



# young | leaders | council

TRAINING TOMORROW'S LEADERS

## 2024 SPONSORSHIP GUIDE

Updated 1.22.24



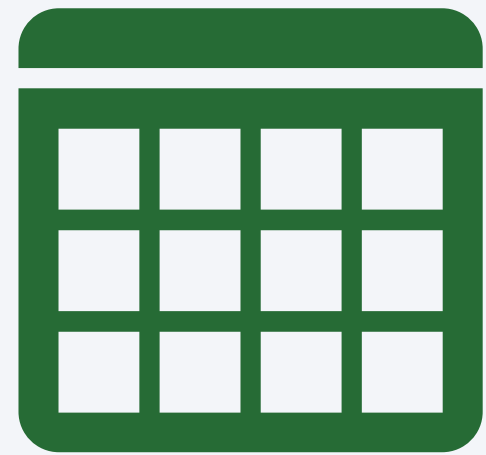


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TRAINING TOMORROW'S LEADERS

Young Leaders Council is committed to replenishing the Nashville volunteer base by offering an immersive 11-week board development training program designed to appeal to emerging leaders in our community. Since 1985, YLC has trained more than 3,000 young professionals to effectively serve on the boards of over 400 local nonprofit agencies.

# Quick Facts About YLC



1985  
YLC was  
founded



3000+  
YLC Alumni



170+  
Participants  
per year



400+  
Nonprofits  
Served



5  
Cohorts hosted  
per year





Ron Hodges | Nashville Spring 2023  
Co-Managing Partner for Barkley & Hodges Group at Compass RE

As a Nashville Spring 2023 graduate of the Young Leaders Council program, I am grateful for the profoundly positive impact it has had on my life. This program provided me with a unique opportunity to expand my leadership skills and knowledge base both personally and professionally. I have become a more confident and effective communicator, capable of expressing my ideas with clarity and influencing others positively. YLC was transformative for me and enhanced my networking, communication, leadership, and decision-making abilities - setting the stage for me to contribute positively to the Nashville nonprofit community.

Kristin Byrne Ohlmansiek | Junior League 2023  
Senior Brand Marketing Manager with 1-800-FLOWERS.COM, INC.

As a graduate of the YLC Junior League cohort, I feel empowered to have a direct impact on the Nashville community. Not only have I made lifelong friendships throughout the program, but I was granted the chance to network with Nashville leaders who took time to mentor each of us. Through YLC, I gained everyday tangible skills that have propelled me in my corporate career, along with enabling me to secure an internship board seat. The program has been the catalyst of a mindset shift for me to think more broadly and left me with a passion for dialogue.



Michael Van Rite | Nashville Spring 2023  
Operations Planning Manager - North America for Philips

I moved to Nashville in 2019 to be part of a vibrant community. For almost 40 years, the Young Leaders Council (YLC) has been a talent factory; fostering a culture of service and gratitude through nonprofit board leadership. Throughout YLC's 11-week program, I met personable and approachable industry experts who taught fundamental board skills. On top of learning from instructors, I gained increased perspective from a diverse class of cohort members. As a new YLC alumni, I am part of an ecosystem of over 3,000 likeminded board leaders. I am beyond excited to continue to grow with YLC and partner in driving deep impact projects in our nonprofit community.



Developing a Diverse Pipeline of Future Community Leaders.





Laura Killeen | Nashville Fall 2023  
Senior Director, Strategy & Performance for Ankura

The YLC program introduced new perspectives and ways of working together that often only come with years of experience. While the program was based on the foundation of nonprofits, I can leverage many of the situations and scenarios in my day-to-day roles as a professional, volunteer, friend, wife, and mother. If community engagement interests you, I highly recommend YLC to provide perspective and opportunity to make Nashville a great place to live.

