

# Xtreme Business Makeover

Powered by **KeeFORCE** and **VUE**  
MAGAZINE

## 2015 BUSINESS PARTNERS AND PRIZE PACKAGE



1187 Creative will provide marketing and branding services up to \$5,000.

Actual Retail Value: \$5,000

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All Good Media will provide the winning organization with a two hour training session on effective use of advertising and social media for nonprofits.

Actual Retail Value: \$500

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The Four Rivers Business Journal will provide six 3x5 print ads in The Paducah Sun and announcement of winner in The Paducah Sun as well as article in the Four Rivers Business Journal following the winner's announcement.

Actual Retail Value: \$2,440

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Capstone HR will provide an HR compliance audit up to one business day in length including a review of hiring practices, payroll procedures, personnel policy and compensation planning. Benefits and retirement plan audits are excluded.

Actual Retail Value: \$2,500

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CliAl Lodge will provide the winning organization with a two-night stay at the lodge for a corporate board retreat or as otherwise needed. Specific date subject to availability.

Actual Retail Value: \$625

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Ray Black & Son will make a \$2,500 cash contribution to the Community Foundation of West Kentucky for the benefit of the winning organization. In the event that the winning organization does not have an established endowment fund with the Community Foundation of West Kentucky, one will be established in the winner's name.

Actual Retail Value: \$2,500



FNB Bank will provide the winning business with a special banking package that includes all of the essential business banking services needed to maintain and grow their company. The package features a \$500 FNB MasterCard Gift Card to assist with business expenses and a Business Banking package customized for the winner. Lastly, the employees from the winning business are eligible to receive consumer loan discounts.

\*Secondary market fixed rate mortgage loans not eligible. Applicants subject to standard underwriting guidelines. For new extensions of credit only. Must provide proof of current employment with winning business. FNB is member FDIC and an Equal Housing Lender.

Actual Retail Value: \$800

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Frick Investment Group, Inc. / Money Concepts will provide Financial Life Planning with Plan Implementation and Monitoring for one year.

Actual Retail Value: \$2,500

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ICI Mechanical will provide the winner with an electrical inspection of their current facility plus a free inspection, servicing and cleaning of the facility's HVAC system.

Actual Retail Value: \$400

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i-List Paducah will provide a complimentary one-year button ad on the home page at [ilistpaducah.com](http://ilistpaducah.com) including a link to the winning organization's website or social media page.

Actual Retail Value: \$1,200

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Ingram's Water & Air will provide up to three service calls including parts up to \$200 in value per individual call.

Actual Retail Value: \$600

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Inspire Media Solutions in cooperation with Riley Architect Services will provide a marketing/branding consultation (may be in person or over the phone), basic logo design, refresh, or reformatting plus the winner's choice of either a two minute vision/program video OR 3 page vision/program custom website with domain (with 1 year hosting)

Actual Retail Value: \$2,500



KeeFORCE will provide a one year Xtreme Support Help Desk Plan subscription for up to ten PCs and one server. Subscription includes unlimited remote help desk support for one year, antivirus software and monitoring, Microsoft patch management, spyware scanning and automatic cleanup on PCs and server, web filtering service at PC level, email spam and virus filtering for up to ten named accounts, desktop policy management across the network, automatic daily data backups and verification to a 4 TB network storage device (provided), offsite data backup for up to 100 GB of data per month, network monitoring services for up to ten PCs and one server across the network, preventative maintenance services for up to ten PCs and one server, network traffic analysis, online client portal and knowledge base and 3rd Party vendor liaison services.

Actual Retail Value: \$7,590

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Long & Long, PLLC will provide a corporate/business structure review & business structure needs up to 4 billable hours.

Actual Retail Value: \$800

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Peel & Holland will provide a risk management workshop which will help determine winner's business risks and what actions could help them transfer, mitigate or prevent these risks.

Actual Retail Value: \$3,500

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Petter Business Systems will donate \$300 of our products (client may choose between office supplies, business equipment or office furniture).

