

**LOWCOUNTRY**  
LOCAL FIRST

11<sup>TH</sup> ANNUAL

**Good**  
**BUSINESS**  
**SUMMIT 2024**

THURSDAY, FEBRUARY 22  
CHARLESTON MUSIC HALL

MORE THAN 30 PRESENTERS

8 INTERACTIVE SESSIONS

ENDLESS NETWORKING OPPORTUNITIES

ONE SHARED VISION TO IMPROVE THE WORLD  
THROUGH ENLIGHTENED BUSINESS PRACTICES

# Good BUSINESS SUMMIT 2024

The 11<sup>th</sup> annual Good Business Summit™ is a one-day convening hosted by Lowcountry Local First spotlighting big ideas and tactical solutions for building your company with profit and purpose. A business conference with soul, we give you the tools and inspiration to grow, prosper, and give back, while connecting you with like-minded business leaders.

**Join us in making year eleven the best Good Business Summit yet!**

## What Sponsors Can Expect from Good Business Summit 2024:

- Interactive Keynote sessions with CEOs who are making a positive change for people and the planet.
- A proactive community of change-makers seeking new ideas and partnerships to move their business forward.
- Opportunities to creatively engage in promotions or giveaways for your business.
- An ethnically, linguistically, and economically diverse audience representing emerging to established businesses and everyone in between.
- Access to exclusive networking opportunities including a cocktail hour in Charleston following the Summit on Thursday, February 22nd.

## 5 Benefits to Joining as a Sponsor of #GoodBiz2024:

- Publicly align your company with business as a force for good.
- Grow your brand awareness from our social reach - over 45,000 strong.
- Meet your next client or employee in the networking forums.
- Provide a learning and networking experience for your employees.
- Give back - your sponsorship will fund Summit scholarships for small business owners experiencing financial hardship.

### About The Conference Host

Lowcountry Local First advances economic prosperity and local ownership through innovative and inclusive initiatives that build our community's wealth and wellbeing. To learn more about supporting Lowcountry Local First's work, contact Steve Fletcher at 843-801-3390 or [steve@lowcountrylocalfirst.org](mailto:steve@lowcountrylocalfirst.org).



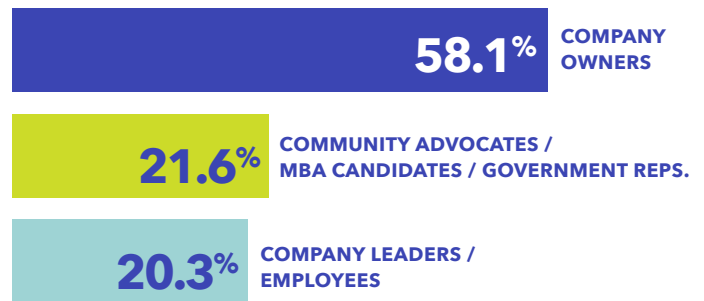
# A LOOK BACK AT Good Business Summit 2023



## 2023 SESSIONS

- Lead a Business by Leading a Movement
- Creating Successful Business through Community
- ROI-Focused Digital Marketing: The Latest Trends, Tips, Tricks and Tech
- Shaking the Trees: Creative Funding for Your Business
- Banking & Borrowing: Navigating Cross-Cultural Differences / Banca & Préstamos: Navegando las Diferencias Interculturales (*offered in Spanish language*)
- Beyond Profit: "There's No Business To Be Done On a Dead Planet"
- Serving Society: How to Nurture Customers, Colleagues and Community
- Brand Storytelling: Bringing Hispanic Heritage to Life / Relato de Marca: Trayendo a la Vida la Herencia Hispana (*offered in Spanish language*)

## 2023 ATTENDEE BREAKDOWN



2023 Keynote speaker:  
**DR. KRISTIAN EDWARDS**  
*BLK + GRN*



2023 Keynote speaker:  
**CULLEN GILCHRIST**  
*Union Kitchen*



“Who knew that Charleston has such a bustling, vibrant, small business scene? As a native who is returning and a first time attendee of the Good Business Summit, I am inspired to become a part of this ecosystem that serves the community and world at large!”

-2023 Attendee  
Keiona Eady, *The Authentic Messenger*,  
as shared in post-event survey

## LOWCOUNTRY LOCAL FIRST Social Reach:

**500+** Members, representing 13,000+ employees

**7K+** e-Newsletter subscribers

**6K+** Unique website visitors per month

**22.4K+** Instagram followers

**10K+** Active listeners to OHM Radio, where LLF's podcast "Small Talks, Big Ideas with Steve" airs live on Mondays

**SPONSORSHIP LEVELS**  
**Good Business Summit 2024**  
FEBRUARY 22ND AT CHARLESTON MUSIC HALL

**SOLD!**  
**Presenting Partner**

**\$15,000**

(VALUED AT \$30,000+  
IN BENEFITS)

