

# young | leaders | council

TRAINING TOMORROW'S LEADERS

**2021 SPONSORSHIP GUIDE**



# MISSION

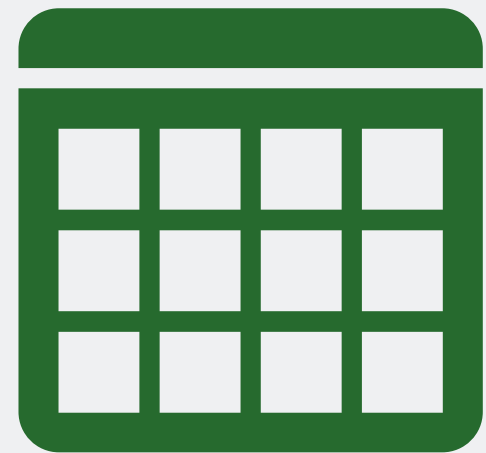
For more than three decades, YLC has trained diverse, committed young professionals (25-40 years old) to effectively participate on the boards of nonprofit organizations and make a difference in the community by replenishing the volunteer leadership base.

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TRAINING TOMORROW'S LEADERS



# YLC: Get To Know Us



1985  
YLC was  
founded



2800+  
YLC Alumni



175  
Students  
per year



300+  
Nonprofits  
Served



5  
Cohorts hosted  
per year

# OUR SPONSORS

you're in good company

Ankura	Lipscomb University
Asurion	LogicForce
Bank of America	Mars Petcare
Belmont University	Nashville Electric Service
Caterpillar Financial Services	Pinnacle Financial Partners
CoreCivic	PNC Bank
Dollar General	PwC
Fifth Third Bank	RSM
First Horizon	Skanska
Fourth Capital	SunTrust Bank
Frist Foundation	Synovus
Genesco, Inc.	The Memorial Foundation
Gresham Smith	Tennessee Bank & Trust
HCA Foundation	Turner Construction Company
Ingram Industries, Inc.	Waller Lansden Dortch and Davis
Kindful	Wells Fargo Bank
LBMC	



# HERE'S YOUR OPPORTUNITY

2021 SPONSORSHIPS





The background image shows a professional event, likely a luncheon, with a green overlay. On the left, a woman stands behind a podium with a 'young leaders council' sign. In the center and right, two men in suits are seated at a table, engaged in conversation. The overall scene is dimly lit, focusing on the speakers and the event's branding.

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## **FALL LEADERSHIP LUNCHEON**

The annual YLC Fall Leadership Luncheon is one of the city's premier events focused on the topic of leadership. Each year, business leaders from both for-profit and nonprofit organizations, as well as those who are interested in advancing their leadership skills, gather to hear from the most successful leaders in our community and grow their connections. Invitations are sent to 2K+ and over 400 guests attend.



# PREVIOUS KEYNOTES



- Scott Hamilton, Olympic Gold Medalist, Entrepreneur, and Author (2020)
- Ian Ayre, CEO Nashville Soccer Club (2019)
- Alberto Gonzales, former U.S. Attorney General (2018)
- Rick Byrd, Belmont University Men's Head Basketball Coach and George Plaster, sports broadcasting personality (2017)
- Christine Karbowiak, chief administrative officer, chief risk officer and executive vice president, Bridgestone Americas (2016)
- Phil Bredesen, former TN Governor (2015 - 30th anniversary dinner)
- Milton Johnson, President & CEO of HCA Healthcare and a member of the first graduating class of YLC (2014)
- Bob Dennis, CEO of Genesco Inc (2013)
- Damon Hininger, CEO of Corrections Corporation of America (2012)
- Mark Emkes, Tennessee Commissioner of Finance and Administration (2011)
- Thomas Frist, Jr., co-founder & former chairman, president & chief executive officer, HCA (2010 - 25th anniversary dinner)
- Bill Lee, president and CEO of Lee Company; Herb A. Fritch, chairman and CEO of HealthSpring, Inc. and Craig E. Philip, president and CEO of Ingram Barge Company (2009)



# 2021 Annual Presenting Sponsor - \$15,000

As an Annual Sponsor for YLC, your company will receive maximum exposure to YLC students and alumni for the calendar year! You will also be the only company listed on the YLC home page and will be acknowledged at every YLC event. You will also receive 2 seat reservations (S&F Nashville Class) and tuitions, logo in YLC e-newsletter to 3K+, and the opportunity to send a welcome letter to all incoming spring and fall students. You will also have an opportunity to provide welcome remarks at Class Kickoff Luncheons, the annual Leadership Luncheon, and present the Young Leader of the Year award. Your company will also receive a named, premium table of 10 at the Leadership Luncheon and in all event materials.

\*This sponsorship includes an annual first right of refusal.





# LEADERSHIP LUNCHEON SPONSOR LEVELS

## Gold Sponsor \$7,500

- Offers category exclusivity and maximum event exposure
- Opportunity for event remarks by a company representative during the program
- Logo placement around the room and on event screen(s), invitations, promotional materials and printed program
- Named, premium placement table of 10 and 2 seats at the VIP table
- 2 available

## Silver Sponsor \$5,000

- Company recognition from the event podium.
- Logo placement on event screen(s), invitations, promotional materials, press release and printed program
- Named, premium placement table of 10.
- 4 available

## Bronze Sponsor \$2,500

- Logo placement on event screen(s), YLC website, event invitations, and printed program
- Named, premium placement table of 10.
- 8 available



# LEADERSHIP LUNCHEON SPONSOR LEVELS

## Table Sponsor \$1,000

- Logo placement on YLC website and event program
- Named, premium placement table of 10
- 30 available

## Patron Sponsor \$500

- Recognition on YLC website and event program
- Admission for five guests

## Friend Sponsor \$350

- Recognition on YLC website and event program
- Admission for two guests



# Event Sponsor Options - \$2,500-\$3,500

**Educational Event Sponsorship** (\$3500) provides your company with exclusive exposure at both Class Kick-off (2 available) OR both Continuing Education Impact Series Events (2 available).

**Special Event Sponsorship** (\$2500) provides exposure at one of two YLC Special Networking Events for students and alumni, including the annual Nonprofit Appreciation Luncheon or the YLC Holiday Party (2 available)

Special Event and Educational Event Sponsors may also reserve one seat (\$2500 - \$4999 level) or two seats (\$5000+ level) in the Nashville Class (S&F) for a young professional in your company. \*\*Must meet YLC requirements, be interviewed and admitted. Tuition is not included. Only one seat reserved each semester.

## FEBRUARY

Impact Series Event

## MARCH

Spring Class Kick-Off Event

## JUNE

Legacy Luncheon

## JULY

NP Appreciation Luncheon

## AUGUST

Impact Series Event

## SEPTEMBER

Fall Class Kick-Off Event

## NOVEMBER

Leadership Luncheon

## DECEMBER

YLC Holiday Party





## **Legacy Event Sponsor \$2,500**

The Legacy Luncheon is a special invitation only event for YLC's past and present board members. This is a high level, networking event designed to recognize the impact and contribution of YLC's leadership over the years.



# CLASS SPONSORSHIPS

## **NAMED SCHOLARSHIP: \$1,200**

Provide a scholarship for a minority or nonprofit employee who cannot afford YLC tuition.  
(20 available)



# LET'S CONNECT!



@YLCNASHVILLE



[LINKEDIN.COM/COMPANY/YOUNGLEADERSCOUNCIL](https://www.linkedin.com/company/youngleaderscouncil)



YOUNG LEADERS COUNCIL

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