







Annual Meeting
Aviation Breakfast
Business Toolbox Programs
Dallas Business Leadership Briefing Series
Education Forum
Email Newsletter
Energy Forum
Health Care Conference
Human Resources Conference
Human Resources Professional of the Year Award
Mayor's Address
Real Estate & Economic Outlook
Transportation Crossroads Conference
Chamber 101



ANNUAL MEETING

The Annual Meeting features the previous year's accomplishments, next year's priorities and a presentation by a leading member of the Dallas business community. Many local elected officials are among the 600+ guests in attendance each year.

Keynote speakers have included *Ken Hersh*, President and Chief Executive Officer, George W. Bush Presidential Center, *Gary Kelly*, Chairman of the Board and Chief Executive Officer, Southwest Airlines, *H. Ross Perot*, *Jr.*, Chairman, Hillwood, *Charlotte Jones Anderson*, Executive Vice President/Chief Brand Office, Dallas Cowboys, *Jim Lentz*, Chief Executive Officer of Toyota Motor North America, and United States Sen. *Kay Bailey Hutchison*, and *Ray L. Hunt*, Chairman & President, CEO Hunt Consolidated.

PRESENTING SPONSOR: \$10,000/NDCC MEMBERS, ONLY 1 AVAILABLE

Most Recent Presenting Sponsor: Blue Cross Blue Shield of Texas

- Receives top billing in advance and post publicity, on event signage, online calendar, invitation and on materials printed for the event
- Signage and naming rights to pre-luncheon reception with speaker
- CEO or representative seated at the head table
- Recognition from podium
- Electronic display of logo at event
- Two reserved tables of eight in prime location with signage
- Invitation to pre-luncheon reception for guests

GOLD SPONSORS: \$4,000/NDCC MEMBERS

Most Recent Gold Sponsors: Hilton Anatole, Jacobs, Oncor, Locke Lord LLP and Dallas Business Journal

- Recognition in advance and post publicity, on event signage, invitation, online calendar and on materials printed for the event
- Electronic display of logo at event
- One reserved table of eight in prime location
- Invitation to pre-luncheon reception for guests

SILVER SPONSORS: \$3,000/NDCC MEMBERS

Most Recent Silver Sponsors: AECOM, Atmos Energy, Dallas College, Holland & Knight, Methodist Hospital for Surgery, and Texas Instruments

- Recognition in advance and post publicity, on event signage, invitation, online calendar and on materials printed for the event
- Acknowledgment of sponsorship at event
- One reserved table of eight in good location with signage
- Invitation to pre-luncheon reception for guests

HOST COMMITTEE: \$1,500/NDCC MEMBERS & NON-MEMBERS

- Invitation to pre-luncheon reception for guests
- Listing in event program
- One reserved table of eight with signage



AVIATION BREAKFAST

The Aviation Breakfast provides the latest information on aviation issues of interest to the region and the business and leisure traveler. Estimated attendance is 150 - 200 business professionals and aviation enthusiasts.

Speakers have included *James H. Burnley IV*, Former U.S. Secretary of Transportation and Partner, Venable, LLP, *Jim Coon*, Senior Vice President, Government Affairs and Advocacy, Aircraft Owners and Pilots Assocation, *Francisco de la Torre Galindo*, Consul General of Mexico in Dallas, *Patricia Herrera*, Execuitve Director, Mexico Tourism Board, *Andrew Watterson*, Senior Vice President, Southwest Airlines, *John Ackerman*, Executive Vice President, DFW International Airport, *Brian Chase*, Director, Global Public Affairs, Bell Helicopter, *Michael Wright*, Partner, Business Jet Center, *Gary Kelly*, Chairman of the Board, President, and Chief Executive Officer, Southwest Airlines, *Scott McCartney*, Travel Editor, The Wall Street Journal, *David Cush*, CEO, Virgin America, *Bob Jordan*, CEO, Southwest Airlines, airline CEOs and airport executives.

