



Young Professionals of Knoxville

Sponsorship Opportunities

2023



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About YPK

Since 2007, Young Professionals of Knoxville (YPK) has worked to enhance Knoxville's image as an exciting, compelling city in which young professionals can thrive. YPK provides leadership and professional development opportunities, fosters a sense of community among the area's young professionals, and strengthens awareness of the talented young leaders in Knoxville.

We're committed to the vision of "our" Knoxville – a place where young professionals serve the community, unite with one another, and inspire greatness. We seek to develop relationships with ambitious, skilled, and selfless young professionals in all industries across Knoxville.

Brandon Clarke and Casey Peters worked with a group of advisers affiliated with Leadership Knoxville to found YPK in August of 2006. The idea stemmed from the desire to establish relationships between Knoxville business owners, the community, and the next generation of business leaders.

Since its inception, YPK has expanded its membership to more than 200 skilled, involved, and energetic young professionals. YPK supports business operations in the region by engaging with and learning from the experiences of community leaders.

YPK members prove our mission of Connect, Develop, and Serve.

Young Professionals of Knoxville is a membership-driven, non-profit organization with a mission to inspire Knoxville's young professionals to connect, develop and serve to build leaders and improve our community.



Expand your reach with YPK.

Facebook followers: 3,500
Instagram Followers: 1,500
Twitter Followers: 1,000
LinkedIn Connections: 1,000
Newsletter Contacts: 1,500

As reported in January 2023

Mission

YPK inspires Knoxville's young professionals to connect, develop, and serve to build leaders and improve our community.



Connect.

Meet other young professionals to make lifelong friends and business connections.

Develop.

Learn directly from the leaders of Knoxville with professional development sessions.

Serve.

Make a difference in the community by participating in a volunteering opportunity.

Organization Sponsor

A YPK organization sponsorship is good for one year and includes the following benefits and promotions.

\$5,000	\$2,500	\$1,000
<ul style="list-style-type: none"> • Large, prominent listing with a short company description and link on the YPK homepage • Listing and link in the YPK webpage footer as a sponsor • Six annual YPK memberships for members of your staff or your choosing (a \$1,200 value) • Logo and link in a monthly newsletter • Personalized social media post announcing sponsorship on Facebook, Instagram, Twitter, and LinkedIn <ul style="list-style-type: none"> ◦ Three quarterly social media posts on each platform following the sponsorship announcement • Recognition at YPK 101 events and quarterly General Membership Meetings • Opportunity to speak at one YPK101 event and one General Membership Meeting (6 opportunities to choose from) • Recognition and two tickets to attend the YPK Impact Awards • Logo on 250 YPK t-shirts • Other perks throughout the year (pop-up event tickets, etc.) 	<ul style="list-style-type: none"> • Listing and link in the YPK webpage footer as a sponsor • Four annual YPK memberships for members of your staff or your choosing (an \$800 value) • Logo and link in a monthly newsletter • Personalized social media post announcing sponsorship on Facebook, Instagram, Twitter, and LinkedIn <ul style="list-style-type: none"> ◦ subsequent posts 6 months later. • Recognition at YPK 101 events and quarterly General Membership Meetings • Opportunity to speak at a YPK101 event or a General Membership Meeting (6 opportunities to choose from) • Recognition at Impact Awards • Logo on 250 YPK t-shirts • Other perks throughout the year (pop-up event tickets, etc.) 	<ul style="list-style-type: none"> • Listing and link in the YPK webpage footer as a sponsor • Two annual YPK memberships for members of your staff or your choosing (a \$400 value) • Personalized social media post announcing sponsorship on Facebook, Instagram, Twitter, and LinkedIn • Recognition at quarterly General Membership Meetings • Opportunity to speak at a General Membership Meeting (4 opportunities to choose from) • Recognition at YPK Impact Awards • Logo on 250 YPK t-shirts • Other perks throughout the year (pop-up event tickets, etc.)

Event Underwriter

A YPK event underwriter can choose which category of events is most relevant to their target audience and the sponsorship level that works for their budget.

STEP 1 – CHOOSE YOUR EVENT CATEGORY

Connect: Social Networking

Past events include happy hours, networking events, and holiday parties.

Develop: Professional Development

Past events include resume writing workshops, career speaker lectures, and more.

Serve: Community Outreach

Past events include volunteering with Second Harvest Food Bank and Young-Williams Animal Shelter, Keep Knoxville Beautiful Street cleanups, and more.

