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**PHOENIX CEO-CFO GROUP**

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FINANCIAL EDUCATION & NETWORKING IN PHOENIX, AZ

# **2010 Sponsorship Package**

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# PHOENIX CEO-CFO GROUP

FINANCIAL EDUCATION & NETWORKING IN PHOENIX, AZ

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## A Few of Our Proud Sponsors

### Founding Sponsors



### Platinum Sponsors



### Gold Sponsors



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# PHOENIX CEO-CFO GROUP

FINANCIAL EDUCATION & NETWORKING IN PHOENIX, AZ

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## Who We Are

The Phoenix CEO-CFO Group was founded in 2005 by a few Phoenix CEOs with a mission to provide value added education & networking for top C-Level executives.

Providing a forum for executives to exchange ideas, discover new opportunities and establish and strengthen relationship at the C-Level.

The Phoenix CEO-CFO group has grown over the last 4 years from a handful of area business executives to a membership of nearly 2,500 C-Level executives from the areas top industries. We have created a network for executives to build business and expand markets.

The power of the Phoenix CEO-CFO Group is in the professionalism and integrity of our members and their ability to make decisions.

## How Are We Different?

The Phoenix CEO-CFO Group has Decision Makers. By attracting and requiring only C-Level Executives as members and guests, we place only the Decision Makers together in one place to get your message across.



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## What We Offer

- The ability to reach hard-to-reach executives in Phoenix
- Increased corporate visibility within a highly respected group
- Influential Speaker Presentations every month
- Exclusive Sponsorships within industry category
- Exclusivity to write articles for the newsletter
- Ability to promote your special events
- Create a network of resources for executives
- Over 2,500 on monthly e-mail list in Phoenix
- Over 5,000 visitors to CEO-CFO Group website each month
- Monthly newsletter with your logo and links
- News media at meetings to raise your visibility

## Plus:

- 50 executives per meeting
- Member introductions to focus on prospects
- Educational focus
- Monthly meetings at a central location - McCormick & Schmick's
- Annual Golf Tournament
- Events at the Phoenix Suns and Diamondback Games
- Wine tasting
- Opportunity to be part of CEO Series with the *Arizona Business Journal* and Jobing.com

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# PHOENIX CEO-CFO GROUP

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## The Website

With over 5,000 unique monthly visitors, the CEO-CFO Group website is one of the areas integral portals to local executives and companies moving to Phoenix.

## Website Offers:

- Great Exposure through main page sponsor logo
- Direct link with one click to your organization
- Over 5,000 hits per month
- On average each visitor has 2.0 visits per month
- Top links to special events, Restaurants, Jobs & Calendar
  - Why Phoenix
  - Statewide Links
- New articles every month



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## Sponsorship Visibility

The ability to connect with influential C-Level executives starts with introductions or...visibility. Get past the gate keepers and sales crew and introduce your business directly to the C-Level executives that make the final decisions.

## Visibility Starts Here:

- Featured introduction at each meeting
- Introductions to key people
- Exclusivity as Industry Speaker Exclusivity to write articles
- Sponsorship industry exclusivity; No competitors at meetings
- Key logo positioning on website plus links page
- Logo within monthly newsletter
- Logo within E-mails
- Strong branding opportunity for sponsors



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## Maximizing Benefits

At other networking or business group, you are just a member. The Phoenix CEO-CFO Group delivers opportunities for you while working for you to maximize the benefits of your sponsorship.

## Benefits of Sponsorship

- The President will use his network to help your business
- The President will make introductions for you
- Ability to invite guests
- Sponsors will refer business to other sponsors
- Use the Phoenix CEO-CFO Group to send out letters to customers & future prospects inviting them to meetings
- Ability to provide a speaker at one of the meetings
- Ability to recommend a speaker for meeting such as a future prospect



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## Sponsor Meetings

In an effort to maximize your sponsorship and provide value added benefits, the Board of the CEO-CFO Group hosts a series of Sponsor cocktail or lunch meetings. These meetings are exclusive to sponsors. We encourage our sponsors to participate in this intimate format to meet, discuss and work together.

The CEO-CFO Group Sponsor meetings bring together top executives a variety of industries including but not limited to:

- Banking
- Insurance
- Law
- Accounting
- Technology
- Public Relations
- Recruiting
- Advertising



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## Sponsor Pricing

The Phoenix CEO-CFO Group offers a few Sponsorship opportunities. Each deliver value added benefits and industry exclusivity for your organization.

