

2016 Sponsorship Prospectus

Mission + Vision

We exist to change the way the world thinks about Leadership by building leaders worth following.

Leadercast is a one-day event broadcast live from Atlanta to over 100,000 leaders around the globe. It's a movement that is changing the way the world thinks about leadership by building leaders worth following.

Join with us on May 6, 2016 as we learn what it means to be an Architect of Tomorrow. We hope you partner with us on this amazing journey.

Leadercast Live

Leadercast Live is the largest one-day leadership event in the world. Broadcast live from Atlanta to hundreds of locations around the world each year, Leadercast brings together some of the most recognized and respected global leaders to create a leadership experience unlike any other.

Architects of Tomorrow

At Leadercast Live 2016, we'll explore what it means to be a visionary leader by looking at three unique perspectives that an "Architect of Tomorrow" must explore. Visionary leaders have the ability to see a preferred future, operate in the present, and utilize the resources around them to architect a clear path to a new destination. They work tirelessly to empower those around them to bring a vision to life.

Architects of Tomorrow imagine a future that is rich and full of hope. A future where problems are solved, questions are answered, confusion gives way to clarity.

In its simplest form, leadership is casting a compelling vision and mobilizing those around you to help you fulfill that vision. That is the role of Architects... they design the path, they clarify the direction, and they lead their team toward that preferred future with little deviation.

Today is better because of the visionary leaders of yesterday, and the future will be brighter because of the Architects of Tomorrow.

1#: Eyes to See Tomorrow

Creativity & Innovation

Executing a vision starts with seeing the world differently. A vision is simply a mental picture of what could be, fueled by a passion that it should be. In the first session you will hear from leaders on how you can recognize trends, needs, and opportunities that spark a prospect for change.

2#: A Voice to Share Tomorrow

Communication & Creating a Shared Vision

Many great visions stop with an idea. One of the largest challenges is getting that vision to stick. Unfortunately, vision leaks. This session will address the key elements that will increase your ability to articulate and communicate your vision effectively.

3#: Feet to Lead Tomorrow

Mobilizing a Team & Progress Without Deviation

Organizing a team and putting a plan in place to execute your vision is the final critical step to achieving a preferred future. Leaders in session three will share their successes and failures in executing their visions, providing practical strategies to mobilize small and large organizations to be successful.

Join us on May 6, 2016 as we hear from world renown leaders and build a community that is architecting a new tomorrow.

Leadercast  Knoxville

2016 Leadercast Live Speakers



Andy Stanley
*Leadership Author
& Communicator*



Nick Saban
*Head Football Coach of
The University of Alabama*



Dr. Henry Cloud
*Leadership Expert,
Psychologist, & Author*



James Brown
*Network Broadcaster,
CBS Sports & News*



Rorke Denver
*Navy SEAL Commander
& Author*



Kat Cole
*Group President of
FOCUS Brands*



Steve Wozniak
Co-Founder of Apple



Chris Baréz-Brown
*Author & Creativity
Guru*



Tripp Crosby
*Comedian, Director, &
Host of Leadercast 2016*



We invite you to become a sponsor of Leadercast Knoxville 2016. Partner with us to make a positive impact in our community by building leaders worth following. The Legacy Centre would be honored for you to join our team of sponsors and to serve your organization or business through this one-of-a-kind event.

Legacy Sponsorship

Build Leaders Worth Following



Partner with us to build leaders worth following. Your company or organization will receive premium advertising and visibility as an influential leader in our community.

Event Promotion:

- Logo on Leadercast Knoxville website
- Logo on marketing materials (ads, press releases, flyers, etc.) with preferred placement
- Social media promoted posts (pre & post event)

At Event Recognition & Admission:

- 20 tickets to event (with access to sponsor-only best rate on additional tickets: \$65/ticket)
- Sponsor 1 ticket for Legacy Leader to attend Leadercast Knoxville
- Sponsor 1 ticket for a student leader scholarship recipient to attend Leadercast Knoxville
- Ultimate Group Experience – VIP reserved, center stage seating + group table at lunch
- Verbal recognition from stage (2 times)
- Logo visibility on main stage during opening and breaks
- Opportunity for event booth in lobby – table & banner space featuring marketing material
- Recognition on event tables at lunch
- Opportunity to place swag/promotional item in attendees' bags
- May provide a door prize to be given away during event
- Ad or article space in event program (full page)
- Video played at breaks (max 30 seconds) – must be provided by sponsor and approved

Other:

- Ultimate Group Experience Care Package of leader resources & other gifts
- 1 Subscription to *Leadercast Now* (\$299 value) with speaker videos & exclusive content

Investment: \$5000

Visionary Leader Sponsorship

Inspire Leaders for a Better Tomorrow



Together, let's inspire a better future for the leadership culture of Knoxville.

