

Leadercast *women*

2017 Sponsorship Prospectus



Presented by:



THE
LEGACY CENTRE
for FAMILY BUSINESS &
ENTREPRENEURSHIP

leadercastknoxwomen.com

Our Vision

Our vision is to create a positive, safe, comfortable, and collaborative environment for women to have an amazing leadership experience. By creating an event where leaders at all levels and from all walks of life can hear experts share their experiences, engage in meaningful dialogue, and connect at a deeper level with others who are on that same journey, the world can be changed for the better.

The Need

Currently, women hold less than 4 percent of CEO positions worldwide, which in actuality leaves organizations at a disadvantage, as studies show that businesses are more effective when both men and women have an equal leadership voice. The journey of becoming or remaining a Leader Worth Following is lifelong, and one of the first steps is to establish an open dialogue – discussing and defining what makes great leadership. And while the core values and behaviors of Leaders Worth Following are certainly not gender-specific, it's a fact that women often face unique life decisions and organizational challenges.

To create long-term change, it is necessary for both men and women to engage in that conversation, which is why men are invited and encouraged to participate in this event as well.

We believe we have an obligation and responsibility to help close this gap in leadership, and we're asking you to join us. We'll set the stage, have the experts, and create the agenda — you bring your aspirations, challenges, and most importantly, your voice. Together, we can make a positive impact on our world and its future.

Are you powered by purpose?

Attend Leadercast Women to learn how purpose motivates teams and individuals to change the world, from these top female leaders:

Thursday, October 5, 2017

Gettysvue Golf & Country Club



Mama Jan Smith

*Multi-Platinum Vocal
Coach and Grammy
Nominated Producer*



Bernice King

*CEO of The King Center;
Founder, Be A King;
Author, "Hard Questions
Heart Answers"*



Ginger Hardage

*Former Senior Vice
President of Culture
& Communications,
Southwest Airlines*



Dr. Neeta Bhushan

*Speaker, Author &
Socially-Conscious
Entrepreneur*



Laura Vanderkam

*Author, "I Know How She
Does It" & "What the
Most Successful People
Do Before Breakfast"*



Molly Fletcher

*Former Top Sports
Agent & Author*



Shabnam Mogharabi

*CEO and Executive Producer,
SoulPancake*



Jenn Lim

*Chief Happiness Officer
of Zappos*



Tammy Tibbetts

*Founder of the education
nonprofit She's the First*



Host: Dana Barrett

*TV Host, Business Commentator
& Radio Host of The Dana Barrett
Show on AM 1190 WAFS*

Leadercast Women is kicking off October 5th in Knoxville! Become one of the inaugural attendees at this historic event.

Hear from many of the most inspiring women in the world. Engage in a positive, safe, comfortable, and collaborative conference and dialogue with local leaders. Bring your friends, your colleagues, your aspirations, your fears, and your frustrations, and get ready to be inspired, educated, and nourished.

Tickets & Information:

leadercastknoxwomen.com

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**THE
LEGACY CENTRE**

*for FAMILY BUSINESS &
ENTREPRENEURSHIP*

Dear Community Leader,

After seven years of bringing you Leadercast Knoxville, The Legacy Centre could not be more thrilled to present the first-ever Leadercast Women on Thursday, October 5, 2017, at the beautiful Gettysvue Golf & Country Club!

Female leaders at home, at work, and in the community will be inspired, educated, and nourished by some of the most inspiring women in the world like Molly Fletcher, Mama Jan Smith, Jenn Lim, and Dr. Neeta Bhushan. [Learn More](#)

Today's woman faces new pressures, and more than ever, she needs moments like these to refresh and retool her mind and heart. That is why we are so excited for all that is about to happen as women from all over East Tennessee bring their individual gifts, aspirations, fears, and frustrations, and collectively, discover ideas, insight, direction, and answers on October 5th. And the best part is that this event is only the beginning! We will be rolling out other resources to support and encourage these ladies in the months ahead.

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 (info@tnlegacy.com) or call us at (865) 384-2578 to reserve your spot. As you look through this sponsorship packet, you will notice benefits and tickets vary between sponsorship levels. We look forward to exploring further how we can impact Knoxville's women in a meaningful way together!

