

<b>2014 Sponsorship Levels</b>						
<b>Leadercast Sponsor Levels</b>	<b><u>Legacy</u> \$5,000</b>	<b><u>Visionary Leader</u> \$2,500</b>	<b><u>Catalyst Leader</u> \$1,000</b>	<b><u>Servant Leader</u> \$500</b>	<b><u>Influencer</u> \$250</b>	<b><u>Mentor</u> \$100</b>
<b>Benefits</b>						
• Leadercast event tickets	20	10	5	2	1	
• Sponsored tickets for Legacy Leaders* (LL) & students (SL)	5 LL, 1 SL	3 LL, 1 SL	2 LL	1 LL		2 SL
• Opportunity to purchase additional tickets at \$60/ticket	✓	✓	✓	✓		
• Company logo on event website	✓	✓	✓	✓	✓	
• Logo on marketing materials (with preferred placement given to Legacy Sponsors)	✓	✓	✓	✓		
• Booth (table) & banner space in lobby on event day	✓	✓	✓	✓	✓	
• Swag/promo item in attendees' bags	✓	✓	✓	✓	✓	
• Recognition on event tables	✓	✓	✓	✓	✓	✓
• Verbal recognition on event day	✓	✓				
• Logo visibility on main stage screen during opening/breaks	✓	✓				
• Ultimate Group Experience – premium reserved seating	20 + 6	10 + 4				
• Ultimate Group Experience Care Package	✓	✓				
• Social media promoted posts	5	3				
• Presentation opportunity	✓					
• Video played at breaks (max 30 sec.)	✓					
• 1 Subscription to Leadercast Now** (\$299 value)	✓					
<b>Together, we can make a meaningful impact on the leadership culture of Knoxville by building leaders worth following. Join us!</b>						

\*Leading up to and during this year's event we will be highlighting Beyond You Moments. Our hope is to celebrate the people in Knoxville who are being leaders worth following and therefore leaving a lasting positive impression on those they lead. We're calling them Legacy Leaders, people in the community who stand out as extra-ordinary leaders and go above and beyond, leverage their influence for the benefit of others. They are the epitome of this year's theme – Beyond You. You can help us capture their stories. Through the Legacy Leaders initiative, we also will be identifying and gifting tickets to nonprofit leaders and everyday heroes who could use a day of empowerment.

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