



THE NEW URBAN CRISIS 2020 UPSTATE SUMMIT

HOSTED BY TEN AT THE TOP

PRESENTED BY



2020 UPSTATE SUMMIT SPONSORSHIP OPPORTUNITIES

KEYNOTE SPEAKER RICHARD FLORIDA



Photo Credit: Lorne Bridgman

The Director of the Martin Prosperity Institute at the University of Toronto's Rotman School of Management, Global Research Professor at New York University, and the founder of the Creative Class Group, which works closely with governments and companies worldwide, Richard Florida is perhaps the world's leading urbanist, "as close to a household name as it is possible for an urban theorist to be in America," according to *The Economist*. *Esquire* has included him on its annual list of "The Best and the Brightest," and *Fast Company* dubbed him an "intellectual rock star." MIT Technology Review recently named him one of the world's most influential thinkers.

Florida is the author of several global best sellers, including award-winning *The Rise of the Creative Class* and *The New Urban Crisis: How Our Cities Are Increasing Inequality, Deepening Segregation and Failing the Middle Class - and What We Can Do About It*. He is also a senior editor for *The Atlantic*, where he co-founded and serves as Editor-at-Large for *Atlantic Cities*, the world's leading media site devoted to cities and urban affairs.

Florida previously taught at Carnegie Mellon University and George Mason University, and has been a visiting professor at Harvard and MIT. He earned his Bachelor's degree from Rutgers College and his Ph.D. from Columbia University.

SEPTEMBER 23, 2020 | 8:00AM – 2:00PM

GREENVILLE CONVENTION CENTER | 1 EXPOSITION DRIVE | GREENVILLE, SC 29607

The mission of Ten at the Top is to encourage collaboration and partnerships on cross-sector and cross-jurisdiction issues that impact economic vitality and quality of life in the Upstate region. Held every other year, the Upstate Regional Summit is an opportunity for nearly 1,000 leaders and interested stakeholder from across the Upstate to gather together in one location to reaffirm the value of "thinking regionally" as a component of regional success while discussing key issues facing the region. In his book *The New Urban Crisis*, Richard Florida looks at the recent trend of the young, educated, and affluent surging back to live in American cities, reversing decades of suburban flight and urban decline. Florida anticipates that this back-to-the-city movement demonstrates how the forces that drive urban growth also generate significant challenges for cities, including gentrification, segregation, and inequality. Meanwhile, many more cities and towns remain stagnate while middle-class neighborhoods everywhere are disappearing. Florida contends that we must rebuild cities and suburbs by empowering those communities to address their challenges. Throughout the Summit, we will explore how this "New Urban Crisis" is impacting both urban and rural communities within the Upstate, culminating with a keynote luncheon address by Florida.

REGIONAL VISIONARY (\$10,000)

- Reserved table of ten (10) for opening session and luncheon
- Recognition on all event signage
- Logo recognition on print and e-invitations
- Logo recognition in event program
- Logo recognition in select print advertising
- Logo recognition in event visual presentation
- Display space at B2B Expo
- Opportunity for banded giveaway item to all attendees
- Logo with link on TATT's website
- Two (2) tickets to annual Celebrating Successes Brunch

LUNCHEON SPONSOR (\$10,000) ONLY 1 AVAILABLE

- Reserved table of ten (10) for opening session and luncheon
- Recognition on all event signage
- Logo recognition on print and e-invitations
- Logo recognition in event program
- Logo recognition in select print advertising
- Speaking opportunity during luncheon
- Logo recognition in event visual presentation
- Display space at B2B Expo
- Opportunity for branded giveaway item to luncheon attendees
- Logo with link on TATT's website
- Two (2) tickets to annual Celebrating Successes Brunch

KEYNOTE SPONSOR SOLD!

