



LEADERSHIP DEVELOPMENT | AWARDS | NETWORKING

THURSDAY, JULY 13, 2017 • REGIONS FIELD • BIRMINGHAM

alabamaypsummit.com

YP **THIS IS ALABAMA**
YOUNG PROFESSIONALS
SUMMIT 2017

SPONSORSHIP INFORMATION

SPONSORSHIP DEADLINE: MAY 20, 2017

ALABAMA
MEDIA GROUP



Dear Community Leader,

Please join us for the 3rd annual **Alabama Young Professionals Summit**, hosted by **This is Alabama** on Thursday, July 13, 2017, at Regions Field in downtown Birmingham from 11:00 am-6:00pm. The mission of the **This is Alabama YP Summit** event is to connect young professionals and leaders to maximize impact within their own organizations and across their communities.

We expect better-than-ever attendance this year due to **This is Alabama**, a growing social movement (connect with us on Facebook). **This is Alabama** is a social community movement with 180,000 local followers. In addition, the YP Summit draws a quality audience with its partnership with YP organizations and their members.

Attendees can expect personal and professional development, forums for community conversations and interactive elements such as a festive YP awards reception hosted by Birmingham magazine and YP Birmingham.

Complimentary registrations are included with the sponsorship opportunities outlined in this packet. Send your team - this is a great opportunity to foster your employees' professional growth. Find the schedule, registration information and continual program updates on our website at www.alabamaypsummit.com.

We hope that you and your company will partner with us to make this event highly successful. The deadline to confirm your sponsorship commitment and send in advertisement artwork is Friday, May 20, 2017. Please contact Christine Marsh at events@al.com or 205.325.3189 - let's discuss what success at this event looks like to you.

Sincerely,

A handwritten signature in blue ink that reads 'Tom Bates'.

Tom Bates
President
Alabama Media Group



THE EXPERIENCE

MARKETING & RECRUITMENT OPPORTUNITIES

More than 400 young professionals will be front and center to learn about your company.

LEADERSHIP DEVELOPMENT

Professional and personal development tracts featuring local leaders and entrepreneurs sharing their success stories

AWARDS CELEBRATION

Recognizing individuals and organizations that are making a positive impact on their community

PEER NETWORKING

A space for young professionals to engage and inspire one another and also learn more about area YP organization platforms





THE AGENDA

11:00 am - 11:30 pm

Registration

11:30 am - 12:30 pm

Taste Of Birmingham

Festive, networking lunch event featuring tasty treats from your favorite Birmingham restaurants. This event also features free professional headshots and giveaways.

12:30 noon - 1:15 pm

Opening Keynote

"This Is Our Time" featuring Alex Banayan, Author/Speaker

Alex Banayan was named to Forbes "Top 30 Under 30" and was named on of the "Most Powerful People in Finance" by Business Insider following his appointment at Alsop Louie Partners venture capital firm at the age of 19.

Banayan is the author of the upcoming book titled *The Third Door*. The book chronicles Banayan's five-year quest to track down Bill Gates, Lady Gaga, Warren Buffett, Steven Spielberg, Mark Zuckerberg, Maya Angelou and a dozen more of the world's most successful people to uncover how they launched their careers. Banayan is the youngest business author ever signed to Crown/Random House in its eighty-year history.

1:15 pm - 1:30 pm:

Break

1:30 pm - 2:30 pm

Professional Development Breakout Sessions

Innovating Birmingham

Founders: Building Awesome Organizations

2:30 pm - 3:00 pm

Break

3:00 pm - 4:00 pm

Professional Development Breakout Sessions

How To Create Viral Social Content

Legal Rebels For a Cause

4:00 pm - 6:00 pm*

YP Awards and Social hosted by Birmingham Magazine and Young Professionals of Birmingham

Join This is Alabama and Birmingham magazine and YP Birmingham for a celebration of Alabama's leaders. Enjoy good eats, great music, a showcase of top YP groups and brief awards program co-hosted by Young Professionals of Birmingham.

