

SPONSORSHIP GUIDE 2025



Great Bend Economic Development, Inc.

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TABLE OF CONTENTS

WELCOME & INTRODUCTION	PAGE 03
ABOUT US	PAGE 04
CENTRAL KANSAS JOBS	PAGE 05
GROW WORKFORCE SUMMIT	PAGE 06
GROW WORKFORCE BUSINESS & CAREER EXPO	PAGE 07
FRIDAYS ON FOREST	PAGE 08
GREAT BEND ALIVE PARADE THROUGH TIME	PAGE 09
YOUTH ENTREPRENEURSHIP CHALLENGE	PAGE 10
ENTREPRENEURIAL MINDSET CLASSES: ICE HOUSE	PAGE 11
CO.STARTERS CORE	PAGE 12
IGNITE RURAL BUSINESS	PAGE 13
SPONSORSHIP AGREEMENT FORM	PAGE 15



WELCOME & INTRODUCTION



INVESTING IN THE FUTURE OF BARTON COUNTY

Great Bend Economic Development (GBED) is dedicated to driving growth, creating opportunities, and building a brighter future for our community. As an organization focused on economic progress in Great Bend and Barton County, we work to empower local businesses, attract new industries, and foster an environment where residents can thrive.

Under GBED's leadership, we proudly manage two key programs: Great Bend Alive and Advancing Barton County Childcare, both of which address critical needs while strengthening the fabric of our community.

Great Bend Alive breathes life into downtown Great Bend through events and initiatives that enhance community engagement and support local businesses. From hosting popular events like Fridays on Forest to promoting preservation with the Downtown Walking Tours app (Great Bend Alive Tours), Great Bend Alive showcases the unique charm of our community and boosts local commerce.

Advancing Barton County Childcare tackles a critical challenge for families and businesses: access to affordable, quality childcare. By supporting childcare solutions, this initiative ensures that parents can participate in the workforce while children benefit from a strong foundation for future success.

Economic development is essential in rural areas like Barton County, where local businesses are the backbone of the economy. GBED programs and initiatives pave the way for long-term growth by attracting new businesses, retaining talent, and creating a sense of pride in our community.

Local business sponsorships enable GBED to continue innovating and expanding its impact. By investing in these programs, you/your business becomes part of the solution, helping to build a stronger, more connected community for generations to come. We invite you to partner with us as we work together to create a prosperous future for Barton County and beyond.

Sara Arnberger

SARA ARNBERGER

Great Bend Economic Development, President
Advancing Barton County Childcare, Board Chair,
& Great Bend Alive, Executive Director

ABOUT US

A small but dedicated team at Great Bend Economic Development, supported by boards of directors, drives innovative initiatives that have transformed Barton County's economic landscape in just five years.

THE TEAM DRIVING ECONOMIC GROWTH

Great Bend Economic Development is committed to fostering economic growth and enhancing the quality of life in Barton County. Led by GBED President Sara Arnberger, Communications Director Lee Ann June, and Marketing & Events Intern Charley Sander, the team collaborates closely to support local businesses and attract new opportunities to the area.

Each of GBED's initiatives is guided by a dedicated board of directors, ensuring community alignment. Over the past five years, GBED has made significant strides in economic development, launching initiatives that align with its mission to sustain long-term economic health and vitality in the county.



GREAT BEND ECONOMIC DEVELOPMENT MISSION

Our MISSION is to improve the economic quality of life for the working families of the community.



