

2016 Sponsorship Levels						
Leadercast Sponsor Levels	<u>Legacy</u> \$5,000	<u>Visionary</u> \$2,500	<u>Catalyst Leader</u> \$1,000	<u>Servant Leader</u> \$500	<u>Influencer</u> \$250	<u>Mentor</u> \$150
Benefits						
• Leadercast event tickets	20	10	5	2	1	
• Sponsored tickets for Legacy Leaders* (LL) & students (SL)	1 LL, 1 SL	1 SL	1 SL	1 SL		2 SL
• Access to sponsor-only best rate (\$65) on additional tickets	✓	✓	✓	✓		
• Logo on event website	✓	✓	✓	✓	✓	
• Logo on marketing materials (with preferred placement given to Legacy Sponsors)	Business Journal ad, press releases+	press releases, flyers, mailers+	emails	emails		
• Swag/promo item in attendees' bags	✓	✓	✓	✓	✓	
• Exhibitor booth & banner space in lobby on event day	✓	✓	✓	✓		
• Recognition on lunch tables	✓	✓	✓	✓		✓
• Verbal recognition on event day	2	1				
• Logo visibility on main stage screen during opening/breaks	✓	✓				
• Ultimate Group Experience – premium reserved seating	20	10				
• Ultimate Group Experience Care Package	✓	✓				
• Social media promoted posts	3	1				
• Ad or article space in event program	full page	¼ page				
• Video played at breaks (max 30 sec.)	✓					
• 1 Subscription to <i>Leadercast Now</i> ** (\$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 visionary leaders - "Architects of Tomorrow" (or Legacy Leaders) in our community. Our hope is to celebrate the people in Knoxville who are being leaders worth following. Visionary leaders cast a compelling vision and mobilize those around them to help bring that vision to life. They work tirelessly to empower their team to design a better future. 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 and do not have the means to attend on their own.

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