

Leadercast  Knoxville

LEAD YOURSELF

2018 Sponsorship Prospectus



THE
LEGACY CENTRE
for FAMILY BUSINESS &
ENTREPRENEURSHIP

Mission + Vision

Leadercast exists to change the way the world thinks about leadership by filling the world with leaders worth following.

What is Leadercast?

Leadercast 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 focuses on the leadership issues most relevant to today's leader. It is an experience filled with inspiring messages and rich interaction between fellow leaders who are being intentional about raising their standard of leadership, through a creative, energetic and memorable experience. Leadercast exists to serve leaders across all industries and various career experiences so they leave this event better equipped to lead themselves, their team and their organizations.

The Legacy Centre is excited to bring this event to Knoxville for the eighth year! Join us on May 4, 2018, to understand what it means to lead yourself first so you can lead others well. This event will feature a live simulcast of leaders who explain the power and importance of leading yourself based on their own experiences, research, and personal challenges and achievements.

Why support Leadercast Knoxville?

- Develop meaningful and rewarding relationships with leaders throughout the community.
- Promote your business, products and services up close and personal with leaders who are interested in personal and professional growth.
- Encourage and support others in developing their leadership skills and a life inspired by leadership.
- Share high quality leadership content with members of your team.

We hope you will partner with us on this amazing journey.

Leadercast



Presented by:
The Legacy Centre

May 4, 2018
Grace Student Center



LEAD YOURSELF

To be the best leader of others, you first must learn to lead yourself well. Attend Leadercast Live to learn from world-renowned experts about the qualities and characteristics of global leaders who exemplify what it means to lead yourself.

Join us at Leadercast Knoxville for the can't miss leadership event of the year! Enjoy a full day of leadership development while networking with some of the best minds in Knoxville. Gather your teams now! Early bird registration begins soon! For more information and sponsorship opportunities: cindy@tnlegacy.com.

Meet the Speakers



Andy Stanley
Leadership
Communicator and
Bestselling Author



Ian Cron
Bestselling Author,
Psychotherapist,
Enneagram Teacher
& Speaker



Mae Jemison
NASA Astronaut,
Engineer & Physician



Jim Loehr, Ed. D.
Bestselling Author and
World-Renowned
Performance Psychologist



Jen Bricker
Acrobat, Aerialist,
Author & Speaker



Michael Hyatt
Author, Speaker and
CEO of Michael Hyatt
& Company



Carey Lohrenz
First Female F-14 Pilot,
Speaker & Trainer



Joe Torre
Hall of Fame
Baseball Manager



Tripp Crosby
Comedian, Director &
Host of Leadercast 2018

Come to Leadercast. You'll leave a better leader.

Dear Community Leader,

The Legacy Centre is very excited to present Leadercast Knoxville for the eighth consecutive year on May 4, 2018! Experience Leadercast in 2018 and be empowered by leaders who show you first how to lead yourself – then lead others. From astronauts to fighter pilots, our 2018 speakers include Andy Stanley, Dr. Mae Jemison, Michael Hyatt, Carey Lorenz, Dr. Jim Loehr, Joe Torre, and others. [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 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 4, 2018? 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 4, 2018*

LEAD YOURSELF

Some of Our
Past Sponsors:



ALTAR'D STATE
stand out. for good



designsensory™



Memories Portraits
DESIGNS BY DANIELLE EVANS



We invite you to become a sponsor of Leadercast Knoxville 2018. 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
- 8 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), including a brief opportunity to address the audience
- 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 (limit 1)

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
- 4 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)
- 2 Social media promoted posts

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

Investment: \$150



For More Information

Leadercast Knoxville

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:
Pre-Sale Tickets & Event Info: tnlegacy.com/leadercastknox
Main Event Site (starting March 2018): leadercastknox.com
Facebook: @leadercastknoxville
Twitter: @leadercastknox



Leadercast 

LEAD YOURSELF

ANT
HEAT
TUTY

Buy Tickets