

2022 UNDERWRITER PROGRAM





INDIVIDUALS PARTICIPATED IN ONE OF OUR WORKSHOPS



PODCASTS



3,024

EMAIL SUBSCRIBERS

ROBIN BURNS, DIRECTOR
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DEMOGRAPHICS

Legacy Leadership Continuum Leading the Business Joining the Business 5% 18% Passing the Baton 20% 23% 1st Generation Working Together 33% 2nd Generation 57% 27% 3rd Generation 11% 4th Generation **Business Continuum** 6% 5th Generation Regeneration 9% Growth and Formalization 22% **Employee Size** 0-50 Employees 51 - 250 Employees Maturity and Stabilization 67% 251 - 500 Employees

500+ Employees

0%

10%



30%

40%

50%

20%

UNDERWRITER LEVELS

Demonstrate your support for family-owned business while you create connections in the community.	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
QUARTERLY EVENT COMPLIMENTARY TICKET(S)	8	4	2	1
PODIUM ANNOUNCEMENT	\checkmark			
LEVEL RECOGNITION EVENT SIGNAGE INCLUDING LOGO	\checkmark	\checkmark		
ORGANIZATION LOGO AND LINKED DESCRIPTION ON WEBSITE LOGO ON MATERIALS	\checkmark	\checkmark		
ORGANIZATION RECOGNITION WEBSITE AND MATERIALS			LOGO	NAME
LEAD EDUCATIONAL WORKSHOPS	\checkmark	\checkmark	\checkmark	
PEER GROUP SPEAKERS BUREAU	\checkmark	\checkmark	\checkmark	\checkmark
RECOMMENDED ADVISOR LISTING	\checkmark	\checkmark	\checkmark	\checkmark
BOARD ADVISOR CV DIRECTORY	\checkmark	\checkmark	\checkmark	\checkmark
SHARE EDUCATIONAL CONTENT AND EVENTS IN NEWSLETTERS	\checkmark	\checkmark	\checkmark	\checkmark

