

Trusted Advisor Guide

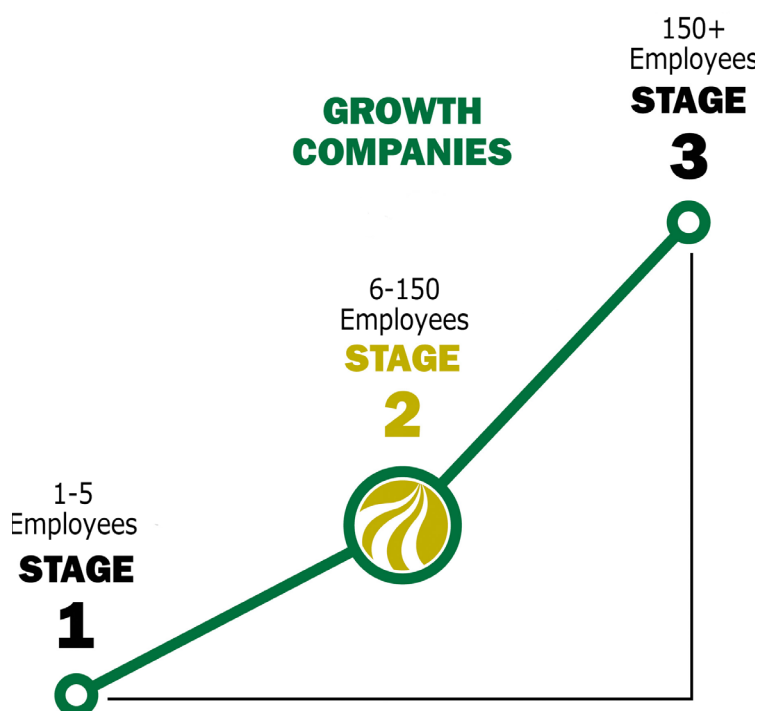
Connect. Community. Growth.

Become involved in Florida's only organization focused exclusively on second-stage growth companies.

ABOUT GROWFL

GrowFL, Inc. stands out as a non-profit 501(c)3 organization, uniquely and exclusively committed to bolstering the growth of second-stage companies in Florida. Our mission is to provide the leaders of these companies with the resources they need when needed. We are dedicated to the success of these leaders and their companies, offering programs designed to foster growth and prosperity.

Second-stage growth companies, with a minimum of 6 employees and \$750 thousand in revenue, are a formidable presence in Florida's economy. They are a small yet powerful group of entrepreneurial leaders, comprising just 10% of the companies but generating over 30% of the jobs. These companies, with their intent and desire to grow beyond second-stage, are the backbone of Florida's economic landscape.



Unleashing a spirit of entrepreneurship can happen anywhere, but it doesn't typically happen by accident.

It requires a specific environment where innovation, collaboration, cooperation, and regionally based support systems are aligned to create the synergy that impacts the economy. A thriving and continually evolving entrepreneurial ecosystem requires integrated components, a commitment by community leadership and individual champions, and a full continuum of entrepreneurial support services and organizations to move new ventures from the idea stage into business maturity.

GrowFL spurs job creation by helping entrepreneurs take their companies to the next level of growth.

SERVING SECOND-STAGE COMPANIES WITH SERVICES THAT ARE CATERED TO THEIR NEEDS

With greater experience and financial bandwidth, second-stage entrepreneurs are more confident and adept at risk-taking than startups. They can expand into new markets and introduce innovations that impact their industries. Their stability and broader resources enable them to offer more diverse, high-quality jobs and provide better benefits for employees. Based on these traits, GrowFL has built a suite of programs and services designed to help accelerate the growth second-stage companies and provide their leaders with strategic information they can use immediately. Survey data shows that GrowFL assisted companies grow three times faster than their industry peers and five times faster than all Florida companies.

MISSION, VISION & IMPACT

Vision: To be the preeminent resource and collaborative organization for Florida's second-stage companies and their leaders.

