



**LEADERSHIP DEVELOPMENT | AWARDS | NETWORKING**

THURSDAY, JULY 13, 2017 • REGIONS FIELD • BIRMINGHAM

[alabamaypsummit.com](http://alabamaypsummit.com)



**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](http://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](mailto: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





# **THIS IS YP** 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 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) 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

## 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) 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

## 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) 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



# SPONSORSHIP OPPORTUNITIES

## SILVER SPONSOR | \$5,000

5 available

- Exclusive sponsor, select one of the following: lanyard, bag, career center, first come.
- 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

## BRONZE SPONSOR | \$2,500

5 available

- Exclusive sponsor of one (1) breakout session: first come
- 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

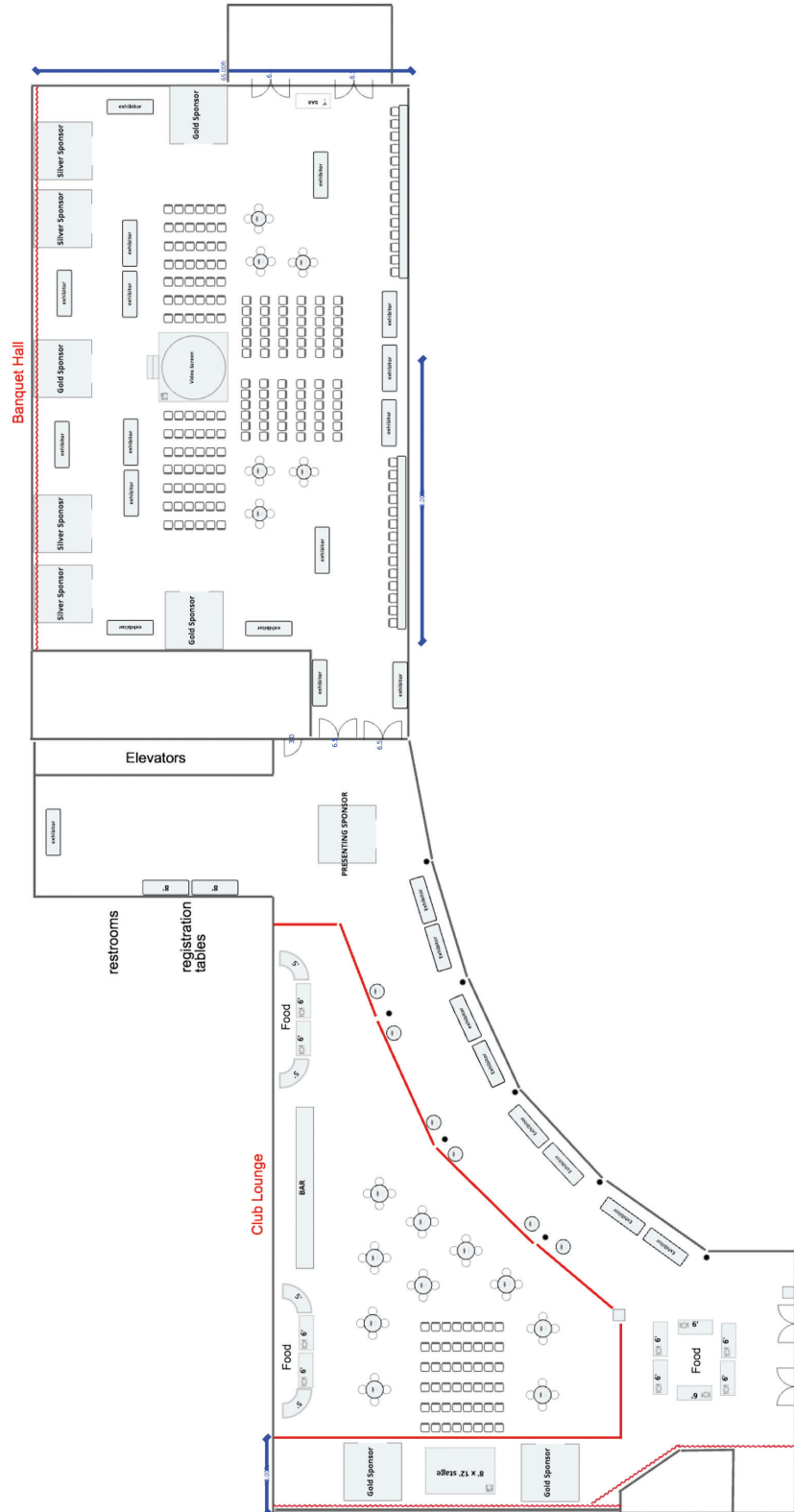
- Eight (8) registrations for your employees



ALABAMA  
MEDIA GROUP



# 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

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, June 9, 2017. Visit [alabamaypsummit.com](http://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**

**ALABAMA**  
MEDIA GROUP