STEP 2 – CHOOSE YOUR SPONSORSHIP LEVEL

Gold \$2,500	Silver \$1,000	Bronze \$500	In-kind \$250+
<ul style="list-style-type: none">• Exclusive event category underwriter for one year• Signage and verbal recognition at category events• Promotion on YPK social media (Facebook, Instagram, Twitter) in relation to event promotions• Recognition in event listings on the YPK website/social media• Opportunity to table at your event category for one year• Opportunity to speak at your event category for one year	<ul style="list-style-type: none">• Signage and verbal recognition at category events for one year• Promotion on YPK social media (Facebook, Instagram, Twitter) in relation to event promotions• Recognition in event listings on the YPK website/social media• Opportunity to table at your event category for one year	<ul style="list-style-type: none">• Verbal recognition at category events for one year• Recognition in event listings on the YPK website/social media	<ul style="list-style-type: none">• Verbal recognition at the event you're sponsoring

Signature Event Sponsor

Pick from YPK's two largest and most exciting annual events, Summer Soiree and Impact Awards, or our signature Leadership Certificate Program. Each has unique benefits and sponsorship levels.

CHOOSE YOUR SIGNATURE EVENT

Impact Awards

A formal dinner recognizing individuals and businesses that are making a big difference in our community. Includes media coverage!

Platinum

\$5,000

- Exclusive presenting sponsor rights
- Recognition in all promotion and printed materials as the exclusive presenting sponsor including:
 - Event related social media posts on Facebook, Instagram, Twitter and LinkedIn
 - Event related newsletters, blog posts and media announcements
 - Event program and signage
- Verbal recognition at event
- Reserved table in prominent location for 8-10
- Opportunity to speak during event
- Option to provide takeaways at the event

Gold

\$2,500

- Recognition in promotion and printed materials including:
 - Event related newsletters, blog posts and media announcements
 - Event program and signage
- Verbal recognition at the event
- Reserved seating for six

Silver

\$1,000

- Recognition in promotion and printed materials including:
 - Event related newsletters and blog posts
 - Event program and signage
- Verbal recognition at the event
- Reserved seating for four

Bronze

\$500

- Recognition in promotion and printed materials including:
 - Event related newsletters and blog posts
 - Event program and signage
- Two tickets to attend

Signature Event Sponsor

Summer Soiree

Dress up for an unforgettable afternoon in July with the who's who of Knoxville!
Nonstop recognition for our sponsors with personalized branding opportunities of your choice.

Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
<ul style="list-style-type: none">• Exclusive presenting sponsor rights• Recognition in all promotion and printed materials as the exclusive presenting sponsor including:<ul style="list-style-type: none">◦ Event related social media posts◦ Event related newsletters, blog posts and media announcements◦ Event signage• Verbal recognition at event• 10 tickets to attend and reserved seating in prominent if applicable• Opportunity to speak during event• Option to provide takeaways at the event	<ul style="list-style-type: none">• Recognition in promotion and printed materials including:<ul style="list-style-type: none">◦ Event related newsletters, blog posts and media announcements◦ Event signage• Verbal recognition at the event• Six tickets to attend• Option to table at the event	<ul style="list-style-type: none">• Recognition in promotion and printed materials including:<ul style="list-style-type: none">◦ Event related newsletters and blog posts◦ Event signage• Verbal recognition at the event• Four tickets to attend	<ul style="list-style-type: none">• Recognition in promotion and printed materials including:<ul style="list-style-type: none">◦ Event related newsletters and blog posts◦ Event signage• Two tickets to attend

Signature Event Sponsor

Leadership Certificate

Designed by regional experts with leadership best-practice tools, the program equips young professionals with the skills to lead others and impact our community. During the program, participants learn how to set and achieve personal and professional goals, discuss leadership and what qualities make a good leader, and discover their own strengths to apply at work and in the community.

Presenting \$5,000	Platinum \$3,000	Gold \$1,500	Silver \$1,000	Bronze \$500
<ul style="list-style-type: none"> • Exclusive presenting sponsor rights • Recognition in all promotion and printed materials as the exclusive presenting sponsor including: <ul style="list-style-type: none"> ◦ Program related social media posts on Facebook, Instagram, Twitter and LinkedIn ◦ Program related newsletters, blog posts and media announcements ◦ Program printouts and signage • Verbal recognition during program • Opportunity to host and/or speak during the program • Option to table or provide takeaways during the program • Two tickets to attend LC Graduation Ceremony during Impact Awards 	<ul style="list-style-type: none"> • Recognition in all promotion and printed materials including: <ul style="list-style-type: none"> ◦ Program related social media posts on Facebook, Instagram, Twitter and LinkedIn ◦ Program related newsletters, blog posts and media announcements ◦ Program printouts and signage • Verbal recognition during program • Opportunity to host and/or speak during the program • Option to table or provide takeaways during the program • Two tickets to attend LC Graduation Ceremony during Impact Awards 	<ul style="list-style-type: none"> • Recognition in promotion and printed materials including: <ul style="list-style-type: none"> ◦ Program related newsletters and blog posts ◦ Program printouts • Verbal recognition during program • Opportunity to host and/or speak during the program 	<ul style="list-style-type: none"> • Recognition in promotion materials including: <ul style="list-style-type: none"> ◦ Program related newsletters and blog posts • Verbal recognition during program • Opportunity to host and/or speak during the program 	<ul style="list-style-type: none"> • Verbal recognition during program • Opportunity to host and/or speak during the program



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