- Reserved table of ten (10) for opening session and luncheon
- Recognition on Luncheon/Keynote signage
- Logo recognition on print and e-invitations
- Logo recognition in event program
- Logo recognition on advertising pertaining to Keynote Speaker
- Introduction for the Keynote Speaker
- Logo recognition in event visual presentation
- Display space at B2B Expo
- Opportunity for branded giveaway item to luncheon attendees
- Logo with link on TATT's website
- Two (2) tickets to annual Celebrating Successes Brunch

MORNING SESSION SPONSOR **SOLD!**

- Reserved table of ten (10) for opening session and luncheon
- Recognition on morning session signage
- Logo recognition on print and e-invitations
- Logo recognition in event program
- Speaking opportunity during morning program
- Logo recognition in event visual presentation
- Display space at B2B Expo
- Opportunity for branded giveaway item to morning session attendees
- Logo with link on TATT's website
- Two (2) tickets to annual Celebrating Successes Brunch

COMMUNITY SPONSOR (\$7,500) **TWO AVAILABLE, ONE PENDING**

- Reserved table of ten (10) for opening session and luncheon
- Recognition on all event signage
- Logo recognition on print and e-invitations
- Logo recognition in event program
- Logo recognition in event visual presentation
- Display space at B2B Expo
- Opportunity for branded giveaway item to morning session attendees
- Logo with link on TATT's website
- Two (2) tickets to annual Celebrating Successes Brunch

TECHNOLOGY SPONSOR (\$5,000) **ONLY 1 AVAILABLE, PENDING**

- Reserved table of ten (10) for opening session and luncheon
- Logo recognition on print and e-invitations
- Logo recognition in event program
- Logo recognition in event visual presentation
- Display space at B2B Expo
- Opportunity for branded giveaway item to all attendees
- Logo with link on TATT's website
- Two (2) tickets to annual Celebrating Successes Brunch

BREAKOUT SESSION SPONSOR (\$5,000) **3 AVAILABLE, 1 SOLD!**

- Reserved table of ten (10) for opening session and luncheon
- Logo recognition on print and e-invitations
- Logo recognition in event program
- Logo recognition in event visual presentation
- Display space at B2B Expo
- Opportunity for branded giveaway item to Breakout attendees
- Logo with link on TATT's website
- Two (2) tickets to annual Celebrating Successes Brunch

HOSPITALITY SPONSOR (\$5,000) **ONLY 1 AVAILABLE**

- Reserved table of ten (10) for opening session and luncheon
- Logo recognition at registration/check-in area
- Logo recognition on print and e-invitations
- Logo recognition in event program
- Logo recognition in event visual presentation
- Specially placed display space at B2B Expo
- Opportunity for branded giveaway item to all Summit attendees
- Logo with link on TATT's website
- Two (2) tickets to annual Celebrating Successes Brunch

B2B EXPO SPONSOR (\$5,000) **ONLY 1 AVAILABLE, PENDING!**

- Reserved table of ten (10) for opening session and luncheon
- Logo recognition at B2B Expo entryway
- Logo recognition on print and e-invitations
- Logo recognition in event program
- Logo recognition in event visual presentation
- Specially placed display space at B2B Expo
- Opportunity for branded giveaway item to all Summit attendees
- Logo with link on TATT's website
- Two (2) tickets to annual Celebrating Successes Brunch

SOCIAL MEDIA WALL SPONSOR (\$5,000) **ONLY 1 AVAILABLE**

- Reserved table of ten (10) for opening session and luncheon
- Logo recognition near Social Media Wall
- Logo recognition on print and e-invitations
- Logo recognition in event program
- Logo recognition in event visual presentation
- Display space at B2B Expo
- Opportunity for branded giveaway item to all Summit attendees
- Logo with link on TATT's website
- Two (2) tickets to annual Celebrating Successes Brunch

CONNECTIONS CORNER SPONSOR (\$3,500) **ONLY 4 AVAILABLE**

- Reserved table of ten (10) for opening session and luncheon
- Logo recognition at Connections Corner networking area
- Logo recognition on print and e-invitations
- Logo Recognition in event program
- Logo recognition in event visual presentation
- Display space at B2B Expo
- Logo with link on TATT's website
- Two (2) tickets to annual Celebrating Successes Brunch

UPSTATE ADVOCATE SPONSOR (\$3,500)

- Reserved table of ten (10) for opening session and luncheon
- Logo recognition on select event signage
- Logo recognition on print and e-invitations
- Logo recognition in event program
- Logo recognition in event visual presentation
- Display space at B2B Expo
- Logo with link on TATT's website
- Two (2) tickets to annual Celebrating Successes Brunch