Jacob Hodges | Nashville Fall 2023  
Program Manager with Premier Private Wealth

The YLC training has enhanced my leadership skills, enabling me to bring innovative problem-solving to our organization and contribute meaningfully to the Nashville nonprofit community by fostering collaboration and community impact. Direct exposure to seasoned nonprofit professionals and lifelong board members offers insights into a wealth of experience and wisdom. Their stories and materials fast-track learning, providing a valuable shortcut through years of experience.



Kevin Guice | Nashville Fall 2023  
Finance Manager for Amazon

The greatest benefit from participating in the YLC program has been the increased awareness and knowledge I now have on fundamental nonprofit board skills. My professional network and connection to other young leaders has also increased. I plan to leverage what I've learned from YLC, particularly in the areas of collaboration, diversity, conflict management, and strategic planning, to effectively drive results in my everyday work, and as I grow in my career.



Supporting Long-term Growth and Success for the Nashville  
Nonprofit Community.





A close-up photograph of a pair of hands gently cupping a small, young plant. The plant has a thin, reddish-brown stem and several small, green, oval-shaped leaves. At the top of the stem, there are several small, green, unopened flower buds. The hands are holding the plant from the bottom, with the soil visible between the fingers. The background is a soft, out-of-focus bokeh of warm, golden light, suggesting an indoor setting with natural light. The overall mood is one of care, nurturing, and growth.

# INVEST IN YLC

2024 SPONSORSHIP OPPORTUNITIES



# COMMUNITY PARTNERS

You're in good company

AllianceBernstein	LBMC
Amazon	Mars Petcare
Ankura	Massey College of Business at Belmont Univ.
Asurion	The Memorial Foundation
Brasfield & Gorrie, LLC	Nashville Electric Service (NES)
CAPTRUST Brentwood	Northwestern Mutual
Caterpillar Financial Services	people3
Clark Construction	Piedmont Natural Gas
The Community Foundation of Middle TN	Pinnacle Financial Partners
CoreCivic Foundation	PNC Bank
Deloitte	Polsinelli
Dollar General	PwC
Fifth Third Bank	R.C. Mathews Contractor
FirstBank	Renasant Bank
Fourth Capital	RSM
The Frist Foundation	Spencer Fane Bone McAllester, PLLC
Gresham Smith	Tennessee Bank & Trust
The Hays Foundation	Tractor Supply Company
HCA Healthcare   TriStar Health	Tractor Supply Company Foundation
HCA Healthcare Foundation	Truist Bank
Holland & Knight, LLP	Truist Foundation
KPMG	Turner Construction Company
KraftCPAs, PLLC	



# Annual Presenting Sponsor

## \$15,000

As an Annual Presenting Sponsor, your company will receive maximum exposure with YLC program participants, alumni and nonprofit partners throughout the year! Annual Presenting Sponsor benefits include:

- Exclusive logo placement on the YLC home page and acknowledgement at every 2024 YLC event
- "Save-A-Seat" privileges and paid tuition for up to two program participants for the year (1 in both the Spring and Fall Nashville Cohorts)
- Logo placement in the YLC e-newsletter (distributed to over 5,000 individuals monthly)
- The opportunity to host and/or provide welcome remarks for the incoming training program participants during the spring or fall Opening Session
- The opportunity to provide opening remarks or present the Young Leader of the Year and Legacy of Leadership Award during the 2024 Leadership Luncheon
- One named, premium table of 10 at the Leadership Luncheon with acknowledgement from the podium and in all Luncheon promotional materials
- One featured interview with a leader from your company in the YLC E-Newsletter and shared on social media
- Three tickets to all YLC continuing education, social engagement, and nonprofit appreciation events.

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







# 2024 LEADERSHIP LUNCHEON

Each year, Young Leaders Council convenes more than 300 alumni, community partners and corporate supporters for its annual Leadership Luncheon fundraising event. The Leadership Luncheon is Nashville's premiere event focused on advancing discussions surrounding nonprofit board and executive leadership development and offers a unique opportunity to network with a diverse group of professionals spanning the Middle Tennessee business community. YLC's 2024 Leadership Luncheon will be held on November 14th at the Music City Center.