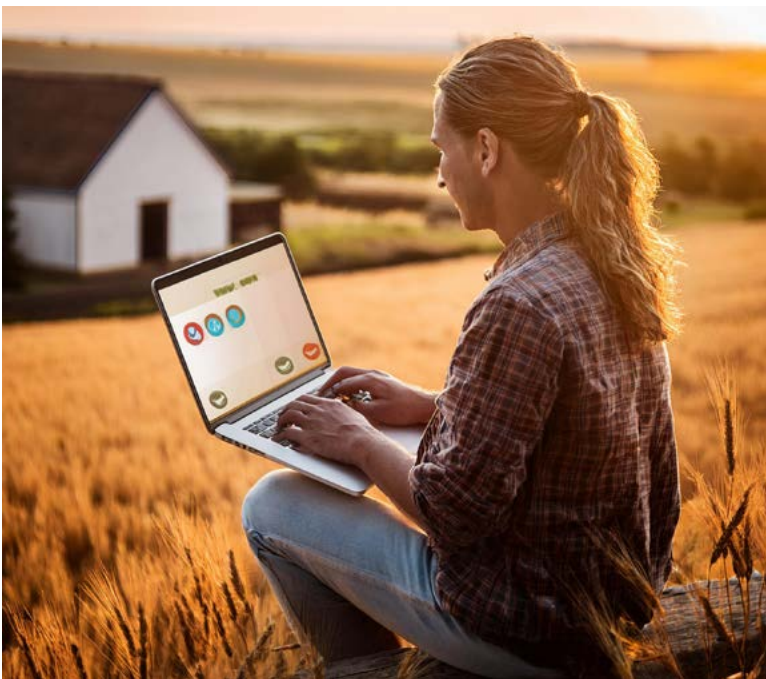
WWW.GBEDINC.COM

We will do this by:

- Creating jobs, through retention, recruitment and expansion of businesses
- Strengthening workforce through recruitment, education and training
- Improving and increasing the number of living wage jobs
- Expanding the tax base through increase capital investment

CENTRAL KANSAS JOBS

CentralKansasJobs.com is a vital workforce development tool, connecting local businesses with job seekers to strengthen Barton County's economy and talent pool.



STAND OUT AS A FEATURED BUSINESS

Take your job postings to the next level with our Featured Business advertising option for **\$400/month!** Highlight your company with a custom video, detailed business description, and insights into your company culture. This premium placement ensures your business stands out to top talent, helping you attract the best candidates and boost your brand visibility in the local workforce.

CENTRALKANSASJOBS.COM: CONNECTING TALENT AND OPPORTUNITY

CentralKansasJobs.com is a free job posting platform designed to connect local businesses with skilled job seekers in Barton County and beyond. By streamlining the hiring process and providing a centralized resource for employment opportunities, the site supports workforce development and helps businesses grow. As part of GBED's workforce initiatives, CentralKansasJobs.com plays a vital role in strengthening our local economy, retaining talent, and ensuring businesses have the resources they need to thrive.



WWW.CENTRALKANSASJOBS.COM

GROW WORKFORCE

This event is vital for fostering connections, addressing workforce challenges, and showcasing the opportunities that drive economic growth in our community.



KEYNOTE SPEAKER

In 2024, attendees were inspired by Phillip Kelley, former Kansas City Chiefs chaplain, as he shares insights on leadership, resilience, and workforce development.



EDUCATION SESSIONS

Gain insights and strategies to tackle workforce challenges through topics like 2024 topics: hiring remote workers, leveraging community resources, and exploring apprenticeship programs.



CAREER & BUSINESS EXPO

Whether you're hiring or fully staffed, connect with the community, attract job seekers, and highlight what makes your business unique. Reserve a booth today to highlight your business and make valuable connections!



PANEL DISCUSSION

Industry leaders share their insights on employment resources, effective hiring strategies, and successful management techniques.

WORKFORCE PARTNERSHIP:



BUSINESS & CAREER EXPO: APRIL 16, 2025

The Grow Workforce Business & Career Expo connects businesses and the community. Whether your business is hiring or fully staffed, this is your opportunity to showcase your brand, products, and services to the public. Job seekers will discover new opportunities, network with local companies, and gain insights into the business landscape of our area. Reserve a booth today at www.gbenedinc.com/growworkforce.

WORKFORCE SUMMIT: NOV. 12, 2025

The Grow Workforce Summit is an impactful event designed to bring employers and managers together for a day of networking, education, and opportunity. With engaging sessions, expert speakers, and a discussion panel, this summit is tailored to address workforce challenges, inspire growth, and foster connections.



