

2015 Sponsorship Levels						
Leadercast Sponsor Levels	<u>Legacy</u> \$5,000	<u>Visionary Leader</u> \$2,500	<u>Catalyst Leader</u> \$1,000	<u>Servant Leader</u> \$500	<u>Influencer</u> \$250	<u>Mentor</u> \$100
Benefits						
• Leadercast event tickets	20	10	5	2	1	
• Sponsored tickets for Legacy Leaders* (LL) & students (SL)	4 LL, 1 SL	3 LL, 1 SL	2 LL	1 LL		2 SL
• Opportunity to purchase additional tickets at \$60/ticket	✓	✓	✓	✓		
• Company logo on event website	✓	✓	✓	✓	✓	
• Logo on marketing materials (with preferred placement given to Legacy Sponsors)	✓	✓	✓	✓		
• Booth (table) & banner space in lobby on event day	✓	✓	✓	✓	✓	
• Swag/promo item in attendees' bags	✓	✓	✓	✓	✓	
• Recognition on event tables	✓	✓	✓	✓	✓	✓
• Verbal recognition on event day	✓	✓				
• Logo visibility on main stage screen during opening/breaks	✓	✓				
• Ultimate Group Experience – premium reserved seating	20 + 5	10 + 4				
• Ultimate Group Experience Care Package	✓	✓				
• Social media promoted posts	5	3				
• Presentation opportunity	✓					
• Video played at breaks (max 30 sec.)	✓					
• 1 Subscription to Leadercast Now** (\$299 value)	✓					
Together, we can make a meaningful impact on the leadership culture of Knoxville by building leaders worth following. Join us!						

*Leading up to and during this year's event we will be highlighting "The Brave Ones" (or Legacy Leaders) in our community. Our hope is to celebrate the people in Knoxville who are being leaders worth following. The Brave Ones are those whose innovation in their industry cause them to stand out from the crowd, whose unyielding effort and error push their organizations into new territories, and whose boldness compels them to stand up for those less fortunate. They are the epitome of this year's theme. You can help us capture their stories. Through this initiative, we also will be identifying and gifting tickets to nonprofit leaders and everyday heroes who could use a day of empowerment.

**Subscription to Leadercast Now provides Leadercast speaker videos and exclusive leadership content.