Recent event location: Frontiers of Flight Museum

GOLD SPONSORS: \$4,000/NDCC MEMBERS, \$5,500/NON-MEMBERS

Most Recent Gold Sponsors: Huitt-Zollars, Inc. and Southwest Airlines

- Representation on event planning committee
- First opportunity to provide event speakers
- Logo prominently placed on all promotional material (brochures, NDCC website)
- One reserved table of 10 in prime location with signage
- Opportunity to provide promotional material to attendees
- List of attendees

SILVER SPONSORS: \$3,000/NDCC MEMBERS, \$4,500/NON-MEMBERS

Most Recent Silver Sponsors: Burns & McDonnell, Dallas Business Journal, Jackson Walker L.L.P., Jacobs, and Sidley Austin

- Representation on event planning committee
- Opportunity to provide event speakers
- Recognition in advance and post publicity, on event signage, invitation, online calendar and on materials printed for the event
- Acknowledgment of sponsorship at event
- One reserved table of 10 with signage
- Opportunity to provide promotional material to attendees
- List of attendees



BUSINESS TOOLBOX PROGRAMS

The Business Toolbox is the cornerstone of the chamber's small business development program. Established in 1996, the Business Toolbox encompasses some of the chamber's most popular programs:

Networking Skills Workshop – The chamber's longest-running regular activity, this quarterly workshop offers practical tips on enhancing an individual's introduction and making one's company stand out in social and business settings. A hands-on practice activity highlights each session.

A.M. Exchange – This early morning networking opportunity is hosted quarterly by different chamber members at their place of business. A.M. Exchange offers members the opportunity to showcase their facilities and services to other members. With no formal program, this event offers a great opportunity for business people to sharpen their networking skills while learning more about the host company.

North Dallas After Hours – This evening networking opportunity is hosted quarterly by different chamber members at their place of business. North Dallas After Hours offers members the opportunity to showcase their facilities and services to other members. With no formal program, this event offers a great opportunity for business people to sharpen their networking skills while learning more about the host company.

Business Seminars – These quarterly seminars present industry experts who provide solutions to issues facing small business owners. Typical topics include customer service, business financing, sales and marketing and human resources issues.

GOLD SPONSORS: \$4,000/NDCC MEMBERS, \$5,500/NON-MEMBERS

Exposure to attendees during the event

- Corporate logo displayed during the event
- Distribution of company materials at the event
- · Recognition on website, email newsletter and printed calendar
- Free admission to Networking Skills Workshop, A.M. Exchange, North Dallas After Hours and Small Business Seminars

A.M. EXCHANGE AND NORTH DALLAS AFTER HOURS HOST BENEFITS

- Recognition on NDCC website, social media pages and calendar
- Promotional announcement at event

A.M. EXCHANGE AND NORTH DALLAS AFTER HOURS HOST EXPECTATIONS

- Site accommodations for up to 60 guests at A.M. Exchange and 100 guests at North Dallas After Hours
- Refreshments for up to 60 guests at A.M. Exchange and 100 guests at North Dallas After Hours (includes beer and wine at North Dallas After Hours)



DALLAS BUSINESS LEADERSHIP BRIEFING SERIES

The Dallas Business Leadership Briefing Series provides an opportunity for regional business leaders, public officials and news makers to speak to the chamber membership. Briefings are scheduled at least 10 times a year and are held at the chamber. There is no charge for chamber members to attend.

Speakers have included *Dr. Joe May*, Chancellor, Dallas College, *Dallas County Judge Clay Jenkins, Dallas Police Chief Eddie Garcia, Craig Davis*, President & CEO, Visit Dallas, *Congresswomen Beth Van Duyne, T.C. Broadnax*, Dallas City Manager, *Jennifer Scripps*, President & CEO, Downtown Dallas, Inc., *Rick Hart*, SMU Athletic Director, *Liz Brailsford*, President & CEO, World Affiars Council of DFW.

GOLD SPONSORS: \$4,000/NDCC MEMBERS

Most Recent Gold Sponsors: Dallas Collge, Dallas Area Rapid Transit, Haynes and Boone LLP and Southwest Airlines

- Opportunity to suggest/approve potential speakers
- Opportunity to serve as moderator
- Logo on event signage
- Listing in chamber calendar of events, website and weekly email



EDUCATION FORUM

The Education Forum is a discussion on current and topical issues in education from K-12 and college. Estimated attendance is more than 180.