PLATINIUM SPONSORSHIP: \$1,000

- Educational Sessions, Panel, Keynote speaker and lunch admittance for 6. Plus a double exhibit booth space.
- Advertisement of position openings on social media and event flier; and on CentralKansasJobs.com
- Company spotlight on Grow workforce Summit social media and web page
- Sponsorship recognition within the GBCOC Outlook Business Journal and GBED Newsletter
- Live radio broadcast recognition during event
- Company logo on event banner and newspaper advertising

GOLD SPONSORSHIP: \$500

- Educational Sessions, Panel, Keynote speaker and lunch admittance for 4. Plus, 1 exhibit booth space
- Advertisement of position openings on social media and event flier; and on CentralKansasJobs.com
- Company spotlight on Grow workforce summit social media and webpage
- Sponsorship recognition within the GBCOC Outlook Business Journal and GBED Newsletter;
- Live radio broadcast recognition during event;
- Company logo on event banner and newspaper advertising;

STANDARD SPONSORSHIP: \$250

- Educational Sessions, Panel, Keynote speaker and lunch admittance for 2. Plus, one exhibit booth space
- Advertisement of position openings on social media and event flier; and on CentralKansasJobs.com
- Company spotlight on Grow workforce summit social media and web page

FRIDAYS ON FOREST

2025 DATES:

- April 25 Sponsored
- May 30 Sponsored
- June 27 Sponsored
- July 25
- Aug 29 1/3 Sponsored
- Sept 26
- Oct 17

Since its inception, Fridays on Forest has become a signature event in downtown Great Bend, bringing the community together for unforgettable evenings of live music, good food, and vibrant energy. As we gear up for the 2025 season—our 5th year of Fridays on Forest—we’re inviting YOU to join the excitement as a sponsor of this cherished new tradition.



LARGEST IN 2025

1600 ATTENDEES

Whether it was class reunions, regular attendees, or first-time visitors, we loved watching folks catch up with old friends and make new ones in downtown GBK.



SMALLEST IN 2025

450 ATTENDEES

Each season is full of excitement, community connections, and memories made.

SPONSORSHIP OPTIONS

Sponsorship opportunities are flexible to fit your goals and budget! You can choose to:

- **Sole Sponsor** for \$3,000
- **Co-Sponsor with One Other Partner** for \$1,500 each
- **One-Third Sponsorship** for \$1,000 each

SPONSORSHIP INCLUDES:

- Your name/logo featured on our website, banners, and promotional materials.
- Recognition in radio shout-outs and social media promotions leading up to the event.
- Logo placement on table tents at the event, complete with a QR code linking to the evening’s menu.

PARADE THROUGH TIME

Local businesses play a vital role in bringing the “Great Bend Alive Parade Through Time” to life by supporting a celebration of community and history.



CELEBRATE HISTORY, SUPPORT COMMUNITY

Support the “Great Bend Alive Parade Through Time” and be part of a community event that celebrates Great Bend’s rich history and vibrant spirit. Your sponsorship helps fund exciting elements like walking inflatables, event shirts, and more, ensuring this parade is a spectacular kick-off to the June Jaunt festival. Sponsors will receive recognition through logos on the event website, shoutouts during the parade, and mentions on the radio leading up to the event, showcasing their commitment to Great Bend’s community pride and creativity.



HISTORICAL HERO SPONSOR: \$2,500+

Fund a walking inflatable or featured performance in the parade. **Includes:** Logo on the website, prominent mentions during the parade, and monthly radio mentions in May.



COMMUNITY CHAMPION SPONSOR: \$1,000 - \$2,499

Help support the parade’s visual elements, like costumes and themed props. **Includes:** Logo on the website, social media tags, and mentions during the parade.



PARADE PARTNER SPONSOR: \$500 - \$999

Provide event shirts for volunteers and participants. **Includes:** Social media recognition and mentions during the parade.



FRIEND OF THE PARADE: \$100 - \$500

Support the general fund for event expenses. **Includes:** Name listed on the website and a thank you on social media.


YOUTH ENTREPRENEURSHIP CHALLENGE


Encouraging entrepreneurship in teens fosters creativity, critical thinking, and problem-solving skills, preparing them to be innovative leaders in the future workforce. It empowers them to take initiative, build confidence, and contribute to their communities through new ideas and ventures.



