and people we honor each year, and meaningful partnerships make all the difference.

This is a unique opportunity to build stronger community ties, promote your business, and be intimately associated with one of the most well-known civic leadership organizations in the country.

<b>Presenting Sponsor</b>	<b>\$40,000</b>	<b>Partnership Sponsor</b>	<b>\$10,000</b>
<b>Leadership Sponsor</b>	<b>\$20,000</b>	<b>Collaboration Sponsor</b>	<b>\$5,000</b>
<b>Leadership Award Sponsor</b>	<b>\$12,500</b>	<b>Engagement Sponsor</b>	<b>\$2,500</b>
<b>Reception Sponsor</b>	<b>\$12,500</b>	<b>Backer</b>	<b>\$1,250</b>
<b>What's Right Awards Sponsor</b>	<b>\$12,500</b>	<b>Patron</b>	<b>\$500</b>

## PRESENTING SPONSOR

### \$40,000 SPONSORSHIP

Each year, we invite **ONE** Presenting Sponsor to join us.

You will be on stage near the start of the awards ceremony to welcome our 500+ guests!

Your brand will be intimately associated with everything What's Right. Your logo will appear on the front cover of the event program and accompany all of the promotional materials.

Your partnership will support our six stellar civic leadership programs and community forums in 2019.

## WHAT WE OFFER

- Exclusive stage time welcoming our 500+ guests and multiple points of verbal recognition from the stage
- Full-page color ad in the program, plus 12 reservations
- Recognition in event publicity, including logo on invitations, video presentation, signage, event page on FOCUS website, two pre-event ¼-page ads and one ½-page ad in the *St. Louis Post-Dispatch* following the event
- Logo and link on the FOCUS St. Louis Corporate Partners website for 12 months

## LEADERSHIP SPONSOR

### \$20,000 SPONSORSHIP

Each year, we invite **FIVE** Leadership Sponsors to join us as presenters at What's Right with the Region.

You will be on stage at the event and your brand will be intimately associated with everything What's Right. Your logo will accompany all of the promotional materials.

Your partnership will support our six stellar civic leadership programs and community forums in 2019.

## WHAT WE OFFER

- Significant stage time as presenter and sponsor of one of the five What's Right with the Region award categories and multiple points of verbal recognition from the stage
- Full-page color ad in the program, plus 12 reservations
- Recognition in event publicity, including logo on invitations, video presentation, signage, event page on FOCUS website, two pre-event ¼-page ads and one ½-page ad in the *St. Louis Post-Dispatch* following the event
- Logo and link on the FOCUS St. Louis Corporate Partners website for 12 months

## Award Categories



**Emerging Initiatives**



**Demonstrating Innovative Solutions**



**Improving Racial Equality**



**Fostering Creativity for Social Change**



**Promoting Stronger Communities**





## LEADERSHIP AWARD SPONSOR

**\$12,500 SPONSORSHIP**

Each year, we invite **ONE** Leadership Award Sponsor to join us.

Your partnership will support our six stellar civic leadership programs and community forums in 2019!

## WHAT WE OFFER

- Exclusive recognition from the stage and on screen during the special Leadership Award presentation!
- Full-page color ad in program, plus 10 reservations
- Logo recognition in all event publicity
- Logo and link on Corporate Partners website for 12 months

## RECEPTION SPONSOR

### \$12,500 SPONSORSHIP

Each year, we invite **ONE** Reception Sponsor to join us.

In addition to having your company associated with the most anticipated networking event of the year, your partnership will support our six stellar civic leadership programs and community forums in 2019!

## WHAT WE OFFER

- Exclusive recognition on napkins and bar signage during the best networking reception in the region!
- Full-page color ad in program, plus 10 reservations
- Logo recognition in all event publicity
- Logo and link on Corporate Partners website for 12 months

## WHAT'S RIGHT AWARDS SPONSOR

**\$12,500 SPONSORSHIP**

Each year, we invite **ONE** What's Right Awards Sponsor to join us.