Speakers have included *Richard Benson*, President, The University of Texas at Dallas, *Ray Keck*, President, Texas A&M University-Commerce, *Neal Smatresk*, President, University of North Texas, *Mike Morath*, Texas Commissioner of Education, *Rod Paige*, *Ph.D.*, U.S. Secretary of Education 2001- 2005 and *Mike Moses*, *Ph.D.*, Texas Commissioner of Education 1995-1999.

Recent event locations: The University of Texas at Dallas

GOLD SPONSORS: \$4,000/NDCC MEMBERS, \$5,500/NON-MEMBERS

Most Recent Gold Sponsors: Texas A&M University - Commerce, Dallas College, The University of Texas at Dallas, and Texas Instruments

- Recognition in advance and post publicity, online calendar and on all materials printed for the event
- Eight conference tickets
- One reserved table of eight in prime location with signage
- Distribution of company materials at the event
- List of event attendees

SILVER SPONSORS: \$3,000/NDCC MEMBERS, \$4,500/NON-MEMBERS

Most Recent Silver Sponsor: West Coast University

- Recognition in advance and post publicity, online calendar and on all materials printed for the event
- Acknowledgment of sponsorship at event
- Eight conference tickets
- List of event attendees



EMAIL NEWSLETTER

The North Dallas Chamber of Commerce weekly email newsletter lists upcoming meetings and events. It is distributed electronically to all chamber members via email.

YEARLY SPONSOR: \$4,000/NDCC MEMBERS MONTHLY SPONSOR: \$500/NDCC MEMBERS

- Opportunity to advertise to membership base
- Logo prominently displayed on email newsletter and printed calendar
- Ad on email newsletter can be linked to a specific URL
- Average email newsletter distribution is approximately 3,200 per send

ENERGY FORUM

The Energy Forum is a panel discussion designed to inform Dallas area business of energy trends which impact business, consumers and the environment. Estimated attendance is more than 80.

Speakers have included *Joel Austin*, Vice President & Chief Information Officer, Oncor, *Lane Lanford*, President & CEO, Teas Reliability Entity Inc., *Commissioner Brandy Marty Marquez*, Public Utility Commission of Texas, *Frederick R. Chang, Ph.D.*, Executive Director of the Darwin Deason Institute for Cyber Security, SMU, *Garrett Boone*, Chairman Emeritus, The Container Store, *David Campbell*, President, Hunt Utility Services, *Bob Shapard*, Chairman of the Board & CEO, Oncor, *Michael E. Webber, Ph.D.*, Deputy Director, University of Texas at Austin Energy Institute, *Paul Hudson*, Managing Partner, Stratus Energy Group, Member, U.S. Department of Energy's Energy Advisory Committee and Former Chairman, Texas Public Utility Commission.

Recent event location: Jackson Walker

GOLD SPONSORS: \$4,000/NDCC MEMBERS, \$5,500/NON-MEMBERS

Most Recent Gold Sponsors: Jackson Walker L.L.P. and Oncor

- Recognition in advance and post publicity, online calendar and on all materials printed for the event
- Electronic display of corporate logo at event
- One reserved table of eight in prime location with signage
- List of event attendees

SILVER SPONSORS: \$3,000/NDCC MEMBERS, \$4,500/NON-MEMBERS

Most Recent Silver Sponsors: Atmos Energy, Burns & McDonnell, and Dallas Business Journal

- Recognition in advance and post publicity, online calendar and on all materials printed for the event
- Acknowledgment of sponsorship at event
- One reserved table of eight in good location with signage
- List of event attendees



HEALTH CARE CONFERENCE

The Health Care Conference is an educational conference designed to explore the latest trends in health and wellness, offering advice to business owners and human resources and health care professionals who are responsible for dealing with important issues facing their companies. Projected attendance is 250 business professionals with decision-making authority regarding health care issues for employees and representatives of the health care industry.

Speakers have included *Chas Roades*, Co-Founder & CEO, Gist Healthcare LLC, *Den Bishop*, President/Shareholder, Holmes Murphy, *Christopher Crow, M.D.*, President, Catalyst Health Network, *Dan McCoy, M.D.*, President, Blue Cross and Blue Shield of Texas, CMO's and CEO's of Dallas' largest hospitals, *Benjamin Chu, M.D.*, CEO, Memorial Hermann Health System, *Clive Fields, M.D.*, Co-Founder, VillageMD.