ALEX BANAYAN
KEYNOTE



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR | \$15,000

Exclusive - only 1 available

- The Alabama Young Professionals Summit presented by _____ [YOUR COMPANY]
- Opportunity for a company representative to be positioned as 'Honorary Co-Chairperson' for the event
- Your company logo embedded in print and digital promotional advertisements in AL.com, Birmingham magazine and The Birmingham News from May – July 2017*
- Featured as presenting sponsor on event webpage, media announcements and social media posts from YP Alabama
- Featured as primary sponsor of kickoff with opportunity to make brief podium remarks
- One (1) full page, color advertisement featured in special YP section in Birmingham magazine July issue
- One (1) 10 x 10 corporate exhibit booth – most prominent location
- Up to twenty (20) complimentary registrations valued at \$75.00 each
- Company logo placed on event signage
- *we must have your signed contract and advertisement artwork in hand by May 20, 2017.

GOLD SPONSOR | \$10,000

3 available

- Featured as a major sponsor on event webpage, media announcements and social media posts from YP Alabama
- Exclusive sponsor, select one of the following: salon session breaks (first one, first session)
- One (1) full page, color advertisement featured in special YP section in Birmingham magazine July issue
- One (1) 10 x 10 corporate exhibit booth (complimentary electricity)
- Up to eight (8) complimentary registrations valued at \$75.00 each
- Company logo placed on event signage
- *we must have your signed contract and advertisement artwork in hand by May 20, 2017.

SESSION HOST SPONSOR | \$7,500

3 available

- Ability to host a breakout session and deliver 45 minute presentation (topic must be approved)
- Opportunity to provide 1-2 minute company introduction during hosted session
- One (1) half page, color advertisement featured in special YP section in Birmingham magazine July issue
- One (1) 10 x 10 corporate exhibit table
- Up to eight (8) complimentary registrations valued at \$75.00 each
- Company logo placed on event signage
- Company listed in print promotional advertisements for the event
- *we must have your signed contract and advertisement artwork in hand by May 20, 2017.



SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR | \$5,000

5 available

- Exclusive sponsor, select one of the following: lanyard, bag, career center, first come.
 - One (1) half page, color advertisement featured in special YP section in Birmingham magazine July issue
 - One (1) 10 x 10 corporate exhibit booth
 - Up to eight (8) complimentary registrations valued at \$75.00 each
 - Company logo placed on event signage
 - Company listed in print promotional advertisements for the event
- *we must have your signed contract and advertisement artwork in hand by May 20, 2017.

BRONZE SPONSOR | \$2,500

5 available

- Exclusive sponsor of one (1) breakout session: first come
- One (1) half page, color advertisement featured in special YP section in Birmingham magazine July issue
- One (1) 10 x 10 corporate exhibit table
- Up to six (6) complimentary registrations valued at \$75.00 each
- Company logo placed on event signage
- Company listed in print promotional advertisements for the event

EXHIBITOR BOOTH | \$1,000

5 available

- One (1) 10 x 10 corporate exhibit table
- Up to two (2) complimentary registrations valued at \$75.00 each

