

2017 Sponsorship 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
<b>Benefits</b>						
• 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 (\$70) 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 Leadercast Now** (\$299 value)	✓					

Together, we can make a meaningful impact on the leadership culture of Knoxville by building leaders worth following.

\*Legacy Leaders will be recognized and celebrated as leaders worth following at the event. \*\*Subscription to Leadercast Now provides Leadercast speaker videos and exclusive leadership content.