Recent event locations: Texas Scottish Rite Hospital for Children

PRESENTING SPONSOR: \$10,000, ONLY 1 AVAILABLE, MEMBERS ONLY

- Same as Gold Sponsor (see below) plus:
- Company name listed with event name in all event publicity. Example: Health Care Conference Presented by Merrill Lynch.

GOLD SPONSORS: \$4,000/NDCC MEMBERS, \$5,500/NON-MEMBERS

Most Recent Gold Sponsors: Axxess, Bank of America, Baylor Scott & White Health, Blue Cross Blue Shield of Texas, Children's Health, Forvis, HDR, Inc., JE Dunn Construction, Methodist Hospital of Surgery, Medical City Children's Hospital. Metrocrest Hospital Authority. Polsinelli

Representation on conference planning committee

- First opportunity to provide conference speakers
- Recognition in advance and post publicity, online calendar and on all materials printed for the event
- Electronic display of corporate logo at event
- Eight conference tickets
- Display table at conference
- List of attendees

SILVER SPONSORS: \$3,000/NDCC MEMBERS, \$4,500/NON-MEMBERS

Most Recent Silver Sponsors: Parker University, UT Southwestern Medical Center, and West Coast University

- Representation on conference planning committee
- Opportunity to provide conference speakers
- Recognition in advance and post publicity, online calendar and on all materials printed for the event
- Acknowledgment of sponsorship at event
- Eight conference tickets
- Display table at conference
- List of attendees

BREAK OR BREAKFAST SPONSORS: \$750/NDCC MEMBERS, \$1,500/NON-MEMBERS

- Same as Exhibit Table Sponsor (below) plus:
- Listing on conference agenda
- Signage in break or breakfast area

EXHIBIT TABLE SPONSORS: \$500/NDCC MEMBERS, \$1,000/NON-MEMBERS

- Exhibit table at conference
- Acknowledgment of sponsorship at event
- Two tickets to event



HUMAN RESOURCES CONFERENCE

The Human Resources Conference provides the latest information on employment laws, regulations, best practices and industry trends impacting businesses of all types and sizes and offers innovative strategies for handling employers' tough issues. Projected attendance is 150-200 business professionals.

Speakers have included *Passion Hayes*, Human Resources Director, Town of Addison, *Angelia Pelham*, Executive VP, Chief HR Officer, Cinemark Holdings, Inc., *Lisa Nelson*, Senior VP of Global HR, Match Group, *Julie Weber*, VP People, Southwest Airlines, *Daniel M. Sessa*, Executive Vice President & Chief Human Resources Officer, Lennox International, *Lawrence Solomon*, EVP, HR, Dr Pepper/Snapple Group and *Joy Rothschild*, SVP, HR, Omni Hotels & Resorts.

Recent event locations: The Westin Galleria Dallas

GOLD SPONSORS: \$4,000/NDCC MEMBERS, \$5,500/NON-MEMBERS

Most Recent Gold Sponsors: BenefitMall, Higginbotham & Associates, The Westin Galleria Dallas, Locke Lord LLP and Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

- Representation on conference planning committee
- First opportunity to provide conference speakers
- Recognition in advance and post publicity, online calendar and on all materials printed for the event
- Electronic display of corporate logo at event
- Eight conference tickets
- Display table at conference
- List of attendees

SILVER SPONSORS: \$3,000/NDCC MEMBERS, \$4,500/NON-MEMBERS

Most Recent Silver Sponsor: Dallas Business Journal, Dallas College, One Medical

- Representation on conference planning committee
- Opportunity to provide conference speakers
- Recognition in advance and post publicity, online calendar and on all materials printed for the event
- Acknowledgment of sponsorship at event
- Eight conference tickets
- Display table at conference
- List of attendees

BREAKFAST OR BREAK SPONSORS: \$750/NDCC MEMBERS, \$1,500/NON-MEMBERS

- Listing on conference agenda
- Acknowledgment of sponsorship at event
- Two tickets to event
- Signage in breakfast or break area
- Acknowledgment from podium during event

EXHIBIT TABLE SPONSORS: \$500/NDCC MEMBERS, \$1,000/NON-MEMBERS

- Exhibit table at conference
- Acknowledgment of sponsorship at event
- Two tickets to event



HUMAN RESOURCES PROFESSIONAL OF THE YEAR AWARD

The Ogletree Deakins Human Resources Professional of the Year Award is presented to an individual who has made a significant contribution to his or her organization over the past year in a human resources capacity. The award is presented at a membership breakfast.