ATTENDEE SPONSOR | \$500

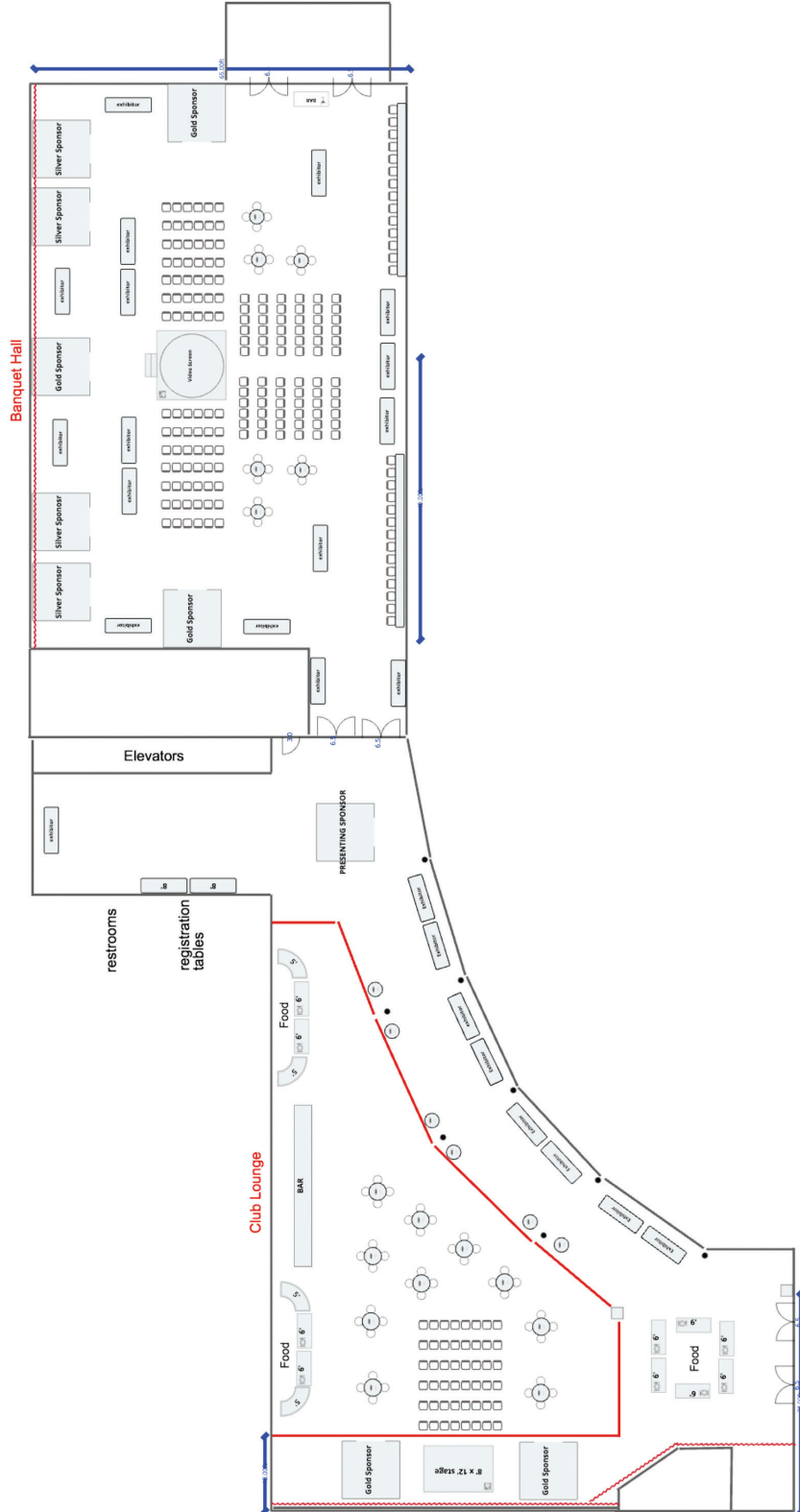
5 available

- Eight (8) registrations for your employees





THE LAYOUT





COMMITMENT FORM

Yes, my company is interested in sponsoring the Alabama YP Summit and Expo at the level(s):

Presenting \$15,000 Gold \$10,000 Session Host \$7,500
 Silver \$5,000 Bronze \$2,500 Exhibitor Booth \$1,000
 Attendee Sponsor \$500 Magazine Ad - Full \$1,000

Our primary company contact for this sponsorship will be:

Name: _____

Title: _____

Address: _____

City _____ State _____ Zip: _____

E-mail: _____

Phone: _____

Our organization would like to serve as a sponsor of the event.

Please send the undersigned a final contract and billing instructions.

Printed Name: _____

Signature: _____

Commitment Deadline: Friday, May 20, 2017. Visit alabamaypsummit.com for program details.

Mail Checks To:

ALABAMA MEDIA GROUP

Attn: Christine Marsh

1731 1st Avenue North Birmingham, AL 35203

Scan and e-mail form to: events@al.com