TRADESHOW & COMPETITION

March 5, 2025

 **DAY & TIME**
Wednesday, Noon

 **LOCATION**
GB Events Center
3111 10th Street

SPONSORSHIP OPTIONS:

- **Meal Sponsor: \$300** Students and Judges enjoy lunch together to break the ice and connect before the tradeshow and presentations (One available)
- **Standard Event Sponsor: \$100** (Five available)
- **Gold Event Sponsor: \$250** (Three available)
- Sponsoring the Youth Entrepreneurship Challenge is an investment in the next generation of innovators and leaders. Your support helps empower students to develop business ideas, hone critical skills, and gain real-world experience, fostering a culture of creativity and growth in our community. (10 available)

OUR PARTNERS



ENTREPRENEURIAL MINDSET CLASSES

These sponsorships ensure the program remains accessible, supporting local individuals as they explore opportunities and contribute to the economic vitality of Barton County—showcasing how local businesses champion the growth of up-and-coming entrepreneurs.

ICE House Entrepreneurial Mindset classes, beginning January annually. This transformative program equips participants with the skills and mindset needed to think like entrepreneurs, making them better leaders, employees, and community members.

By sponsoring this initiative, you can empower individuals in Barton County to develop their potential, strengthen local businesses, and drive economic growth. Join us in supporting this impactful program and make a difference in our community!

OUR PARTNER



MEAL SPONSOR: \$200

5 available

Cover the cost of meals for participants during the ICE House sessions, fostering a collaborative and engaging atmosphere that enhances their learning experience.

ANNUAL SPONSORSHIP: \$1,500

Sponsor the entire ICE House program, helping aspiring entrepreneurs develop an entrepreneurial mindset and equipping them with the skills to turn their ideas into action.



CO.STARTERS CORE



A business launching program that helps you turn any idea into a sustainable business in just 10 weeks.



WHAT IS CORE?

CO.STARTERS Core is a program that equips entrepreneurs of all kinds with the insights, relationships, and tools needed to turn ideas into action. Over ten sessions, groups of 10-15 entrepreneurs meet together one evening a week for three hours, led by a facilitator. CO.STARTERS certified facilitators are experienced business owners from the community who guide participants through the program by asking the right questions, drawing on the knowledge in the room, and using available resources and connections in the community to point participants in the right direction. In addition to exploring different topics each week, guest speakers are also brought in weekly to enrich the conversation and help participants learn from the experience of others in the community.



MEAL SPONSOR: \$300

5 available

Provide weekly meals for participants during the CO.STARTERS Core sessions. Your support ensures a welcoming and collaborative environment while helping entrepreneurs focus on their growth.



ANNUAL SPONSORSHIP: \$8,000

Underwrite the entire year of CO.STARTERS Core classes, supporting local entrepreneurs with the tools and mentorship they need to succeed.



SPONSORSHIP PACKAGES



IGNITE Rural Business finals are held at the historic Crest Theater on October 9, 2025. Sponsor the IGNITE Live Event and play a vital role in advancing rural businesses. Let's create a legacy of innovation and progress. Learn more at igniteks.com.



WHAT'S INCLUDED

- Your company logo on all event marketing materials
- 4 Tickets to the live event
- Company logo to be included in the program to be handed out at the event

WHAT'S INCLUDED

- Company logo on all event marketing materials
- 4 Tickets to the live event
- A dedicated half page in the program to be handed out at the event
- Only 10 available

WHAT'S INCLUDED

- Company logo on all event marketing materials
- A dedicated whole page in the program to be handed out at the event
- 6 VIP Tickets to the live event
- Company logo included on live stream
- Only 5 available

WHAT'S INCLUDED

- Company logo on all event marketing materials
- A dedicated whole page in the program to be handed out at the event
- Dedicated balcony space for the live event to seat up to 12 people with dedicated wait staff.
- Commercial to be played live and via the live stream
- Sponsorship swag bag
- Company logo included in live stream
- Only 3 available



Event Sponsor: \$500 Company logo to be included in the program to be handed out at the event

THANK YOU FOR YOUR CONSIDERATION

Thank you for considering a sponsorship of GBED initiatives. Your partnership not only makes these programs and events possible but also highlights your commitment to our thriving community. We look forward to working with you!





SPONSORSHIP AGREEMENT FORM

Committing to these programs is committing to economic development in Barton County

Sponsor Name :

Sponsorship Package :

Phone Number :

Email Address :

Date :

Signature :

Contact us :

P : (620) 796-2407
E : info@gbedinc.com

A : 3111 10th Street, Great Bend, KS
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