

The
Alabama Leadership Conference

Hosted by
**Troy University's
Continuing Education**

2016 Sponsorship Guide

TROY

UNIVERSITY™

The
Alabama Leadership Conference

Are You Leadership Ready?



Gain insight into building your organization's leadership pipeline to the future at The Alabama Leadership Conference 2016. Though many organizations think about the senior executive retirement boom, few have hard and fast plans to secure a successful future. Participants at this year's conference will gain insight and strategies to propel their organizations into the next phase of leadership.

Although the River Region is fortunate to have TROY's Continuing Education offering high quality leadership programs to many organizations through leadership academies and more, it is rare to have an intense conference at your doorstep that covers the pressing leadership development and transition issues we face held in a one-day program with your peers.

As a **conference sponsor**, your organization will receive conference benefits and recognition before 150 emerging leaders and executive leaders of public and private sector organizations across all industries – healthcare, accounting, banking, law enforcement, transportation, technology, real estate, distribution, social services, manufacturing, leisure, education, hospitality, government and more.

Highlights of this year's conference program include (in order of schedule):

- **Deborah Reeser McKinnon**, partner with Blanchard Companies and CEO of Deborah McKinnon Consulting is a nationally recognized leadership speaker and consultant utilized by clients including Southwest Airlines, Chick-fil-A, Premier Inc Healthcare, Verizon, Capital One, PepsiAmericas, Bank of America and more.
- Experienced leaders will be sharing their insights in concurrent sessions including **Communicating the Strategic Vision, Creating Your Future Leadership Team, and Leading with Ethical Behavior—Not Just the Rules.**
- **John Riley**, nationally known leadership and motivational speaker, utilized by DuPont Chemical, Pursell Technologies, Stay Green Plant Company, Starbucks Coffee Company, and more.
- **"Innovating the Future,"** a panel discussion of emerging leaders from the Millennial generation alongside senior executives from the Boomer generation.
- **Sharon Lovoy**, President of Lovoy's Teamworks, Inc. and internationally known leadership trainer and consultant, has worked with over 300 clients including Mercedes Nenz, Energen, American Cast Iron Pipe Company, Delta Leadership Institute and UAB Health Systems.

Sponsorship Levels

GOLD SPONSOR - \$5,000

- Prominent, individual, full color placement of logo* in conference packet
- One page/brochure from organization placed in conference packet
- Logo on website with link to corporate website
- Choice of a keynote or luncheon sponsorship
- Two minute introduction at the podium
- Recognition in pre-conference communications
- Logo on Name Badge
- Individual appearance of logo and name in general session visuals
- Individual banner with logo in general session
- 3 free registrations for the conference and luncheon
- 2 additional registrations at half price
- First refusal, exclusivity for GOLD Sponsorship at 2017 conference

SILVER SPONSOR - \$2,500

- Logo* placement in conference packet
- One page/brochure from organization in conference packet
- Logo on website with link to corporate website
- One minute introduction at the podium
- Logo and name in General Session visuals
- Recognition in pre-conference communications
- 2 free registrations for the conference and luncheon

BRONZE SPONSOR - \$1,000

- Logo* placement in conference packet
- Logo on website
- Logo in General Session visuals
- Mention in Conference Emails
- 1 free registration for the conference and luncheon

**Electronic format of the logo must be received by April 28, 2016*

Contact Continuing Education today

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SPONSORSHIP COMMITMENT FORM

Please complete and return to Troy University, Continuing Education, Kathy Farley,
P.O. Box 8368, Dothan, AL 36304, kfarley@troy.edu, or fax to 334-983-0009.

- Gold Sponsor (\$5,000) Silver Sponsor (\$2,500) Bronze Sponsor (\$1,000)

Please print

Business or Organization Name:
Contact Person:
Mailing Address:
State, City and Zip:
Contact Telephone:
Contact Email:

Thank you!

The Alabama Leadership Conference
May 12, 2016
8:30 am – 4:30 pm
Troy University, Montgomery Campus
Whitley Hall – Gold Room