In addition to having your company associated with the largest, most exciting part of this thrilling event, your partnership will support our six stellar civic leadership programs and community forums in 2019!

## WHAT WE OFFER

- Exclusive recognition verbally and on screen during the introduction to the What's Right Awards Ceremony!
- Full-page color ad in program, plus 10 reservations
- Logo recognition in all event publicity
- Logo and link on Corporate Partners website for 12 months

## PARTNERSHIP SPONSOR

### \$10,000 SPONSORSHIP

Partnership Sponsors demonstrate support of our impact through your investment in our programs. A sponsorship at this level provides critical sustainable and flexible funds that drive our mission to educate our region's leaders.

Your partnership will support our six stellar civic leadership programs and community forums in 2019!

## WHAT WE OFFER

- Full-page color ad in program, plus 10 reservations
- Logo recognition in all event publicity
- Invitation to the Annual FOCUS Key Funders Breakfast
- Logo and link on Corporate Partners website for 12 months

## COLLABORATION SPONSOR

### \$5,000 SPONSORSHIP

Collaboration Sponsors help ensure our success each year. Your sponsorship will go toward all aspects of What's Right and the many connections and innovations it celebrates.

Your partnership will support our six stellar civic leadership programs and community forums in 2019!

## WHAT WE OFFER

- ½-page color ad in program, plus 8 reservations
- Recognition in select event publicity, including listing on invitations, video, signage, and event website

## ENGAGEMENT SPONSOR

**\$2,500 SPONSORSHIP**

Engagement Sponsors help ensure our success each year. Your sponsorship will go toward all aspects of What's Right and the many connections and innovations it celebrates.

Your partnership will support our six stellar civic leadership programs and community forums in 2019!

## WHAT WE OFFER

- 1/4 -page color ad in program, plus 6 reservations
- Recognition in select event publicity, including listing on invitations, signage, and event website

## BACKER

### \$1,250 SPONSORSHIP

Our Backers help ensure our success each year. Your sponsorship will go toward all aspects of What's Right and the many connections and innovations it celebrates.

Your partnership will support our six stellar civic leadership programs and community forums in 2019!

## WHAT WE OFFER

- 1/8-page color ad in program, plus 4 reservations
- Recognition in select event publicity, including listing on invitations, signage, and event website

## PATRON

### \$500 SPONSORSHIP

Our Patrons help ensure our success each year. Your sponsorship will go toward all aspects of What's Right and the many connections and innovations it celebrates.

Your partnership will support our six stellar civic leadership programs and community forums in 2019.

## WHAT WE OFFER

- 2 reservations
- Name listed in the event program, signage, and event website



## LET'S COLLABORATE!

We'd love to chat about how to partner.

Jackie Kirouac-Fram

*Vice President*

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314-657-4029

[www.focus-stl.org/focus-events/whats-right-with-the-region](http://www.focus-stl.org/focus-events/whats-right-with-the-region)

## WHAT IS FOCUS ST. LOUIS?

FOCUS is the region's trusted source for information about issues critical to the success of the bi-state area.

We educate leaders, connect them to each other across sectors, and facilitate important regional conversations.

### How?

FOCUS provides a continuum of six civic leadership education programs:

- Youth Leadership St. Louis, a leadership & civic education program for high schoolers
- Coro Women in Leadership and Women in STEM Leadership, a civic leadership for women seeking to advance their careers
- Emerging Leaders, for young professionals seeking to build civic leadership capacity
- Experience St. Louis, a two-day crash course for executives new to the St. Louis region
- Impact Fellows, for committed leaders seeking to construct practical solutions
- Leadership St. Louis, for proven business and community leaders who seek to broaden their networks and deepen their understanding of the region

We also offer several community forums throughout the year.

Check out [www.focus-stl.org](http://www.focus-stl.org) and **join us!**