Recent winners include *Colleen Dutton*, Chief Human Resource Officer, The University of Texas at Dallas, *Passion Hayes*, Human Resources Director, Town of Addison, *Angelia Pelham*, Executive VP, Chief HR Officer, Cinemark Holdings, Inc., *Lisa Nelson*, Senior VP of Global HR, Match Group, *Julie Weber*, Vice President People, Southwest Airlines, *Daniel M. Sessa*, Executive Vice President & Chief Human Resources Officer, Lennox International, *Kim Cummings*, Vice President of Human Resources, National Association of Asian American Professionals – DFW Chapter , *Whitney Shelley*, Vice President of Human Resources, Denbury Resources and *Lawrence Solomon*, Executive Vice President of Human Resources, Dr Pepper Snapple Group.

Recent event location: Cooper Hotel

GOLD SPONSORS: \$4,000/NDCC MEMBERS, \$5,500/NON-MEMBERS

Most Recent Gold Sponsor: Ogletree, Deakins, Nash, Smoak & Stewart, P.C., and Exponent HR

- Recognition in advance and post publicity, online calendar and on all materials printed for the event
- Electronic display of corporate logo at event
- One reserved table of eight in prime location with signage
- List of event attendees

SILVER SPONSORS: \$3,000/NDCC MEMBERS, \$4,500/NON-MEMBERS

Most Recent Silver Sponsor: Imprimis Group

- Recognition in advance and post publicity, online calendar and on all materials printed for the event
- Acknowledgment of sponsorship at event
- One reserved table of eight in good location with signage
- List of event attendees



MAYOR'S ADDRESS

During this annual breakfast, the Mayor of Dallas provides an update on the state of the city and other issues that impact businesses, residents and the community-at-large. Projected attendance is 300.

Recent event locations: Hilton Anatole Hotel, Westin Park Central Hotel and Doubletree Hotel Dallas Campbell Centre

GOLD SPONSORS: \$4,000/NDCC MEMBERS, \$5,500/NON-MEMBERS

Most Recent Gold Sponsor: Children's Health, Dallas Business Journal, Southwest Airlines

- Recognition in advance and post publicity, online calendar and on all materials printed for the event
- Company recognition at event
- One reserved table of eight in prime location with signage
- Distribution of company materials at the event
- List of event attendees

SILVER SPONSORS: \$3,000/NDCC MEMBERS, \$4,500/NON-MEMBERS

Most Recent Silver Sponsors: Atmos Energy and Oncor

- Recognition in advance and post publicity, online calendar and on all materials printed for the event
- Acknowledgment of sponsorship at event
- One reserved table of eight in good location with signage
- List of event attendees



REAL ESTATE & ECONOMIC OUTLOOK

The Real Estate Symposium is an evening event with attendees from all sized businesses and working in all aspects of real estate, industry banking/finance, marketing, venture capitalism, professional services and relocation services. The symposium has a strong reputation with recognized speakers and timely subject matter. Attendance has ranged between 250-350 attendees.

Speakers have included *Kourtney Garrett*, President & CEO, Downtown Dallas, Inc., *Mike Hoque*, CEO, Hoque Global, *Mehrdad Moayedi*, President & CEO, Centurion American, *Candace Carlisle*, Senior Reporter, Dallas Business Journal *Steve Brown*, Real Estate Editor, The Dallas Morning News, *Bill Brown*, Chief Investment Officer, Granite Properties, *Raymond Torto*, Global Chairman of Research, CBRE, *James J. Saccacio*, CEO, RealtyTrac, *Craig Hall*, Chairman & Founder, Hall Financial Group and *Herbert D. Weitzman*, CEO, The Weitzman Group.

Recent event locations: The Statler Hotel, The Westin Galleria Dallas, James M. Collins Executive Education Center at Southern Methodist University and The Westin Park Central Hotel.