Mission: Provide timely and focused strategies, resources, and support to encourage accelerated next-level growth for Florida's second-stage companies.

A Florida Tax Watch REMI analysis was completed to determine GrowFL's economic impact between 2018 and 2027. The analysis concluded that continued investment in GrowFL will:



Generate \$4.72 billion in additional Gross Domestic Product (GDP).



Create 43,794 private sector, non-farm jobs statewide, with an average annual salary of \$97,815.



Produce \$4.61 billion in additional personal income for Floridians.



"We turned to GrowFL because we wanted to diversify away from government contracting, as budget cycles tend to be subject to the political environment and their product life cycles are long. We now have the data to transition our company and implement an entirely new sales strategy."

Dr. Nancy Crews, CEO & President
Custom Manufacturing & Engineering
 2018 GrowFL Florida Companies to Watch Honoree
 Pinellas County



TRUSTED ADVISOR PARTNER PROGRAM

Through GrowFL's Trusted Advisor Program, there is a unique opportunity for companies to leverage their own brand awareness within GrowFL's network of second-stage leaders. Involvement starts with a seat on the GrowFL Advisory Board and an active member of a committee or task force that helps to achieve GrowFL's mission. Trusted Advisors are primary sponsors of programs, which puts them directly in front of the decision-makers of hundreds of second-stage growth companies. To become a Trusted Advisor, you begin by being nominated by a current Trusted Advisor. There is an annual fee of \$3,500 per company, and it includes one member. Additional members may join for an additional membership fee of \$1,000 for each company representative, up to 4, and include the following benefits:



CONNECT

- Eligible to have up to four (4) members.
- One member seat on the GrowFL Advisory Board, with an opportunity for other Trusted Advisor members to participate in GrowFL committees.
- As a Trusted Advisor, you gain the unique opportunity to participate in GrowFL outreach campaigns, connecting directly with second-stage companies and GrowFL Florida Companies to Watch Honorees. This not only enhances your visibility but also fosters valuable connections within our thriving community.



COMMUNITY

- Each Trusted Advisor member receives a complimentary ticket to all membership events throughout Florida, with the requirement of bringing a CEO to the event.
- You are eligible to submit a white paper to the esteemed attendees of the GrowFL Florida Companies to Watch Leadership Institute. This platform not only showcases your expertise but also positions your company as a thought leader, further enhancing your visibility and recognition.



GROWTH

- Trusted Advisors have first rights of refusal for all GrowFL sponsorship opportunities.
- Logo on GrowFL's home page.
- Photo of Trusted Advisor members and link to company's website on the GrowFL website.
- Logo and link of Trusted Advisor company within select newsletters and online content.

SPONSORSHIPS OVERVIEW

GrowFL offers an array of sponsorship opportunities. All opportunities are designed to expand the sponsoring company's brand and enhance its corporate marketing and business-development strategies.

Sponsorship opportunities are associated with GrowFL's activities, programs, and events, all of which serve to benefit leaders of Florida's second-stage companies. GrowFL has designed its sponsorship program to accommodate promotional budgets of all sizes, with sponsorships beginning at \$1,000.

Details of all GrowFL sponsorship opportunities are below. For additional information and answers to your questions, please contact Melissa Sileo at MSileo@GrowFL.com or (407) 435-8487.

Sponsorship	Amount	Type	Focus Area
American Academy of Entrepreneurs	\$1,700	Grant to CEO	Growth
System for Integrated Growth	Up to \$8,00	Grant to CEO	Growth
CEO Academy	\$1,000	Annual	Community
Regional Chapter Events	\$1,500	Annual	Community
Virtual Leadership Institute	\$1,000	Per program	Growth
GrowFL Florida Companies to Watch Leadership Institute	Starting at \$3,000	Annual	Growth
GrowFL Florida Companies to Watch	Starting at \$3,500	Annual	Community

SPONSORSHIP OPPORTUNITIES

AMERICAN ACADEMY OF ENTREPRENEURS

The American Academy of Entrepreneurs (AAE) is a mentor-mentee program conducted in partnership with the Edward Lowe Foundation. The six-month engagement matches CEOs of successful second-stage companies with second-stage CEOs who seek a mentor, to foster a business relationship that will extend beyond the AAE program.

