



THE LOUISVILLE PACESETTER

Louisville 2024
SEPTEMBER 5-7, 2024

The Latest News & Information for the 2024
USA/Canada Lions Leadership Forum

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WHY SPONSORS ARE IMPORTANT

DAVID WENTWORTH, SPONSORSHIP CHAIR

Sponsors are an important part of the USA/Canada Lions Leadership Forum as they help to keep the attendee's registration fee affordable. By seeking sponsors to help offset some of the costs associated to put on the Forum, the Forum can maintain a reasonable registration fee.

A great way for Lions to get involved is by becoming a Friend of the Forum. Friends of the Forum is in its third year and is a new level of sponsorship aimed directly at Lions. Individual members, couples, clubs, districts, and multiple districts can provide funds to assist in putting on a great Forum.

There are two levels for Friends of the Forum. Individuals can sponsor for \$150 and couples, clubs, districts, and multiple districts for \$250. Friends of the Forum sponsors will get a special ribbon to wear on their name badge at the Forum. Their name(s) and multiple districts will be listed on the Forum website as a sponsor. They will get the same listing in the official program and one recognition announcement during one of the general sessions during the Forum.

Another level on sponsorship comes for various businesses and groups that feel they would benefit by participating in the Forum. Sponsors do not simply write a check out of the goodness of their hearts to support the Forum. They are paying for the many benefits related to their level of sponsorship. They have products or services that the attendees can benefit from, and this is their way to get in front of Lions from the U.S. and Canada.



An example of social media recognition for sponsors

There are four different levels of sponsorship at the \$25,000, \$15,000, \$10,000, and \$5,000 level. Sponsors can get their message seen via the Forum website and social media postings, advertisement in the official program, listing on the Strides Walk T-shirt, exhibit space, and on-stage presentation during one of the general sessions. Each sponsor receives one educational session during the Forum and much more.

If interested in becoming a Friend of the Forum or a sponsor, simply go to the Forum website (www.lionsforum.org) and click on the Sponsors or Friends of the Forum tabs at the top of the screen. This will take you to the page to download either the Sponsor Agreement or the Friends of the Forum Agreement. If you decide to be a Friend of the Forum, you can submit your payment online via the tab on that page.

THE PLANNING NEVER STOPS

STEVE SHERER, GENERAL FORUM CHAIR

The planning never stops. We are continuing to plan things for the Forum in Louisville. The Forum Committee spent three days in October in Louisville putting together the initial plans for next September. We spent extensive time at the



Kentucky International Convention Center making sure we were using the facility to the best benefit of the Forum attendees. We met with all the hotel venues to make sure they were prepared for the 2,000-plus Lions we are expecting in Louisville.

Since that week in Louisville, my email has been buzzing. The committee is working hard to provide quality programs and seminars. We believe we have a great group of keynote speakers lined up for the event. We will highlight them in a future issue of the newsletter, but for now you can read about them on the website.

Speaking of the website, there are updates being made weekly, so be sure to check the site for new information as it becomes available. As we mentioned in the last newsletter, there are also various

promotional resources available on the website which can be used to help promote the Forum to Lions in your local area.

I do want to take a moment to thank our sponsors who step forward and assist us with the Forum. Their sponsorship and dedication to the Forum help us to put on a high-quality program at the lowest cost possible.

We are especially thankful to our Friends of the Forum participants who make the commitment to support the Forum each year. This program continues to grow each year and is another way we can continue to hold down the overall cost of the Forum to individual Lions.

If you have not attended a Forum before, please consider coming to Louisville. You will have the opportunity to attend any of the 80+ seminars, hear four great keynote speakers, visit the exhibitors and sponsors booths, shop at the Forum store, but most of all, learn from the interactions you will have with all the other Forum attendees.

You have our promise that we will continue to work over the next ten months to make the Louisville Forum the best ever.

Are You A Friend of the Forum?

Friends of the Forum sponsors receive:

- A special ribbon to wear on their name badge at the Forum.
- Their name(s) listed on the Forum website as a sponsor.
- Listed in the official Forum program, and
- One recognition announcement during one of the general sessions during the Forum.

Visit LionsForum.org/friends to join in helping support this great event.



IT WILL BE A STRIDES “EVENT”

STEVE THORNTON, SERVICE/SPECIAL PROJECT CHAIR

Are you ready to have some fun? Something you probably haven't done before?

At the Forum in Louisville, we will not have a Strides Walk, we will have a Strides Event. This is because of the heavy traffic around the convention center and the concern for walker's safety.

The Strides Event will be a hat decorating contest. Participants will receive a hat and decorate it like those you might see at the Kentucky Derby. This will take place Thursday afternoon.

At dinner Thursday night, we will pick five of the best hats, bring the hats and their decorators up on stage, and the audience will choose two winners. Each will receive a \$100 gift certificate for the Forum store.

If hat decorating isn't your thing, we have one more activity for you. The Kentucky Host Committee will present a non-traditional day at the races.

A trip to Louisville would not be complete without a

day at the track. Host and Planning Committees will sponsor a unique race day with multiple races featuring unusual horses and jockeys. Come prepared to bet on your favorite horse and/or jockey that features the likes of Lions from all over, including your International President, International Officers and other “interesting” jockeys.

This event has been a hit for the last few years at the Kentucky Lions State Convention.

The net proceeds of the annual Strides event are designated for diabetes research and treatment. This year, those proceeds will be donated to Bluegrass Diabetes Project, which provides free A1C screenings.

Speaking of diabetes, ever wonder how much money we donate to that cause? In the last seven years, the Forum has raised over \$50,000. Let's get that up to \$60,000 this year.

See you at the Forum.

Sign up for the Strides Event when you register for the 2024 Forum at www.lionsforum.org/register.

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