

Join Us  
May 9, 2014

**Sponsorship Prospectus**  
Partner with us to positively  
impact the leadership culture of  
Knoxville by building leaders  
worth following.

# Leadercast Knoxville

Dear Community Leader,

The Legacy Centre is proud to present Leadercast Knoxville for the fourth consecutive year on May 9, 2014!

In 2013, 300 leaders attended Leadercast Knoxville at Faith Promise Church. That is a 140% increase from 2012! Even more importantly, those numbers reflect countless stories of leadership transformation. And we anticipate even more people will be reached in 2014 thanks to the commitment of our incredible team of sponsors and servant-hearted volunteers!

This is an exciting time for Leadercast on a global scale as well. Check out the fresh, new look and vision of Leadercast in this [video](#). Together, we are changing the way the world thinks about leadership! Experience Leadercast on May 9, 2014, and discover what it means to be a leader worth following. [Learn More](#)

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 9, 2014? We are accepting sponsorships now.

If you are interested in partnering with us to build up leaders in our community as a sponsor of this event, please [email](#) or call us at (865) 384-2578. 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  
President

The Legacy Centre  
6312 Kingston Pike  
Knoxville, TN 37919  
[www.tnlegacy.com](http://www.tnlegacy.com)

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**Building Leaders Worth Following at Leadercast Knoxville**

**Join us May 9, 2014!**





We invite you to become a sponsor of Leadercast Knoxville 2014. 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

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### Build Leaders Worth Following



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

#### Event Promotion:

- Logo on Leadercast Knoxville website
- Logo on marketing materials (emails, other event promotion) with preferred placement
- Social media promoted posts (pre & post event)

#### At Event Recognition & Admission:

- 20 tickets to event (with opportunity to purchase additional tickets at \$60 per ticket)
- Sponsoring 5 tickets for Legacy Leaders to attend Leadercast Knoxville
- Sponsoring 1 ticket for Next Generation Leader Scholarship (high school student leader)
- Ultimate Group Experience – VIP reserved group seating
- 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
- Opportunity to place swag in attendees' bags
- May provide a door prize to be given away during event
- Presentation opportunity
- Video played at breaks (max 30 seconds) – must be provided by sponsor and approved

#### Other:

- Ultimate Group Experience Care Package of leader resources and other gifts
- 1 Subscription to Leadercast Now (\$299 value)

**Investment: \$5000**

## Visionary Leader Sponsorship

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### 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 (email advertising, other event promotion)
- Social media promoted posts (pre & post event)

#### At Event Recognition & Admission:

- 10 tickets to event (with opportunity to purchase additional tickets at \$60 per ticket)
- Sponsoring 3 tickets for Legacy Leaders to attend Leadercast Knoxville
- Sponsoring 1 ticket for Next Generation Leader Scholarship (high school student leader)
- Ultimate Group Experience – VIP reserved group seating
- 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
- Opportunity to place swag in attendees' bags
- May provide a door prize to be given away during event

#### Other:

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

**Investment: \$2500**

## Catalyst Leader Sponsorship

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### 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

#### At Event Recognition & Admission:

- 5 tickets to event (with opportunity to purchase additional tickets at \$60 per ticket)
- Sponsor 2 tickets for Legacy Leaders to attend Leadercast Knoxville
- Recognition on event tables
- Opportunity for event booth in lobby – table & banner space featuring marketing material
- Opportunity to place swag in attendees' bags

**Investment: \$1000**

## Servant Leader Sponsorship

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### 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

#### At Event Recognition & Admission:

- 2 tickets to event (with opportunity to purchase additional tickets at \$60 per ticket)
- Sponsor 1 ticket for a Legacy Leader to attend Leadercast Knoxville
- Recognition on event tables
- Opportunity for event booth in lobby – table & banner space featuring marketing material
- Opportunity to place swag in attendees' bags

**Investment: \$500**

## Influencer Sponsorship

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### Be a Leader of Leaders



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

#### Event Promotion:

- Logo on Leadercast Knoxville website

#### At Event Recognition & Admission:

- 1 ticket to event
- Recognition on event tables
- Opportunity for event booth in lobby – table & banner space featuring marketing material
- Opportunity to place swag in attendees' bags

**Investment: \$250**

## Mentor Sponsorship

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### Raise up Student Leaders



Your sponsorship gift will make it possible for two deserving local high school students to attend Leadercast, receive 2014 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 you or your team to demonstrate your service to Next Generation Leaders
- Opportunity to meet your sponsored students and develop a mentoring relationship

**Investment: \$100**