Benefits:

- Connection to the mentor or mentee, who is a CEO of a second-stage company located in Florida.
- Recognition as a AAE sponsor on program website page.
- Recognition on any testimonial and marketing collateral featuring the mentor or mentee.

Sponsorships available for both mentors and mentees in the amount of \$1,700 each.

"I feel so fortunate to be a business owner working in the state of Florida, given the many opportunities available to support small business growth. During my recent opportunity to participate in the American Academy of Entrepreneurs, the

mentorship program came at a pivotal time for GRACE Aerospace. I had an incredible mentor, who had tremendous business experience, military experience, and a psychology background. Through our discussions, I was able to tap into all these skill sets to improve my business and strengthen employee relationships."



**Pauline Sevigny, President
Grace Aerospace**

American Academy of Entrepreneurs Inductee
Duval County

SYSTEM FOR INTEGRATED GROWTH GRANTS

Sponsorships are available to provide grants to individual entrepreneurs for their participation in the program. The GrowFL System for Integrated Growth (SIG) program assists business owners with identifying internal or external issues that are impacting their growth. A SWAT team of business experts delivers the data and best practices they need to continue growing top line revenue. SIG is ideal for businesses who are at pivotal points, helping them in areas like talent recruitment and expansion, exporting and identifying global channels, tightening up their supply chain and operations or discovering new market opportunities.

Benefits:

- Connection to the CEO of a second-stage company located in Florida with an opportunity to foster business relationships.
- Recognition as a SIG grant sponsor on program website page
- Recognition on any testimonial and marketing collateral featuring the participant.
- Recognition during the GrowFL Florida Companies to Watch event with company logo featured in event program book.

Grant sponsorships are available in amounts up to \$8,000 per participant.

CEO ACADEMY

Sponsor the GrowFL CEO Academy and you are immediately connected to attendees eager to learn about your expertise on the topic of your choice. This new approach to training and engagement offers sponsors the opportunity to effectively engage with second-stage leaders. The CEO Academy will offer both a virtual and in-person component, allowing for more personal interaction. Sponsors will also be given full access to the registration list after the event, which can open the door for great connections and possible leads. The CEO Academy year-end retreat will bring together all the participants from around Florida, packed with a full day of topics and discussions for continued learning.

Benefits:

- ♦ GrowFL promotes event to its database of 3,000+ second-stage companies and influencers.
- ♦ Sponsor receives full contact list of all registered participants, which includes specific questions participants asked in registration.
- ♦ GrowFL posts the CEO Academy on-demand to the GrowFL website.
- ♦ GrowFL distributes to attendees and non-attendees a copy of the CEO Academy recording and contact information for the sponsor.
- ♦ Sponsor receives survey results after each CEO Academy.
- ♦ Sponsor receives audio and video recording after each CEO Academy.

There are 10 sponsorships available annually for \$1,000 each.

REGIONAL CHAPTERS

GrowFL's engagement with CEOs at the local level occurs within the membership activities. These programs include networking, educational content and special events. Chapter sponsors will be recognized as a sponsor for each chapter and be provided an opportunity to connect directly with members in your target region.

Benefits:

- ♦ Promotion as a chapter sponsor on all chapter materials and collateral throughout the year.
- ♦ Recognition during target region chapter events and opportunity to share welcoming remarks at select chapter events.
- ♦ Company logo on all chapter correspondence.
- ♦ Company logo featured on signage at chapter events and programs
- ♦ Ability to display your own pop-up signage at target chapter events.
- ♦ Opportunity to feature company promotional items at target chapter events.