*Exclusive to 1*

- Opportunity to host a Local Social for Lowcountry Local First members in 2024
- Premier logo on all outreach including:
  - Digital outlets:
    - LLF website (700+ average monthly views of the LLF events page, plus 6k+ average views of GoodBusinessSummit.org website in the month leading up to the event)
    - Prominently featured in all e-blasts with logo and link (min. of 6 topic-specific e-blasts to full database of 7k+ subscribers)
  - Print materials: Poster (100+), bookmarks or business cards (500+)
- Recognized as the highest level supporter in all advertising placements with logo. Media partners may include but are not limited to Charleston City Paper; Charleston Magazine; Charleston Regional Business Journal; Bridge 105.5
- Prioritized recognition throughout the Good Business Summit
- Invitation to give remarks from the main stage
- Recognition on-site including event signage and attendee materials
- Premiere logo placement on tabletop signage during lunch hour
- Business highlighted on LLF blog, including picture, logo and link
- Access to email list of attendees who opt-in to hear from event partners
- Invitation to contribute a promotional piece or offering to the event's Virtual Swag Bag, provided to all attendees
- 10 registrations to the 2024 Good Business Summit

**Innovator**

**\$5,000**

(VALUED AT \$18,000+  
IN BENEFITS)

*Limited to 7*

- Recognition at the Good Business Summit in opening or closing remarks
- Logo included on all media placements. Media partners may include, but are not limited to Charleston City Paper; Charleston Magazine; Charleston Regional Business Journal; Bridge 105.5
- Business highlighted on LLF blog, including picture, logo and link
- Logo recognition on on-site event signage and attendee materials
- Logo included on tabletop signage during lunch hour
- Logo featured in all e-blasts (min. of 6 dedicated e-blasts to 7k+ subscribers)
- Promotional opportunities including: event posters (100+), press release, LLF website, Good Business Summit website; social media
- Logo included on tabletop signage during lunch hour
- Access to email list of attendees who opt-in to hear from event partners
- Invitation to contribute a promotional piece or offering to the event's Virtual Swag Bag, provided to all attendees
- 4 complimentary registrations to the 2024 Good Business Summit

---

## Scholarship Sponsor

**\$5,000**

(VALUED AT \$15,000+  
IN BENEFITS)

*Limited to 2*

- Allow LLF to provide up to 50 full scholarships to prospective attendees who express financial hardship
- Will receive an email list of scholarship recipients who opt in to be contacted by the scholarship sponsor
- Logo/link featured on event's website on the partner page and ticketing pages
- Social media recognition leading up to the event
- 4 complimentary registrations to the 2024 Good Business Summit

---

## Cultivator

**\$2,500**

(VALUED AT \$5,000+  
IN BENEFITS)

*Limited to 8*

- Logo recognition on attendee materials
- Logo featured in all e-blasts (min. of 6 dedicated e-blasts to 7k+ subscribers)
- Promotional opportunities including: press release, Good Business Summit website; social media
- Logo included on tabletop signage during lunch hour
- Invitation to contribute a promotional piece or offering to the event's Virtual Swag Bag, provided to all attendees
- 3 complimentary registrations to the 2024 Good Business Summit

---

## Investor

**\$1,000**

(VALUED AT \$2,000+  
IN BENEFITS)

- Listed in all e-blasts (min. of 6 dedicated e-blasts to 7k+ subscribers)
- Promotional opportunities including: Good Business Summit website; social media
- Invitation to contribute a promotional piece or offering to the event's Virtual Swag Bag, provided to all attendees
- 2 complimentary registrations to the 2024 Good Business Summit

---

## Do Gooder

**\$500**

(VALUED AT \$1,000+  
IN BENEFITS)

- Promotional opportunities including: Good Business Summit website; social media
- 1 complimentary registration to the 2024 Good Business Summit

---

## Party Planner In-Kind

*Unlimited*

- We invite our in-kind food, beverage and party supporters to work with us on creating a customized sponsorship plan. Please contact Steve Fletcher by email at [Steve@lowcountrylocalfirst.org](mailto:Steve@lowcountrylocalfirst.org) or call (843) 801-3390.

Please contact our Director of Economic Development, Steve Fletcher, to start a conversation at 843-801-3390 or [steve@lowcountrylocalfirst.org](mailto:steve@lowcountrylocalfirst.org). Custom, creative partnership opportunities are available upon request. *Deadline for full benefits: October 16, 2023.*

# Good Business Summit 2024

## SPONSORSHIP COMMITMENT

---

Company Name

---

Contact Name

---

Address

---

E-Mail

---

Phone

### Are you currently a member of Lowcountry Local First?

Yes /  No

### Partnership Level

Presenting Partner (\$15,000)

Investor (\$1,000)

Innovator (\$5,000)

Do Gooder (\$500)

Scholarship Sponsor (\$5,000)

Party Planner / In-Kind

Cultivator (\$2,500)

### Payment

I will call in my credit card payment to (843) 801-3390 (Please ask for Steve)

ACH/Bank Transfer. Please send a digital invoice to this email: \_\_\_\_\_

Check (payable to Lowcountry Local First)

Please complete my payment using the credit card below

Visa / Mastercard  
(circle one)

---

Name on Card

---

Card Number

---

Expiration Date

---

Security Code

---

Billing address if different from above

---

Signature

Please return the completed form with payment information to  
Lowcountry Local First, Attn: Steve Fletcher  
1859 Summerville Ave. Suite 800, Charleston, SC 29405  
or email to [steve@lowcountrylocalfirst.org](mailto:steve@lowcountrylocalfirst.org)