

2017
Sponsorship
Prospectus

Leadercast  Knoxville

Powered by **L Purpose**



THE
LEGACY CENTRE
for FAMILY BUSINESS &
ENTREPRENEURSHIP

Mission + Vision

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

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.

Leadercast Live focuses on the leadership issues most relevant to today's time-starved leader. It is a place of inspiring messages coupled with rich interaction between fellow leaders that want to be intentional about raising their standard of leadership...all delivered with a creative, energetic and memorable approach. Leaders across all industries and various levels of their career are able to leave this event better equipped to take on their next challenge.

Join with us on May 5, 2017 as we learn what it means to be Powered By Purpose. We hope you partner with us on this amazing journey.

Leadercast May 5, 2017

Purpose is what defines us,
drives us and empowers us.

In 2017, Leadercast is exploring what can happen when teams and individuals are connected by purpose: a strong organizational culture with intentional leadership that inspires extraordinary results.

Speakers



Daniel Pink

*Behavioral Science
Expert, Author, & Host
of Crowd Control*



Donald Miller

CEO of StoryBrand



Andy Stanley

*Leadership Author &
Communicator*



Tyler Perry

*Director, Playwright,
Screenwriter, Producer,
Actor, Author, & Entrepreneur*



Jess Ekstrom

*CEO of Headbands
of Hope*



Molly Fletcher

*Former Top Sports
Agent & Author*



Dr. Henry Cloud

*Leadership Expert, Psychologist
& Best-Selling Author*



Suzy Welch

*Author, TV Commentator,
& Business Journalist*



Jim McKelvey

*Co-Founder of Square &
Founder of LaunchCode*

Some of Our Past Sponsors:



We'll even tuck you in®



STUDIO
FOUR
DESIGN™



designsensory™



Memories Portraits
PHOTOGRAPHS BY DANIELLE EVANS

TIGHT SHIP
Business Success Coaching
with Lisa Hall



Dear Community Leader,

The Legacy Centre is very excited to present Leadercast Knoxville for the seventh consecutive year on May 5, 2017! Experience Leadercast in 2017 and be empowered to lead with purpose by some of the greatest minds in their fields, including Andy Stanley, Suzy Welch, Donald Miller, Tyler Perry, and more. [Learn More](#)

Each year, hundreds of local leaders – from business professionals to educators, entrepreneurs, nonprofit and community leaders – attend Leadercast Knoxville to be inspired and challenged to elevate their leadership in a dynamic group atmosphere. We are always amazed and encouraged by the stories of leadership transformation that happen in the hearts and minds of individuals and organizations of all sizes. These lives are changed in large part because of our incredible team of sponsors and servant-hearted volunteers who help to make this a truly remarkable experience. Together, we are changing the way the world thinks about leadership!

Over the years, we have been blessed to work with a remarkable team of [past event partners](#). We simply could not do this without their support. Will you be part of the team that brings this exceptional and unique day of leadership to the Greater Knoxville area on Friday, May 5, 2017? We welcome you to join us!

If you are interested in partnering with us to build up leaders worth following in our community and receiving premium advertising as a sponsor of this event, please [email](#) or call us at (865) 384-2578 to learn more and to reserve your spot. As you look through this sponsorship packet, you will notice benefits and tickets vary considerably between sponsorship levels. We look forward to exploring further how we can impact Knoxville in a meaningful way together!

Sincerely,

Cindy Seaver
Director | Leadercast Knoxville | [leadercastknox.com](#)
President | The Legacy Centre | [tnlegacy.com](#)

Join Us **May 5, 2017**

Powered by **Purpose**



We invite you to become a sponsor of Leadercast Knoxville 2017. 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: \$70/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
- 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**
- 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: \$70/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
- 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**
- 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: \$70/ticket)
- Sponsor 1 ticket for a student leader scholarship recipient to attend Leadercast Knoxville
- Logo visibility on main stage during opening and breaks
- 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: \$70/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



If you are interested in becoming a sponsor, connect with us:

Event Lead:
Cindy Seaver
President, The Legacy Centre
(865) 384-2578
cindy@tnlegacy.com

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