To inquire about sponsorships and all the benefits, go to [PhoenixCEOCFO@gmail.com](mailto:PhoenixCEOCFO@gmail.com)

- Platinum Sponsor                      \$400 per month  
Pay \$4,000 & receive 2 months free  
Limited to 6
- Gold Sponsor                              \$200 per month  
Pay \$2,000 & receive 2 months free  
Limited to 6
- Website Sponsor Only                      \$500

# Front Page of the Phoenix CEO-CFO Website



- HOME
- ABOUT
- SPEAKERS & PROGRAMS
- RSVP & ATTENDANCE
- PHOENIX EXECUTIVE CALENDAR
- NEWSLETTER
- VIEW FROM THE CORNER OFFICE
- ARTICLE ARCHIVES
- SPONSORS
- PHOENIX JOBS
- GOLF SCRAMBLE
- PHOENIX BUSINESS GROUPS
- PHOENIX BUSINESS LINKS
- TOP 100 PHOENIX RESTAURANTS
- BUSINESS BLOGS
- BUSINESS INTERNET RADIO
- PHOENIX SPORTS & CULTURE

## PHOENIX CEO-CFO GROUP

FINANCIAL EDUCATION & NETWORKING IN PHOENIX, AZ

Get Phoenix CEO-CFO Group Meeting Announcements and Articles in Your Inbox. Register for our newsletter.

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### PHOENIX CEO-CFO GROUP - NEXT MEETING

OCTOBER MEETING INFORMATION - MARK YOUR CALENDAR

Topic: Arizona's Economy and Budget: How Do We Fix It?  
 Speaker: Dean Martin, Treasurer with the State of Arizona  
 Place: McCormick & Schmicks, 2575 E. Camelback Road  
 Time: 11:30am  
 Date: Monday, October 26th, 2009  
 Cost: \$40.00  
 RSVP: [Click here for details](#)

2009 Attendance & RSVP Policies

A VIEW FROM THE CORNER OFFICE



[Click here to Network with The Phoenix CEO-CFO Group on LinkedIn and our new Group](#)

Click below to view the Profile for Michael Stazzo

View my profile on LinkedIn

### FOUNDING SPONSOR

RSM McGladrey  
ACCOUNTING | TAX | BUSINESS CONSULTING

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### PLATINUM SPONSORS

SQUIRE SANDERS | LEGAL COUNSEL WORLDWIDE

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Attorneys at Law

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### GOLD SPONSORS



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CEO-CFO August 19th Networking Event

8-19-2009

CEO-CFO GOLF SCRAMBLE

9/16/2009

Homers Networking Event on 6-26-09

ASCPA, IMA & Phoenix CEO-CFO Group

4 Hour Ethics Seminar 4-17-09

[Click here to register](#)



### VOTING POLLS

What would be your economic advice to your company for the next year?

Place Your Vote!

- Expect price inflation & higher unemployment
- Expect less international trade and a lower value of the dollar
- The economy will steadily improve
- The green economy will begin making a difference
- Energy prices will increase

[ Submit Your Vote ]

[See Results for this Poll](#)

### NEWSLETTER - CURRENT ARTICLES

A MESSAGE FROM THE PRESIDENT: OCTOBER 2008

Our next Luncheon is October 26th, 2009. Are you registered?  
 On September 18th, we had our Annual Golf Tournament! The CEO-CFO Golf Scramble had 55 golfers out to enjoy a fun morning of networking to raise money for Gabriel's Angels... [Read the Full Article](#)

OCTOBER 28th Meeting

Topic: Update from the Treasurer  
 Speaker: Dean Martin, Treasurer with the State of Arizona  
 Place: McCormick & Schmicks  
 Time: 11:30  
 Date: October 26th, 2009  
 Cost: \$40.00  
[View Information](#)

November 28th Meeting

### Founding Sponsors





### Community Sponsor



The Valley's Jobing Community

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### Platinum Sponsors



### Poll Results

What would be your economic advice to your company for the next year?

Expect price inflation & higher unemployment	37.25%
Expect less international trade and a lower value of the dollar	5.55%
The economy will steadily improve	42.14%
The green economy will begin making a difference	3.92%
Energy prices will increase	2.92%

Last Poll Results

What would affect your business the most?

### Gold Sponsors