Thank you for taking the time to consider sponsoring this event! We hope you will find many ways in which these opportunities will benefit you as you seek to grow your business. We could not do it without you! Together, we are changing the way the world thinks about leadership by building leaders worth following.

Sincerely,

Cindy Seaver

Director | Leadercast Women | leadercastknoxwomen.com

Director | Leadercast Knoxville | leadercastknox.com

President | The Legacy Centre | tnlegacy.com

Join Us October 5, 2017

Powered by **Purpose**

Some of Our Past Sponsors:



ALTAR'D STATE
stand out. for good



Memories Portraits
PHOTOGRAPHS BY DANIELLE EVANS



We invite you to become a sponsor of Leadercast Women 2017 and help us advance women in our city. Through your partnership you will be empowering women to realize their potential while obtaining premium advertising for your business. We look forward to welcoming you to the team and joyfully serving your business with excellence.

Diamond Sponsorship

\$2,500

- Half table (5 tickets) reserved, center stage event tickets (\$725 value)
- Option to buy rest of table (5 tickets) at sponsor-only rate of \$100/ticket (\$225 savings)
- Premium placement of exhibit booth with freestanding banner space
- 1-2 swag/promotional item(s) in attendees' tote bags
- Logo on Leadercast Women website and event program
- Logo on marketing materials (ads, press releases, flyers, etc.) with preferred placement
- Social media promoted posts (pre & post event)
- Mention from stage twice during event
- Logo visibility on stage during opening and breaks
- May provide a door prize to be given away during event
- Ad or article space in event program (full page)
- Opportunity to write a blog post on the LW website
- Invitation to stage for "Powered by Purpose Minute" – up to 3 minutes for welcome, prayer, sharing a team member's impact story, or option to play short brand video during breaks (must be provided by sponsor and approved well in advance)



Ruby Sponsorship

\$1,000

- 2 tickets to event
- Option to buy more tickets at sponsor-only rate of \$100/ticket
- Preferred placement of exhibit booth with freestanding banner space
- 1 swag/promotional item in attendees' tote bags
- Logo on Leadercast Women website and event program
- Logo on marketing materials (press releases, flyers, email promotion)
- Social media promoted posts (pre & post event)
- Mention from stage twice during event
- Logo visibility on main stage during opening and breaks
- May provide a door prize to be given away during event
- Ad or article space in event program (1/2 page)



Emerald Sponsorship

\$500

- 1 ticket to event
- Option to buy more tickets at sponsor-only rate of \$100/ticket
- Exhibit booth with freestanding banner space
- 1 swag/promotional item in attendees' tote bags
- Logo on Leadercast Women website, email promotion, and event program
- Social media promoted posts (pre & post event)
- Mention from stage twice during event
- Logo visibility on main stage during opening and breaks
- Ad or article space in event program (1/4 page)



Amethyst Sponsorship

\$250

- Option to buy a ticket at sponsor-only rate of \$100/ticket
- Select placement of freestanding banner in main room/networking lounge
- 1 swag/promotional item in attendees' tote bags
- Logo on Leadercast Women website, email promotion and event program



Sapphire Supporting Sponsorships

Investment Varies

*All Sapphire Supporting Sponsors may purchase a ticket at the reduced rate of \$100/ticket. Investment does not include the cost of totes, chair drop, swag, etc.

Tote Bag Sponsor* - \$400

- Your business provides the event tote bags sporting your logo/branding.

Raise Your Banner High Sponsor* - \$200

- Opportunity to raise your freestanding marketing banner in the event's networking lounge.

Chair Drop Sponsor* - \$200

- Your information, product sample, or flyer put on all the chairs during your assigned break.
- You and your business will be mentioned from the stage at the end of the break.

Swag Bag Insert Sponsor* - \$100

- 1 swag/promotional item in all attendees' tote bags



Mentor Scholarships

\$100 each

Your sponsorship gift will make it possible for a deserving student to attend.

- 1 ticket to event for Next Generation Leader Scholarship recipient
- Special insignia to wear at the event to demonstrate your service to Next Generation Leaders
- Opportunity to meet your sponsored student(s)





*"A gem is not polished
without rubbing,
nor a woman perfected
without trials."*

Chinese Proverb

Thank you for empowering local women to continue their lifelong journeys of being refined into strong leaders, who, like precious jewels, reflect true beauty from within.

For More Information

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

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