Chapter sponsorships are \$1,500 annually and include support of all regional membership activities.



LEADERSHIP INSTITUTES

Held virtually and in-person and bring together entrepreneurs for multi-day learning and experience sharing. Events feature experts in finance, operations, employee relations, technology, leadership, as well as other topics important to second-stage entrepreneurs.

VIRTUAL LEADERSHIP INSTITUTES

The Virtual Leadership Institutes were created to do a deep dive into topics and issues that are relevant to second-stage CEOs. This three-month program allows participants to have valuable and confidential small-group discussions with their peers and the trusted expert identified by the program sponsor.

Benefits:

- ♦ Frequent interaction with second-stage CEO participants via the two-hour sessions and follow-up interaction.
- ♦ Ability to share your expertise in a certain area of business.
- ♦ Contact information for participants upon request.

Virtual Leadership Institutes are held twice per year and are available to sponsor for \$1,000.

GROWFL FLORIDA COMPANIES TO WATCH LEADERSHIP INSTITUTE



Developed for CEOs, by CEOs, the GrowFL Florida Companies to Watch Leadership Institute is an exclusive event bringing past and current GrowFL Florida Companies to Watch Honorees together for a hands-on learning experience while sharing resources, strategies, best practices, lessons learned, and tools.

Save the date! The 2025 GrowFL Florida Companies to Watch Leadership Institute will be held on February 26, 2025 in Orlando, Florida.



Title Sponsor Benefits:

- ♦ Event promoted as: 2025 GrowFL Florida Companies to Watch Leadership Institute – brought to you by “Sponsor Name.”
- ♦ Opportunity to provide welcoming comments at the event.
- ♦ Logo displayed on event signage during the reception and program.
- ♦ Full contact list of attendees (post-event) upon request.

The title sponsorship is available annually for \$7,500 to one exclusive sponsor.

Reception Sponsor Benefits:

- ♦ Event promoted as: 2025 Annual GrowFL Florida Companies to Watch Leadership Institute Reception – brought to you by “Sponsor Name.”
- ♦ Logo displayed on event signage during the reception.
- ♦ Opportunity to provide welcoming comments during reception.

Two sponsorships available annually for \$3,000 per sponsor.



Now in its 14th year, GrowFL has celebrated the accomplishments of over 600 Florida entrepreneurs, business owners, and their teams. The 11th Annual GrowFL Florida Companies to Watch Awards Celebration is presented by Nperspective CFO & Strategic Services, in association with the Edward Lowe Foundation. It will be held in Orlando on February 27, 2025, at Hard Rock Live, Universal CityWalk, Orlando, FL. View current event sponsors at www.GrowFL.com/flctw!

Want to put your business in front of the top growth companies in Florida?

As a sponsor of the GrowFL Florida Companies to Watch awards your, you put your business directly in front of the top growth companies in Florida. As an annual celebration, the event draws current and past Honorees over the last ten years, as well as top influencers.

This isn't your typical awards ceremony. As a sponsor, you will be interacting and getting to know the Honorees before, during and after the event. Our sponsors share our excitement in celebrating Florida's entrepreneurs. GrowFL is proud to recognize the deserving companies that have the biggest impact on our economy.

A typical GrowFL Florida Companies to Watch class is comprised of businesses that collectively:



Gross over \$450 million in annual revenue



Add more than 350 new jobs per year



Average a 30% increase in earnings



Experience almost 20% growth in employees annually



"GrowFL Florida Companies to Watch has been a tremendous event for CLA to sponsor each year. The value we receive from our logo being displayed in conjunction with this outstanding event and the recognition of our brand is huge. Not to mention the relationships attained with the honorees and other sponsors has been invaluable."

