

# 2021

## LEADERSHIP LOUISVILLE LUNCHEON

IN PARTNERSHIP WITH:



PRESENTING SPONSOR:



OCTOBER 5, 2021 | NORTON SPORTS & LEARNING CENTER

### ABOUT THE EVENT

The annual Leadership Louisville Luncheon is a must-attend civic event that gathers nearly 1,000 of the region's most influential leaders to build connections and together tackle the major issues of our time. Hosted annually by the Leadership Louisville Center, the event attracts attendees representing leaders from large corporations, small business, government, and the nonprofit community who want to help gain momentum for strategic regional priorities. Keynote speakers include top leaders from around the U.S. who can speak to our common challenges and opportunities to make Louisville a top-tier city. The 2021 event will be hosted at the new Norton Healthcare Sports & Learning Center, located on the Louisville Urban League Sports & Learning Campus, a 24-acre, multi-sport complex located in Louisville's Russell neighborhood that opened in February 2021. Sponsors and attendees will enjoy networking beginning at 10 am, a program at 11 am, followed by lunch within the venue from 12-1 pm.

### WHY ATTEND?

This premier networking event is your opportunity to build new relationships among our region's top decision-makers and have a voice in a competitive vision for Louisville's future. It is the gathering place for those committed to the success of our city and larger region, who also want to increase their organization's visibility. You'll hear from innovative leaders who challenge our current thinking and bring fresh ideas as we work to achieve more together. If you wish to be on the edge of our community's innovation and development and engage with those who are dedicated to shaping that vision, don't miss the 2021 Leadership Louisville Luncheon.

### EXPOSURE AND IMPACT

**This annual event offers your organization the opportunity to be among an elite group of businesses and leaders who are the pulse of our community's success.**

HERE ARE SOME OF THE RECENT EVENT DEMOGRAPHICS:

- Attendees are predominantly senior-level established leaders, many of them C-suite executives, with high-potential emerging leaders in attendance as well. Over 70% are working at a director level or above.
- Demographic Profile by Title: Executive 53%, Director 20%, Manager 9%, Specialist/Consultant 10%, Assistant/Other 8%.
- Over 230 different companies and organizations regularly attend, including the area's top five largest publicly traded companies, one Fortune 100 and two Fortune 500 companies, and several large private-sector employers such as UPS and Ford Motor Company.
- Industries represented include: Businesses from large to small, Professional services (Accounting, Law, Real Estate, Builders, Financial Services, Insurance, etc.), Education, Government, Healthcare, and Nonprofit organizations.

MORE INFORMATION AT  
[LEADERSHIPLOUISVILLELUNCHEON.ORG](http://LEADERSHIPLOUISVILLELUNCHEON.ORG)

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THIS YEAR'S KEYNOTE SPEAKER



### MAX SIEGEL

CEO, USA TRACK & FIELD

As hundreds of Olympic athletes prepare and compete in an event that will change and define their careers, behind the scenes is a leader who has been planning and making way for their moments of glory. Max Siegel is a nationally renowned sports and entertainment executive who has been the CEO of USA Track & Field (USATF) since 2012. Under Siegel's leadership and direction, USATF's increased investment in sport science programs and prize money and the athlete revenue distribution plan have been the hallmarks of elite athlete funding and support that is unprecedented in the Olympic family.

His achievements at USATF further complement Siegel's more than 25-year track record of financial growth and competitive success in sports and entertainment. He has made history already, first as the first African American to graduate with honors from The Notre Dame Law School and next as the highest ranking African-American executive in NASCAR while President of Global Operations at Dale Earnhardt Inc. He is an author, film producer, led one of the most profitable divisions in the Sony BMG system, is the owner of Rev Racing (where he led NASCAR's Drive for Diversity program), and is an active board member with the Ross Initiative in Sports for Equality.