Actual Retail Value: \$300

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Posh Academy (winner of the 2014 Xtreme Business Makeover) will provide employees of the winning non-profit organization with a 10% discount on childcare services. Subject to space availability.



Purchase Area Family Magazine will provide a two-page feature article on the winning organization. Issue to be mutually agreed upon between Purchase Area Family Magazine and the winner.

Actual Retail Value: \$1,000



Rene Advertising will provide the winner with the choice of \$1,000 worth of imprinted merchandise with company logo. (Includes set up charges, freight, sales tax and any other charges required for imprinting said merchandise.)

Actual Retail Value: \$1,000

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Riley Architect Services will provide the winner with a road map to creating, improving or expanding non-profit facilities in cooperation with Inspire Media Solutions and Thrivent Financial. Guidance for funding, marketing, and packaging that will take your facility development to the next level-quickly. The package will contain:

- On-site consultation by Riley Architect Services, PLLC-
- Review Preliminary issues and considerations
- Determining the specific relevant industry planning metrics, possible funding sources, existing resources, etc.
- Analyze/review existing resources, current facility
- A six part document in pdf format containing (as appropriate) the following:
  1. A "timeless" timeline-including quantifiable targets for completion
  2. Written narrative describing the organization's facility vision
  3. A program of spaces and functions with field-specific metrics
  4. Preliminary Budget for facility development
  5. Analysis of the existing facility for adaptability to the final vision
  6. A professional recommendation for a building delivery model (design build, construction management). Architectural Drawings are not a part of this package. The intent is to prepare the organization with the proper foundation for that next level of development)

Actual Retail Value: \$3,000

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Royal Oaks Chevrolet – Cadillac will provide the winning organization with \$250 in cash plus a two-year service package for one vehicle to include oil changes, tire rotation and car washes.

Actual Retail Value: \$1,200

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Socially Present will design and set up or upgrade a current Facebook fan page for the winner to include a custom cover photo and a custom profile picture. They will also provide three months of social media management including strategy development and content distribution of up to 3 to 5 posts a week.

Actual Retail Value: \$1,500



Solution Media Group will provide a professionally designed website up to 10 pages including a blog, images, photos, and one video. Also includes up to 20 hours of consulting time. Winner to supply all content / text for website.

Actual Retail Value: \$3,500.00

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Thrivent Financial will provide financial strategy consultation to include a two-hour on-site meeting with organizational leaders, a written Charitable Endowment Guide and up to two interactive workshops with the winning organization's expanded staff.

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Turner Communications will provide an analysis of all communication services with recommendations. They will offer services through multiple providers and assist in making any requested changes.

Actual Retail Value: \$300

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Vue Magazine will interview the winning organization and publish a story on the non-profit organization in the August issue. Vue Magazine will also provide a 1/2 page ad in an upcoming issue to be used to promote an upcoming event for the winner.

Actual Retail Value: \$5,000

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Williams, Williams and Lentz CPA will provide an overview of the winning company's bookkeeping system to make sure that they are operating properly. In addition, WWL will provide a review of the organization's tax structure to make certain the company is taking advantage of potential tax benefits. (Services must be utilized by September, 2015.)

Actual Retail Value: \$2,500

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Workforce Solutions at WKCTC will provide 4 hours of Leadership Training– Technical skills in supervision are important but leadership is required for taking performance to a new level. The only think constant is change, so it is critical to learn to lead people through a diverse and changing environment while maintaining the quality and quantity of ongoing work required. Learn to be a leader who positions your organization to excel.

Actual Retain Value: \$1,500



WPSD Local 6 will provide a one month advertising package which includes \$4,000 in television advertising on WPSD Local 6, \$500 in advertising on The 9 & Antenna TV, \$500 in advertising production services and \$1,000 in advertising on WPSDLOCAL6.com.

Actual Retail Value: \$6,000

**Total Prize Package Value: \$60,255**