Maria Morales, CLA
GrowFL Trusted Advisor and Sponsor
Hillsborough County

GROWFL FLORIDA COMPANIES TO WATCH	TITLE	GOLD SPONSOR	SILVER SPONSOR	HONOREE
EXAMPLE SPONSORSHIP LEVELS	\$25,000 Sold out	\$15,000 2 AVAILABLE	\$12,500 5 AVAILABLE	\$3,500 10 AVAILABLE
Exclusive recognition as "Brought to you by _____."	■			
Hand deliver celebration boxes to honorees	■			
Press release announcing sponsorship	■			
Remarks during awards ceremony	■			
Video welcome message for VIP Reception	■	■		
Honoree gift in celebration boxes	■	■		
Recognition on event registration page	300X300	200X200		
Recognition on Honoree invitation	■	■		
Serve on award selection panel	■	■		
Six-foot display table at event, with wifi access and electricity	■	■	■	
Introduce Honoree during event ceremony	Up to 3	Up to 2	1	1
Contact list of event attendees and Honorees	Pre-event Email, phone, address, LinkedIn	Post-event Email, address, LinkedIn	Post-event Email, Address, LinkedIn	Post-event Address, LinkedIn
Recognition on general event invitation	■	■	■	■
Recognized during finalist meet & greets	■	■	■	■
Logo included on all event signage	■	■	■	■
Sponsor recognition during awards ceremony	■	■	■	■
Ad in printed & online program book	X-Large, featured	Large	Medium	Small
Logo included in printed & online program book	400X400	300X300	200X200	100X100
Sponsor recognition displayed on tables	Logo	Logo	Name	Name
Complimentary tickets to awards ceremony, all receptions and after party	10	8	6	4

For a full list of sponsorships available, contact Melissa Sileo at MSileo@GrowFL.com

GROWFL ADVISORY BOARD

When you join GrowFL as a Trusted Advisor you have the opportunity to serve on the GrowFL Advisory Board. GrowFL's continued success is because it has an active and dedicated group of leaders who help set the direction for the organization and provide resources and support for our second-stage businesses. The GrowFL Advisory Board includes leaders of second-stage businesses, representatives from the private and public-sector, as well as economic development and entrepreneurial support organizations. Advisory Board members share their valuable insights, feedback, and commitment to Florida's second stage entrepreneurs and commit to the following guiding principles:

- We operate with a team-based approach.
- We perpetuate a spirit of connectivity.
- We advocate for GrowFL and promote partnerships.
- We put the CEO in the center of everything we do.
- We are servant leaders.

PARTNERSHIPS



The Edward Lowe Foundation has been a valuable GrowFL partner for over a decade, helping to develop various programs for the advancement of second-stage businesses. Ed Lowe often talked about breaking down brick walls — challenges that stood in his way while growing his company. As the inventor of Kitty Litter, the country's first cat-box-filler, Ed created not merely a new product but an entirely new industry. Together with his wife, Darlene, Ed launched the Edward Lowe Foundation in 1985 to help future generations of entrepreneurs, providing them greater support and resources. GrowFL partners with the Edward Lowe Foundation on several programs including the System for Integrated Growth, GrowFL Florida Companies to Watch, CEO Roundtables, and the American Academy of Entrepreneurs.

"GrowFL is a pioneer in offering critical resources to second-stage entrepreneurs. They are setting an example of how supporting the growth of this powerful group of business owners is essential for the growth of the economy. It is truly rewarding to see how our work is having a significant impact on Florida's CEOs through GrowFL."



Dan Wyant
Chairman and President
Edward Lowe Foundation

www.EdwardLowe.org

BUSINESS SERVICES

CEO BUSINESS GROWTH PROGRAMS



SYSTEM FOR INTEGRATED GROWTH

Through the GrowFL System for Integrated Growth (SIG), business leaders gain access to just-in-time expertise — wherever a company needs it most. SIG addresses issues impacting growth for second-stage business owners, including internal issues such as human resources, fiscal management, operations, as well as external issues that focus on exploring new markets, preparing to export, sales, and supply chain. The goal is to provide CEOs with Fortune 500-level data, information, and best practices that many times may be too costly to access on their own.