*Anticipated attendance: 350*

# PREVIOUS KEYNOTE SPEAKERS

- Butch Spyridon, Nashville Visitors & Convention Corp, and Kevin Lavender, Fifth Third Bank (2023)
- Marcus Whitney, Founding Partner of Jumpstart Nova; Tiffany Kerns, Exec. Director for CMA Foundation; and Courtney Ross, Senior Manager of Community Engagement for Amazon (2022)
- Hal Cato, CEO of Thistle Farms; Henry Hicks, President & CEO of NMAAM; and Sarah Gardial, Dean of the Massey College of Business at Belmont University (2021)
- 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 & CEO, 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)



# LEADERSHIP LUNCHEON

## SPONSORSHIP LEVELS

### Gold Sponsor \$5,000

- Offers category exclusivity and maximum event exposure
- Company recognition from the event podium and in the event press release.
- Logo placement on the YLC website, around the room and on event screen(s), invitations, promotional materials, and printed program.
- Named, premium placement table of 10.
- Vendor booth opportunity.

4 available

### Silver Sponsor \$2,500

- Logo placement on the YLC website, on event screen(s), invitations, promotional materials, and printed program
- Recognition in the event press release.
- Named, premium placement table of 10.
- Vendor booth opportunity.

5 available

### Table Sponsor \$1,500

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

20 available

### Patron Sponsor \$500

- Recognition on YLC website and event program
- Admission for up to 5 guests.

### Friend Sponsor \$350

- Recognition on YLC website and event program
- Admission for up to 2 guests.



# Event Sponsorship Options

## Educational Event Sponsorship (\$3,500 and \$5,000)

Sponsorship of one of YLC’s educational events provides your company with promotional exposure and access at either the YLC spring or fall **Opening Session, Nonprofit Tour, OR "Impact Series" Continuing Education** events.

*Anticipated attendance: 65 - 100 depending on the event.*

## Special Event Sponsorship (\$3,500 and \$5,000)

Sponsorship of one of YLC’s special events provides exposure and access at YLC networking or social engagement events for participants, alumni, and nonprofit partners, including the annual **Nonprofit Appreciation Luncheon, Legacy Council Holiday Party, or Alumni Engagement Social Events.**

*Anticipated attendance: 50-100 depending on the event.*

**Additional Benefit:** As an added benefit, Special Event and Educational Event Sponsors may also reserve one seat in the spring OR fall Nashville Cohort for a young professional at your company. \*\*Candidate must meet YLC requirements and complete each step of the application process. **Tuition is not included.** Only one seat reserved.

### MARCH

- Spring Cohort Opening Session

### APRIL

- Spring Nonprofit Tour
- Continuing Education Event

### May

- Alumni Engagement Social Event
- Nonprofit Appreciation Luncheon

### SEPTEMBER

- Fall Cohort Opening Session
- Continuing Education Event

### OCTOBER

- Fall Nonprofit Tour
- Alumni Engagement Social Event

### NOVEMBER

- Leadership Luncheon

### DECEMBER

- Legacy Council Holiday Party



# Legacy Council Event Sponsor

## \$3,500 and \$5,000



The Legacy Council Event is a special invitation only initiative for YLC's past and present board members, major donors and recipients of the Young Leader of the Year Award. This is a high-level, networking event designed to engage with and recognize the lasting impact of our board leaders and top-performing alumni over the years.

*Anticipated attendance: 60-75*





# CLASS SPONSORSHIPS

## **SAVE A SEAT: \$1,500**

Save a seat in one class for a young professional within your company. All candidates must meet YLC program requirements and complete the full admissions process. Tuition is not included.

## **NAMED SCHOLARSHIP: \$2,000**

Provide scholarship funds to support a minority applicant or nonprofit employee that needs financial assistance to participate in the program.



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**Custom event sponsorship packages are available.**

**For more information, please contact:**

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YOUNG LEADERS COUNCIL