

**16th Annual General Hugh Shelton  
Leadership Forum**  
NC State University —McKimmon Center  
November 3rd, 2017



*Strategies for Effective Leadership*  
*— What's Your Game Plan?*



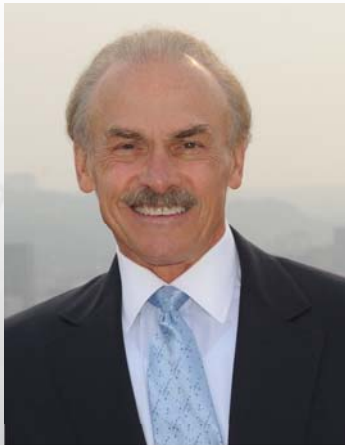
**General H. Hugh Shelton**

*USA (Ret.) 14th Chairman,  
Joints Chief of Staff*



**Thurl Bailey**

*(Ret.) NBA Player of the Utah Jazz &  
the Minnesota Timberwolves*



**Rocky Bleier**

*Vietnam Veteran & 4-Time NFL  
Super Bowl Champion*



**Mallory Weggemann**

*2012 Paralympic Gold Medalist*



# 16th Annual General Hugh Shelton Leadership Forum



## SPONSOR PACKAGE — DIAMOND LEVEL — \$20,000

### TANGIBLE BENEFITS

- ◆ COMPANY ID VISIBLE/AUDIBLE DURING THE EVENT
  - + I.D. in Shelton Media (print media, campus video, publication)
  - + Guaranteed I.D. in Non-Measured Media
    - + On-site signage
    - + 1 Banner, 4' x 6' located on stage
    - + 5 second spots repeated 30 times (jumbo screen @ main stage, etc.) during luncheon
  - + Scripted Recognition/Program Spotlight
  - + 20 Planned Tweets during the event, upon request
- ◆ PUBLICATIONS/COLLATERAL MATERIALS WITH COMPANY NAME OR LOGO
  - + Program Book
  - + Event Schedules
  - + Pre-conference print and “web blast” marketing to more than 70,000 leaders
  - + Print publications such as Triangle Business Journal
- ◆ COMPANY EXHIBIT
  - + 8' x 8' Exhibit Booth on-site, upon request
- ◆ TICKETS & HOSPITALITY
  - + 40 Registrations (\$169 each, early bird rate value for total of \$6,760) for corporate professional development or client relations (Contributions above value of complimentary tickets are tax deductible)
  - + Gift of Shelton Leadership coin for new corporate guests
  - + Photo Opportunities with General Shelton and other featured speakers
- ◆ GUARANTEED LONG TERM WEB VISIBILITY OF COMPANY LOGOS
  - + Company Logo on the Shelton Website (maintained for 3 years following event)
- ◆ DEAL TERMS
  - + Right to use Designation(s) as “official sponsor” / ”proud sponsor”
  - + Industry Exclusivity, if requested

# 16th Annual General Hugh Shelton Leadership Forum



## SPONSOR PACKAGE — DIAMOND LEVEL — \$20,000

### INTANGIBLE BENEFITS

#### ◆ PRESTIGE

- + The Shelton Forum is a nationally recognized, premier leadership event.
- + Association with other featured speakers
- + Affiliation with NC State University, a Tier I research intensive university

#### ◆ RECOGNIZABILITY AND AWARENESS

- + This event draws heavily from the Triangle Area, regionally, and also from surrounding states.
- + And is the only program of its type offered in the Triangle area.

#### ◆ NETWORKING & MARKETING

- + There are many opportunities with an audience comprised largely of executive level professionals to network. On-site attendees are approximately 60% male/40% female.

>21	=	5%	(student leaders)
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- + The audience age is approximately:

21-30	=	20%
31-50	=	40%

- + Sponsorship Loyalty – Though the leadership forum theme varies each year, more than 50% of sponsors renew their support each year, with new donors added annually.



# Shelton Leadership Forum Sponsorship Levels

November 3, 2017-NC State University

## **Diamond Level ~ \$20,000**

40 Registrations (\$169 each, early bird rate value for total of \$6,760) for corporate professional development or client relations (Contributions above value of complimentary tickets are tax deductible)

## **Platinum Level ~ \$10,000**

25 Registrations (\$169 each, early bird rate value for total of \$4,225) for corporate professional development or client relations (Contributions above value of complimentary tickets are tax deductible)

## **Gold Level ~ \$5,000**

8 Registrations (\$169 each, early bird rate value for total of \$1,352) for corporate professional development or client relations (Contributions above value of complimentary tickets are tax deductible)

## **Silver Level ~ \$2,500**

4 Registrations (\$169 each, early bird rate value for total of \$676) for corporate professional development or client relations (Contributions above value of complimentary tickets are tax deductible)

## **Bronze Level ~ \$1,000**

2 Registrations (\$169 each, early bird rate value for total of \$338) for corporate professional development or client relations (Contributions above value of complimentary tickets are tax deductible)

*\*Please notify our office if you prefer not to accept the complimentary tickets to receive the full tax deduction\**

## **Payment Options**

1. We would like to pay by credit card over the phone – please call 919-219-0466
2. Our check for \$\_\_\_\_\_ is enclosed. (Make checks payable to N.C. State Foundation – Shelton Leadership Forum)
3. We would like to submit our payment in the mail and pay by credit card as follows:  
 Visa                       MasterCard                       American Express                       Discover  
Card Number \_\_\_\_\_  
Name as appears on card \_\_\_\_\_ Expiration Date \_\_\_\_\_  
Signature \_\_\_\_\_

**Contact Information Name:** \_\_\_\_\_

**Telephone Number:** (    ) \_\_\_\_\_ **Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_

## **Return**

General H. Hugh Shelton Leadership Center    919-219-4666 (phone)  
Leadership Forum Coordinator                      919-513-0148 (fax)  
BOX 7401, NCSU    [dlreno@ncsu.edu](mailto:dlreno@ncsu.edu)  
Raleigh, NC 27695-7401

Please make checks payable to N.C. State Foundation – Shelton Leadership Forum  
An official receipt will be mailed for your records. NC State University Foundation, Inc. - (Tax ID # 56-6049503)