REGISTRATION SPONSOR (\$2,500) **ONLY 1 AVAILABLE**

- Opportunity to station staff at registration table to greet guests and gain companywide visibility
- Visible branding at registration table day of the event
- Reserved table of ten (10) for opening session and luncheon
- Logo recognition on select event signage
- Logo recognition on print and e-invitations
- Logo recognition in event program
- Logo recognition in event visual presentation
- Two (2) tickets to annual Celebrating Successes Brunch

LANYARD SPONSOR (\$2,500) **ONLY 1 AVAILABLE**

- Reserved table of ten (10) to opening session and luncheon
- Branded Lanyards for all Summit attendees
- Logo recognition on print and e-invitations
- Logo Recognition in event program
- Logo recognition in event visual presentation
- Display space at B2B Expo
- Logo with link on TATT's website
- Two (2) tickets to annual Celebrating Successes Brunch

BAG SPONSOR (\$2,500) **ONLY 1 AVAILABLE**

- Reserved table of ten (10) for opening session and luncheon
- Branded Bags for all Summit attendees
- Logo recognition on print and e-invitations
- Logo recognition in event program
- Logo recognition in event visual presentation
- Display space at B2B Expo
- Logo with link on TATT's website
- Two (2) tickets to annual Celebrating Successes Brunch

TABLE SPONSOR "PLUS" (\$2,000)

- Reserved table of ten (10) to opening session and luncheon
- Name recognition on print and e-invitations
- Name recognition in event program
- Display space at B2B Expo
- Logo with link on TATT's website

SUPPORTING SPONSOR (\$1,500)

- Reserved table of ten (10) for opening session and luncheon
- Logo recognition on select event signage
- Logo recognition on print and e-invitations
- Name recognition in event program
- Logo with link on TATT's website

TABLE SPONSOR (\$1,000)

- Reserved table of ten (10) to opening session and luncheon
- Name recognition on print and e-invitations
- Name recognition in event program
- Name recognition on TATT's website



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SPONSORSHIP COMMITMENT FORM

Please submit form and logo by Tuesday, June 30, 2020 to ensure inclusion in printed materials.

Name as it should appear for promotions: _____

Mailing Address: _____

City: _____ State: _____ ZIP _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Sponsorship Level (Check One)

- Presenting Sponsor **SOLD!**
- Regional Visionary | \$10,000
- Luncheon Sponsor (one available*) | \$10,000
- Keynote Sponsor **SOLD!**
- Morning Session Sponsor **SOLD!**
- Community Sponsor (two available*) | \$7,500
- Technology Sponsor (one available*) | \$5,000 **PENDING!**
- Breakout Session Sponsor (only three available*) | \$5,000
 - Affordable Housing in the Upstate – Not Just a “City” Problem
 - Role of Education & Skilled Training in Providing Opportunities for all Residents
 - Weaving Inclusion & Diversity into the Fabric of Our Community
 - How Entrepreneurship Can Be a Bridge Out of Economic Hardship
- Hospitality Sponsor (one available*) | \$5,000
- B2B Expo Sponsor (one available*) | \$5,000 **PENDING!**
- Social Media Wall Sponsor (one available*) | \$5,000
- Connections Corner Sponsor (four available*) | \$3,500
- Upstate Advocate | \$3,500
- Registration Sponsor (one available*) | \$2,500
- Lanyard Sponsor (one available*) | \$2,500
- Bag Sponsor (one available*) | \$2,500
- Table Sponsor “Plus” | \$2,000
- Supporting Sponsor | \$1,500
- Table Sponsor | \$1,000

**Some sponsorship levels are limited and are sold on a first come, first served basis. If you would like to confirm the availability of a sponsorship level before submitting your form, please contact sponsor@tenatthetop.org or 864-672-8600.*

Payment Method

I have included a check made payable to Our Upstate SC. Please invoice me using the address above.

Credit Card (Circle Type) Mastercard Visa American Express Discover

Name on Card: _____

Card Number: _____

Expiration Date: _____/_____/_____ CVV: _____ Billing Address ZIP Code: _____

Please return completed forms to Sponsor@tenatthetop.org