At the 2021 Leadership Louisville Luncheon, we'll kick off the event by learning from Siegel's business success and community impact, as well as how sports can create positive change on matters of race and equality.

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# SPONSORSHIP

## LEVELS & BENEFITS

	<i>Only one available!</i> <b>PLATINUM</b> \$10,000	<i>Only one available!</i> <b>RECEPTION</b> \$10,000	<b>GOLD</b> \$7,500	<b>SILVER</b> \$5,000	<b>BRONZE</b> \$3,500	<b>TABLE</b> \$2,000	
<b>EXCLUSIVE BRANDING OPPORTUNITIES</b>	Logo prominently displayed at Luncheon	■					
	Company name and sponsorship level in event press release	■	■	■	■		
	Advertisement in event program	<b>1/2 PAGE</b>	<b>1/4 PAGE</b>	<b>1/4 PAGE</b>			
	Video aired at event	<b>30 SEC.</b>	<b>30 SEC.</b>	<b>30 SEC.</b>			
	Company logo display on all print materials (including invite, program, signage, and A/V)	■ <i>Prominent Display</i>	■ <i>Prominent Display</i>	■ <i>Prominent Display</i>	■	■	
	Company logo and link on web and e-news communications	■ <i>Prominent Display</i>	■ <i>Prominent Display</i>	■ <i>Prominent Display</i>	■	■	
	Company logo in event advertising	■ <i>Prominent Display</i>	■	■	■	■	
Company name only on event program, signage, and website/e-news communications						■	
<b>HIGH IMPACT OPPORTUNITIES</b>	Speaking opportunity from podium during event	■					
	Company executives seated at the head table	<b>2 SEATS RESERVED</b>	<b>1 SEAT RESERVED</b>	<b>1 SEAT RESERVED</b>			
	Tickets to private pre-event Reception	<b>FOR ALL ATTENDEES</b>	<b>FOR ALL ATTENDEES</b>	<b>UP TO EIGHT</b>	<b>SIX</b>	<b>FOUR</b>	<b>TWO</b>
	Exclusive presenting sponsorship of pre-event Reception		■				
	Speaking role for company executive during pre-event Reception		■				
	Exhibit table at pre-event Reception		■				
<b>UNPARALLELED VALUE</b>	Two tables of eight with company name/logo and priority seating	■					
	Table for eight with company name/logo and priority seating		■	■	■	■	
	Table for eight with company name only and priority seating					■	

**INTERESTED IN SPONSORSHIP? CONTACT JENNIFER STEVENS AT  
(502) 561-5231 OR JSTEVENS@LEADERSHIPLOUISVILLE.ORG**

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OCTOBER 5, 2021 | NORTON SPORTS & LEARNING CENTER

### SPONSORSHIP LEVEL | *Check One*

- PLATINUM** (\$10,000)     **RECEPTION** (\$10,000)     **GOLD** (\$7,500)     **SILVER** (\$5,000)  
 **BRONZE** (\$3,500)     **TABLE** (\$2,000)

### COMPANY/ORGANIZATION NAME

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Contact Name \_\_\_\_\_

Contact Phone \_\_\_\_\_ Contact Email \_\_\_\_\_

### PAYMENT METHOD | *Select One*

#### CHECK

- My check is enclosed in the amount of \$\_\_\_\_\_ (payable to Leadership Louisville Foundation, Inc.)

#### CARD

- Charge my credit card in the amount of \$\_\_\_\_\_.

Card type: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Signature: \_\_\_\_\_

#### INVOICE

- Please mail me an invoice for my total sponsorship amount.

#### Return this completed form via mail or e-mail to:

Leadership Louisville Center  
Attn: Jennifer Stevens  
711 W. Main St., Suite AA, Louisville, KY 40202

Phone: (502) 561-5231  
Main line: (502) 561-0458  
Email: [jstevens@leadershiplouisville.org](mailto:jstevens@leadershiplouisville.org)



PRESENTING SPONSOR:



Foundation