Event Promotion:

- Logo on Leadercast Knoxville website
- Logo on marketing materials (press releases, flyers, email promotion) with preferred placement
- Social media promoted posts (pre & post event)

At Event Recognition & Admission:

- 10 tickets to event (with access to sponsor-only best rate on additional tickets: \$65/ticket)
- Sponsor 1 ticket for a student leader scholarship recipient to attend Leadercast Knoxville
- Ultimate Group Experience – VIP reserved, center stage seating + group table at lunch
- Verbal recognition from stage
- Logo visibility on main stage during opening and breaks
- Opportunity for event booth in lobby – table & banner space featuring marketing material
- Recognition on event tables at lunch
- Opportunity to place swag/promotional item in attendees' bags
- May provide a door prize to be given away during event
- Ad or article space in event program (1/4 page)

Other:

- Ultimate Group Experience Care Package of leader resources & other gifts

Investment: \$2500

Catalyst Leader Sponsorship

Transform Leaders



Let's stir the hearts and minds of leaders in our great city! Help us grow the personal and professional potential of Knoxville's community and business leaders.

Event Promotion:

- Logo on Leadercast Knoxville website
- Logo on some marketing materials (email promotion)

At Event Recognition & Admission:

- 5 tickets to event (with access to sponsor-only best rate on additional tickets: \$65/ticket)
- Sponsor 1 ticket for a student leader scholarship recipient to attend Leadercast Knoxville
- Recognition on event tables at lunch
- Opportunity for event booth in lobby – table & banner space featuring marketing material
- Opportunity to place swag/promotional item in attendees' bags

Investment: \$1000

Servant Leader Sponsorship

Serve Leaders



Serving leaders is at the heart of what we do. Join us as we seek to meet leaders where they are and lead generously in the community.

Event Promotion:

- Logo on Leadercast Knoxville website
- Logo on some marketing materials (email promotion)

At Event Recognition & Admission:

- 2 tickets to event (with access to sponsor-only best rate on additional tickets: \$65/ticket)
- Sponsor 1 ticket for a student leader scholarship recipient to attend Leadercast Knoxville
- Recognition on event tables at lunch
- Opportunity for event booth in lobby – table & banner space featuring marketing material
- Opportunity to place swag/promotional item in attendees' bags

Investment: \$500

Influencer Sponsorship

Be a Leader of Leaders



This sponsorship is perfect for local businesses and organizations that would like to get their feet in the door as sponsors and receive awareness for your business or cause.

Event Promotion:

- Logo on Leadercast Knoxville website

At Event Recognition & Admission:

- 1 ticket to event
- Opportunity to place swag/promotional item in attendees' bags

Investment: \$250

Mentor Sponsorship

Raise up Student Leaders



Your sponsorship gift will make it possible for two deserving local high school students to attend Leadercast, receive an event t-shirt, and follow-up leadership development opportunities. You also will be identified as a Mentor Sponsor and be invited to meet the students at the event.

At Event Recognition:

- 2 tickets to event for Next Generation Leader Scholarships gifted to high school students
- Special name badges for your team to demonstrate your service to Next Generation Leaders
- Opportunity to meet your sponsored students and develop a mentoring relationship

Investment: \$150

For More Information Contact

Leadercast  **Knoxville**

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Leadercast Knoxville 2016
Friday, May 6
8:00 a.m. – 4:30 p.m.
Grace Baptist Church

Tickets & Event Info: leadercastknox.com
Facebook: [@leadercastknoxville](https://www.facebook.com/leadercastknoxville)
Twitter: [@leadercastknox](https://twitter.com/leadercastknox)