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.

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.

The New Urban Crisis: How Our Cities Are Increasing Inequality, Deepening Segregation and Failing the Middle Class - and What We Can Do About It

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<tr>
<th>Sponsor Level</th>
<th>Available/Status</th>
<th>Benefits</th>
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| **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  
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<tr>
<td><strong>CONNECTIONS CORNER SPONSOR ($3,500)</strong></td>
<td><strong>ONLY 4 AVAILABLE</strong></td>
<td>- Reserved table of ten (10) for opening session and luncheon&lt;br&gt;- Logo recognition at Connections Corner networking area&lt;br&gt;- Logo recognition on print and e-invitations&lt;br&gt;- Logo Recognition in event program&lt;br&gt;- Logo recognition in event visual presentation&lt;br&gt;- Display space at B2B Expo&lt;br&gt;- Logo with link on TATT’s website&lt;br&gt;- Two (2) tickets to annual Celebrating Successes Brunch</td>
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<tr>
<td><strong>UPSTATE ADVOCATE SPONSOR ($3,500)</strong></td>
<td><strong>ONLY 4 AVAILABLE</strong></td>
<td>- Reserved table of ten (10) for opening session and luncheon&lt;br&gt;- Logo recognition on select event signage&lt;br&gt;- Logo recognition on print and e-invitations&lt;br&gt;- Logo recognition in event program&lt;br&gt;- Logo recognition in event visual presentation&lt;br&gt;- Display space at B2B Expo&lt;br&gt;- Logo with link on TATT’s website&lt;br&gt;- Two (2) tickets to annual Celebrating Successes Brunch</td>
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<tr>
<td><strong>REGISTRATION SPONSOR ($2,500)</strong></td>
<td><strong>ONLY 1 AVAILABLE</strong></td>
<td>- Opportunity to station staff at registration table to greet guests and gain companywide visibility&lt;br&gt;- Visible branding at registration table day of the event&lt;br&gt;- Reserved table of ten (10) for opening session and luncheon&lt;br&gt;- Logo recognition on select event signage&lt;br&gt;- Logo recognition on print and e-invitations&lt;br&gt;- Logo recognition in event program&lt;br&gt;- Logo recognition in event visual presentation&lt;br&gt;- Display space at B2B Expo&lt;br&gt;- Logo with link on TATT’s website&lt;br&gt;- Two (2) tickets to annual Celebrating Successes Brunch</td>
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<td><strong>LANYARD SPONSOR ($2,500)</strong></td>
<td><strong>ONLY 1 AVAILABLE</strong></td>
<td>- Reserved table of ten (10) to opening session and luncheon&lt;br&gt;- Branded Lanyards for all Summit attendees&lt;br&gt;- Logo recognition on print and e-invitations&lt;br&gt;- Logo Recognition in event program&lt;br&gt;- Logo recognition in event visual presentation&lt;br&gt;- Display space at B2B Expo&lt;br&gt;- Logo with link on TATT’s website&lt;br&gt;- Two (2) tickets to annual Celebrating Successes Brunch</td>
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<td><strong>BAG SPONSOR ($2,500)</strong></td>
<td><strong>ONLY 1 AVAILABLE</strong></td>
<td>- Reserved table of ten (10) for opening session and luncheon&lt;br&gt;- Branded Bags for all Summit attendees&lt;br&gt;- Logo recognition on print and e-invitations&lt;br&gt;- Logo recognition in event program&lt;br&gt;- Logo recognition in event visual presentation&lt;br&gt;- Display space at B2B Expo&lt;br&gt;- Logo with link on TATT’s website&lt;br&gt;- Two (2) tickets to annual Celebrating Successes Brunch</td>
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<td><strong>TABLE SPONSOR “PLUS” ($2,000)</strong></td>
<td></td>
<td>- Reserved table of ten (10) to opening session and luncheon&lt;br&gt;- Name recognition on print and e-invitations&lt;br&gt;- Name recognition in event program&lt;br&gt;- Display space at B2B Expo&lt;br&gt;- Logo with link on TATT’s website</td>
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<tr>
<td><strong>SUPPORTING SPONSOR ($1,500)</strong></td>
<td></td>
<td>- Reserved table of ten (10) for opening session and luncheon&lt;br&gt;- Logo recognition on select event signage&lt;br&gt;- Logo recognition on print and e-invitations&lt;br&gt;- Name recognition in event program&lt;br&gt;- Logo with link on TATT’s website</td>
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<td><strong>TABLE SPONSOR ($1,000)</strong></td>
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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
___ Table Sponsor “Plus”  | $2,000

*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:______________

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**Please return completed forms to Sponsor@tenatthetop.org**