



# young | leaders | council

TRAINING TOMORROW'S LEADERS

## 2023 SPONSORSHIP GUIDE

Updated 6.29.23

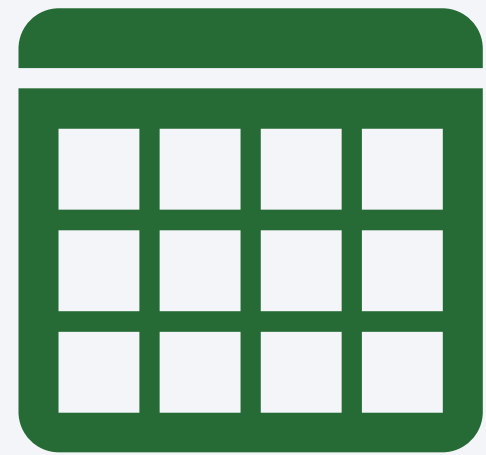


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TRAINING TOMORROW'S LEADERS

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





Chris Smith | Nashville Class 78  
Director of Business Analytics for A.O. Smith

I enjoyed meeting and networking with all of my YLC cohort members. It was inspiring to see so many remarkable people who are looking to have a positive impact within the greater Nashville area. The instructors were engaging and insightful. They are also bonafide stars within the community who made the material come to life with interactive activities and real-life examples.

Queenie Lux | Nashville Class 78  
Manager, Clinical Informatics Operations for HCA Healthcare

Young Leaders Council helped me gain a newfound energy that I didn't realize I was missing. The passion from each instructor solidified just why I joined YLC in the first place – to give back to the communities around me and to better support those in need. The internship placement portion of the program has also been very beneficial for me. As a YLC board intern, I am able to engage with other board members to listen and learn how they make decisions that ultimately impact the organization overall.



Shannon Baldwin-Davis | Williamson County 2021  
Vice President for National Accounts | U.S. Digital Buildings for Schneider Electric

I enjoyed the opportunity to expand my knowledge of non-profit board service. All of the speakers were highly engaging. Even in a virtual environment, YLC encouraged participation, and we had the opportunity to break out into small groups and practice the skills we learned. YLC is an excellent program for networking, community involvement, and an enjoyable and rewarding experience.

Developing a Diverse Pipeline of Future Community Leaders.





A pair of hands is shown holding a small green seedling with soil. The seedling has several small green leaves and a thin brown stem. The hands are cupped around the base of the plant, which is still in the soil. The background is a soft-focus image of a person's face, suggesting a connection between the person and the growth. The overall tone is warm and hopeful.

# INVEST IN YLC

2023 SPONSORSHIP OPPORTUNITIES



# COMMUNITY PARTNERS

You're in good company

AllianceBernstein	LBMC
Amazon	LogicForce
Ankura	Mars Petcare
Asurion	Massey College of Business at Belmont Univ.
Batch	The Memorial Foundation
Brasfield & Gorrie, LLC	Nashville Electric Service
Caterpillar Financial Services	Northwestern Mutual
The Community Foundation of Middle TN	people3
CoreCivic Foundation	Piedmont Natural Gas
Deloitte	Pinnacle Financial Partners
Dollar General	PNC Bank
Farmers Insurance - Ware Agency	Polsinelli
Fifth Third Bank	PwC
FirstBank	RC Mathews Contractor
Fourth Capital	Spencer Fane Bone McAllester, PLLC
The Frist Foundation	Synovus Bank
Gresham Smith	Tennessee Bank & Trust
The Hays Foundation	Tractor Supply Company
HCA Healthcare   TriStar Health	Truist Bank
HCA Healthcare Foundation	Turner Construction Company
Ingram Industries, Inc.	Waller Lansden Dortch and Davis
KraftCPAs, PLLC	Wells Fargo Bank



# Event Sponsor Options

**Educational Event Sponsorship** (\$3,500 and \$5,000) provides your company with exclusive exposure at the YLC spring or fall Opening Session OR one of two YLC "Impact Series" Continuing Education events.

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

**Special Event Sponsorship** (\$5,000) provides exposure at YLC Special Networking Events for participants, alumni, and nonprofit partners, including the annual Nonprofit Appreciation Luncheon, Legacy Council Reception, or Alumni Social Events.

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

**Additional Benefit:** Special Event and Educational Event Sponsors may also reserve one seat in the Nashville Cohort (Spring or Fall) for a young professional at your company. \*\*Candidate must meet YLC requirements, be interviewed, and admitted. **Tuition is not included.** Only one seat reserved each semester.

## MARCH

- Spring Cohort Opening Session
- Alumni Engagement Social Event

## APRIL

- Spring Virtual Nonprofit Tour
- Continuing Education Event

## JUNE

- Nonprofit Appreciation Luncheon

## SEPTEMBER

- Fall Cohort Opening Session
- Continuing Education Event

## OCTOBER

- Fall Virtual Nonprofit Tour
- Alumni Engagement Social Event

## NOVEMBER

- Leadership Luncheon

## DECEMBER

- Legacy Council Reception

# 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 2023 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 4,000 individuals monthly),
- The opportunity to provide welcome or closing remarks for the incoming training program participants during the spring or fall Opening Session.
- An opportunity to present the Young Leader of the Year or Legacy of Leadership Award during the 2023 Leadership Luncheon.
- One named, premium table of 10 at the Leadership Luncheon with acknowledgement from the podium and in all printed and electronic Luncheon promotional materials.



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



# Legacy Council Event Sponsor

## \$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 apply and follow the standard admissions process. Tuition is not included.

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

Provide funds to support scholarship assistance for a minority participant or nonprofit employee that is unable to afford the program.



A large group of people, mostly young adults, are seated at round tables in a well-lit room. They are clapping and smiling, suggesting a celebratory or appreciative atmosphere. The tables are set with white linens, glassware, and plates. The background is slightly blurred, focusing attention on the people in the foreground.

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## 2023 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 2023 Leadership Luncheon will be held on November 9th at the Music City Center.

*Anticipated attendance: 350*



# PREVIOUS KEYNOTE SPEAKERS

- 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 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 on the YLC website, 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 the YLC website, 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 the YLC website, event screen(s), 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
- 20 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



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**Custom event sponsorship packages are available.**

**For more information, please contact:**

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