

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



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



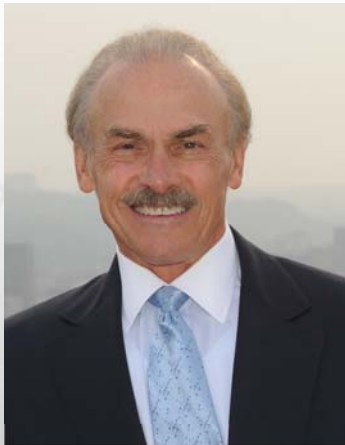
General H. Hugh Shelton

*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



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SPONSOR PACKAGE — PLATINUM LEVEL — \$10,000

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
 - + 10 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
- ◆ TICKETS & HOSPITALITY
 - + 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)
 - + Gift of Shelton Leadership coin for new corporate guests
- ◆ 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”

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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
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)