LEADERSHIP INSTITUTES

Held virtually and in-person, the Virtual Leadership Institute and the GrowFL Florida Companies to Watch Leadership Institute bring together entrepreneurs for multi-day learning and experience sharing. The program feature experts in finance, operations, employee relations, technology, leadership, as well as other topics important to second-stage entrepreneurs. Entrepreneurs share experiences with other leaders, as well as gain insights into tangible best practices that they can begin to use immediately. The goal is to provide invaluable resources and information to help CEOs continue to make solid decisions based on what they have learned.



AMERICAN ACADEMY OF ENTREPRENEURS

A mentoring program that pairs seasoned second-stage entrepreneurs with business owners who have entered second-stage more recently, the American Academy of Entrepreneurs (AAE) helps earlier stage growth companies succeed. The goal is to share lessons learned, expand networks, and accelerate growth.



CEO ROUNDTABLES

Structured in-person monthly sessions, the CEO Roundtable program bring together 12-15 entrepreneurs that help to shed new light on both problems and opportunities. The program emphasizes sharing applicable experiences rather than advice or consultation that might miss the mark. Trained facilitators keep discussions on track and relevant for all participants. The goal is to connect peers in a safe learning environment that allows CEOs to better manage their companies.

CEO COMMUNITY PROGRAMS

GrowFL's CEO Community Programs provide business owners and leaders of second-stage companies a variety of ways to engage with, learn from, and share best practices with other like-minded individuals. These programs provide opportunities for leaders to become better leaders and develop solutions to their most pressing issues.

GROWFL FLORIDA COMPANIES TO WATCH

GrowFL Florida Companies to Watch (FLCTW) is a unique awards program that honors fifty second-stage companies each year for their innovation, growth and community contributions. The companies that are selected demonstrate high performance in the marketplace, and innovative strategies and processes. The awards are a highly sought after recognition highlighting the work of successful leaders, their employees and the companies they have grown in Florida. More than 500 companies have received this recognition.

www.GrowFL.com/flctw



CEO ACADEMY

Chief executives, presidents, and business owners of second-stage growth companies realize that one of the best ways to strengthen their own performance and ensure strong succession planning is to sit down from time to time with some of the best like-minded business owners to learn more about their leadership practices and experience. This can be vital for not only themselves but also their potential successors. The CEO Academy is a 10-program best practices series bringing together leaders of second-stage growth companies to learn from each other, and from experts in a variety of business areas.

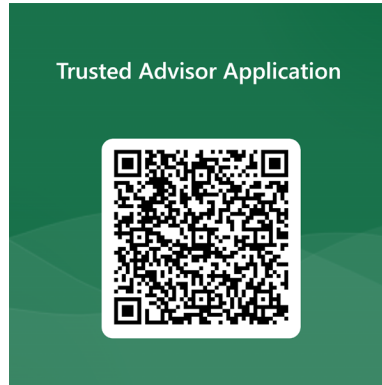


LEADER RETREATS

Held at Big Rock Valley (BRV) at the Edward Lowe Foundation and are a series of educational programs for second-stage entrepreneurs and Advisory Board members. Sessions are highly interactive, and curriculum is designed to be a continuum. Each course stands on its own while building upon previous content. Yet there is no cookie-cutter format; retreat curriculum will vary depending upon each group's needs.



TAKING SUCCESSFUL COMPANIES TO THE NEXT LEVEL



<https://growfl.com/growfl-trusted-advisor-application>

Questions? Contact
TAMMIE SWEET
TSweet@GrowFL.com or (407) 498-5323



GrowFL, Inc.
201 E. Pine Street, Suite 735
Orlando, Florida 32801
(407) 498-5323
info@GrowFL.com
www.GrowFL.com