KANSAS CHAMBER
UNITED FOR BUSINESS

2026

# KANSAS CHAMBER ANNUAL DINNER

MAR. 24 | STORMONT VAIL EVENTS CENTER, TOPEKA

# IMPACT REPORT




KANSASCHAMBER.ORG/ANNUALDINNER










# 2026 KANSAS CHAMBER ANNUAL DINNER









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The 2026 Annual Dinner once again demonstrated the strength and connectivity of Kansas' business community, bringing together leaders from across industries and all levels of government for an evening of meaningful engagement.

Beyond networking, the event created space for important conversations around the policies and priorities shaping our state's economic future. By recognizing individuals who have made a significant impact through leadership and public service, the Chamber not only celebrated achievement but reinforced its commitment to advancing a pro-business environment in Kansas.

The evening also featured a keynote from Rob Riggle, whose remarks brought energy and humor to the program while underscoring the importance of leadership, service, and community.



**OVERALL EVENT EXPERIENCE**

**EXCELLENT**

**OVERALL EVENT RATING**

**4.1** OUT OF **5**

★★★★½

# WHAT ATTENDEES ARE SAYING

This was a really nice event that was clearly well planned and executed. Your commitment to honoring service to the Chamber and State is admirable and appreciated.

Great job sticking to a fast moving schedule program. My guests appreciated it and enjoyed the evening this year much more than they have in the past.

This was the best one in recent years. Rob Riggle was entertaining, and the short program was appreciated.

The event flowed great. Amazing speaker. Good attendance.

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# RETURN ON INVESTMENT

# 2026 KANSAS CHAMBER ANNUAL DINNER




**OVERALL ATTENDEES**




**ORGANIZATIONS REPRESENTED**




**FIRST-TIME ATTENDEES**

## EVENT REACH & ENGAGEMENT

With 662 attendees representing 207 organizations, the Annual Dinner delivered unparalleled access to a broad cross-section of Kansas business, government, and community leadership.

**Company Size Breakdown (%)**

| | |
|---|---|
| 1-100 Employees | 31 |
| 101-500 Employees | 40 |
| 501-1,000 Employees | 8 |
| 1,001-2,500 Employees | 10 |
| 2,501-5,000 Employees | 1 |
| 5,001+ Employees | 10 |

Sponsors connected with leaders from small teams to large-scale organizations—maximizing exposure across Kansas' business landscape.

**Industry Breakdown (%)**
*(Top Industries Represented)*

| | |
|---|---|
| Government | 30 |
| Manufacturing | 8 |
| Energy | 7 |
| Political Consulting/Gov. Affairs | 5 |
| Associations/Trade Groups | 5 |
| Healthcare | 3 |

Sponsors gained visibility across a well-rounded audience spanning government, business, and advocacy groups—maximizing visibility across multiple sectors.

## SPONSOR ROI HIGHLIGHTS

**75% of Kansas Legislators in Attendance**
Unmatched proximity to the policymakers shaping Kansas' business environment.

**From the Capitol to Congress**
Engagement with top state leaders like Gov. Laura Kelly and federal representatives including U.S. Rep. Ron Estes.

**400+ VIP Reception Attendees**
Extended, high-value networking with key decision-makers in a more intimate setting.

**28% First-Time Attendees**
Expanded reach and fresh exposure to new audiences and potential connections.

**39 Sponsors. Multiple Touchpoints.**
Consistent brand visibility through signage, stage recognition, and program placement.

**A Program They'll Remember**
Featuring keynote speaker Rob Riggle, an engaging and memorable experience tied to your brand.

**Where Business Meets Policy**
Positions your organization at the center of Kansas' most important conversations.

# BRAND VISIBILITY

# 2026 KANSAS CHAMBER ANNUAL DINNER

## MARKETING REACH

*Attendees learned about the event through:*

- Kansas Chamber emails & direct outreach
- Social Media posts & press releases
- Previous attendance
- Referrals from board members and chamber leadership
- Word-of-mouth from business leaders

Sponsor visibility was reinforced across trusted channels and amplified through peer-to-peer networks.

## EMAIL PROMOTIONS

### EMAIL

| | |
|---|---|
| 14 | Unique promotions |
| 8,311 | Emails delivered |
| 2,788 | Unique opens |
| 513 | Clicks |

## SOCIAL MEDIA

| PLATFORM | IMPRESSIONS | ENGAGEMENTS |
|---|---|---|
| Facebook | 956 | 1935 |
| Instagram | 97 | 4 |
| Twitter/X | 956 | 115 |
| LinkedIn | 8,457 | 3,126 |
| LinkedIn Ads | 9,934 | 103 |

## WEBSITE PRESENCE

Sponsor logos displayed at www.kansaschamber.org/annualdinner.

## BRAND EXPOSURE

Web, print, advertising, email, and social media.

2026 Event Photos Available

*CLICK HERE*






## *SPONSOR IN 2027!*

CONTACT:
Amy Billquist
Vice President, Communications & Events
amyb@kansaschamber.org | 785-357-6321

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