PLATINUM SPONSOR: \$7,000+

Most Recent Platinum Sponsors: Ebby Halliday Companies

- Representation on event planning committee
- Opportunity to provide event speakers
- Recognition in advance and post publicity, online calendar and on all materials printed for event
- Electronic display of corporate logo at event
- 20 tickets or two (2) tables of 10 for event
- Exhibit table in break/registration area
- List of event attendees

DIAMOND SPONSOR: \$5,000+

Most Recent Platinum Sponsors: BenefitMall and Wells Fargo Bank

- Representation on event planning committee
- Opportunity to provide event speakers
- Recognition in advance and post publicity, online calendar and on all materials printed for event
- Electronic display of corporate logo at event
- 15 tickets
- Exhibit table in break/registration area
- List of event attendees

GOLD SPONSOR: \$4,000/NDCC MEMBERS, \$5,500/NON-MEMBERS

Most Recent Gold Sponsors: Ashford Securities, LJA Engineering, Texas Regional Bank, North Dallas Bank & Trust, Dallas Business Journal

- Representation on event planning committee
- Opportunity to provide event speakers
- Recognition in advance and post publicity, online calendar and on all materials printed for event
- Electronic display of corporate logo at event
- 10 tickets or one (1) table of 10
- Exhibit table in break/registration area
- List of event attendees



REAL ESTATE & ECONOMIC OUTLOOK

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SILVER SPONSOR: \$3,000/NDCC MEMBERS, \$4,500/NON-MEMBERS

Most Recent Platinum Sponsors: BenefitMall

- Representation on event planning committee
- Opportunity to provide event speakers
- · Recognition in advance and post publicity, online calendar and on all materials printed for event
- Electronic display of corporate logo at event
- 8 tickets or one (1) table of 8
- Exhibit table in break/registration area
- List of event attendees



TRANSPORTATION CROSSROADS CONFERENCE

The Transportation Crossroads Conference provides the latest information on mobility issues in the region, featuring transportation leaders in both the public and private sector. Projected attendance is 350-400 public officials, transportation advocates and business leaders.

Speakers have included members of the Texas Transportation Commission and Chairmen of the Texas House and Senate Transportation Commissions.

Recent event location: Hilton Anatole Hotel

GOLD SPONSORS: \$5,000/NDCC MEMBERS

Most Recent Gold Sponsors: AECOM, BGE, Civil Associates, Inc., Burns & McDonnell, Criado & Associates, Garver, DEC, EST, Inc., HDR, Inc., HNTB, Huitt-Zollars, Hilton Anatole, Jacobs, Texpress, LJA Engineering, Locke Lord, Pacheco Koch, a Westwood Company, WSP

- Representation on conference planning committee
- First opportunity to provide conference speakers
- Logo prominently placed in all promotional material (brochures, conference handout, NDCC website)
- Electronic display of corporate logo at event
- Ten tickets to conference, including reserved luncheon table in prime location with signage
- Display table at conference

SILVER SPONSORS: \$4,000/NDCC MEMBERS

Most Recent Silver Sponsors: Cobb Fendley, NTTA and Nathan D. Maier Consulting Engineers

- Representation on conference planning committee
- Opportunity to provide conference speakers
- Recognition in advance and post publicity, online calendar and on all materials printed for the event
- Acknowledgment of sponsorship at event
- Ten tickets to conference, including reserved luncheon table in prime location with signage
- Display table at conference

BREAKFAST OR BREAK SPONSORS: \$1000/NDCC MEMBERS

- Listing on conference agenda
- Acknowledgment of sponsorship at event
- Two tickets to event
- Signage in breakfast or break area

EXHIBIT TABLE SPONSORS: \$750/NDCC MEMBERS

- Exhibit table at conference
- Acknowledgment of sponsorship at event
- Two tickets to event



CHAMBER 101

Introduction to the chamber for new, renewing and prospective members. Six programs are hosted each year, traditionally on the fourth Friday of every other month. Attendance at each program is 30 – 50.

GOLD SPONSORS: \$4,000/NDCC MEMBERS, \$5,500/NON-MEMBERS

- Exposure to attendees during the event
- Corporate logo displayed during the event
- Opportunity to make a two minute presentation about company at each event
- Recognition on website, email newsletter and printed calendar

MONTHLY SPONSORS: \$500/NDCC MEMBERS ONLY (LIMIT OF 2 SPONSORS PER MONTH)

- Exposure to attendees during the event
- Electronic display of corporate logo at event
- Opportunity to make a two minute presentation about company at each event
- Recognition on website, email newsletter and at event