



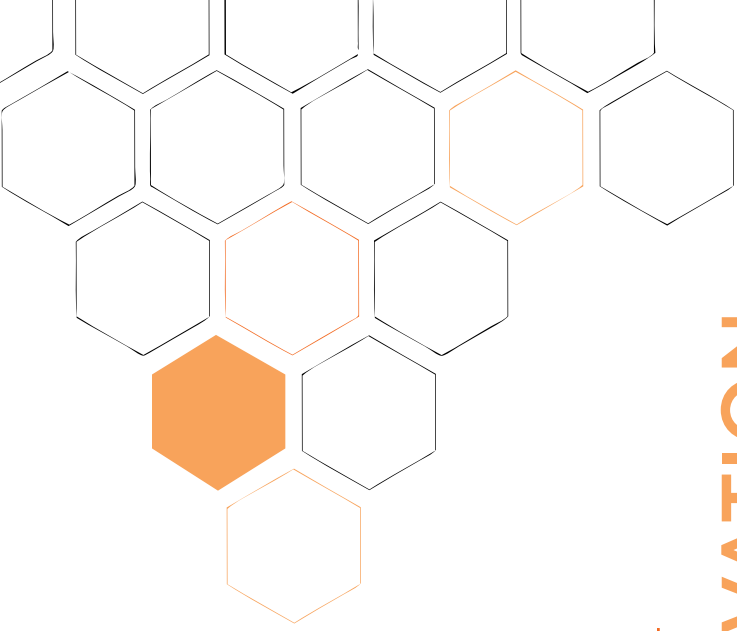
IDEAFESTIVAL[®]

*"Every time I attend IdeaFestival,
I leave changed in some way."*

SEPT. 26TH-28TH, 2017

KENTUCKY CENTER, LOUISVILLE, KY

STAY CURIOUS



A WORLD CLASS EVENT DRIVING INNOVATION

What is IdeaFestival®?

Founded in 2000, IdeaFestival is a high energy celebration for the curious, creative and entrepreneurial. It's an eclectic network of global thinkers and one-of-a-kind innovators bound together by an intense curiosity about what is impacting and shaping the future of the arts, business, technology, design, science, philosophy and education.

The content of IdeaFestival is as diverse as the network itself – talks range from discussions about the sports gene to the existence of parallel universes; from global politics to the philosophy of randomness; from disruptive innovation to living to be 250 and beyond. In the words of one participant, “At IdeaFestival, seemingly unrelated topics offer surprising relationships and insights.” Those who attend leave the event with unique new ideas, a better sense of connectedness, an expanded network of relationships and lasting inspiration to help create change in the world.

Who Attends IdeaFestival®?

The world's leading thinkers, doers and innovators from around the globe come together once a year for three days to explore, discuss and celebrate innovation, imagination and world-changing ideas. IdeaFestival brings together hundreds of passionate minds and voices from a variety of disciplines – all working towards the convergence and exploration of how ideas shape our future. This dynamic environment provides a jumping-off point for initiating a new way of 21st century thinking. IdeaFestival attracts those extraordinary people who drive diversity, accelerate art, induce awe and define significance, while hosting a wide range of attendees ranging from Fortune 500 CEOs to high school freshmen... because the answers are everywhere.

Creating Disruptive Change

IdeaFestival prides itself on creating a highly diverse (including many students) collaborative environment of disruptive change. We purposefully seek out and bring together a network of seemingly disparate innovators who possess extraordinary skills for positive change and ask them to share their knowledge with our community. We invite you to join us!



WHO SPEAKS AT IDEAFESTIVAL?



Some of the world's most exciting voices have graced the IdeaFestival stage.

TIFFANY SHLAIN | Emmy-nominated filmmaker and Webby Awards Founder

JANELLE MONÁE | musical recording artist, actress, model and creator of Wondaland Records

OLIVER BURKEMAN | journalist for *The Guardian* and author of *The Antidote: Happiness for People Who Can't Stand Positive Thinking*

KIM PHUC | subject of Pulitzer Prize-winning 1972 photograph of nine-year old girl after napalm attack during the Vietnam War

TROY CARTER | CEO of Atom Factory, an entertainment company at the nexus of music, technology and media

BETH COMSTOCK | GE's Senior Vice President and Chief Marketing Officer

SIR GEORGE MARTIN | English record producer, arranger, composer, conductor, audio engineer and musician

MARIA KONNIKOVA | contributing writer for *The New Yorker* online with a focus on psychology and science

NDABA MANDELA | grandson of Nelson Mandela, Co-Founder and Chairman of Africa Rising Foundation

WYNTON MARSALIS | internationally acclaimed musician, composer and bandleader

PETER ZEIHAN | geopolitical strategist, author of *The Accidental Superpower*

KEVIN COLLERAN | social network expert and one of Facebook's first ten employees

OTIS BRAWLEY | Chief Medical Officer for the American Cancer Society

These are just a few of the preeminent thinkers who have shared their fresh-thinking approaches on how to create change and the importance of seemingly-unrelated connections to help solve the world's most pressing challenges.



IDEAFESTIVAL FUN FACTS

40,000,000 total online impressions
 3,200,000 internet reach
 4,399,000 twitter account reach
 2,000,000 print reach
 8,481 social media impressions
 8,037 twitter followers
 4,878 Facebook likes

"We believe strongly in the IdeaFestival and we are proud to be associated with such an amazing event."

Tammy York Day,
 Chief Operating Officer,
 Delta Dental of Kentucky



IDEAFESTIVAL BRINGS TOGETHER THE WORLD'S MOST FORWARD THINKERS:

Artists & Musicians
 Business Leaders
 Educators
 Entrepreneurs
 Government Influencers
 Lifescience & Healthcare Innovators
 Poets
 Scientists
 Technologists

30+ Sessions
 600+ Attendees Per Session
 250+ Purchase Festival Passes
 250+ Purchase Day Passes



"IdeaFestival brings together a variety of leaders and students to explore the simple and endlessly complex concept of the "idea." They make it creative, grounded, dynamic and hands-on all at the same time. This is one "festival" I'll be attending again and again."

Peter Zeihan
 Geopolitical Strategist,
 Public Speaker and
 Author



ATTENDEES SPAN THE GLOBE:
 United States | Indonesia
 Canada | U.K. | India | Italy
 Netherlands | Australia | Germany
 Brazil | France | Russia
 Spain | South Korea | China
 Japan | South Africa





\$250,000

2017 BENEFITS PREMIER SPONSOR

Features

- Designation as Premier Sponsor of the IdeaFestival®.
- Co-branded with IdeaFestival.
- We will work with you on a custom ticket package to suit your needs.
- Category exclusivity.
- Twenty invitations to **taste**.
- 40% discount for employee tickets with the exception of IdeaFestival evening events, affiliated events and any non-IF Kentucky Center events.
- Listed as exclusive sponsor for session/event of choice.
- Opportunity to introduce speaker at designated session.
- High visibility pre-event and onsite brand association.

Onsite Company Benefits

- Premier sponsor signage.
- Logo on IdeaFestival signage, handouts, and incorporated on main stage if staging allows.
- Introduction as Premier Sponsor on main stage before or after each session.
- Rights to conduct an interactive consumer promotion for product sampling/awareness (size determined by available space).
- Onsite presence/product service.
- Gobo projection (if submitted by August 31st, 2017).
- Logo on Festival Pass along with Title and Presenting sponsors (if submitted by July 1st, 2017).
- Welcome remarks at opening session.

On-line/Social Media/Advertising & PR Media Exposure

- Front page display on IdeaFestival website with link to your website.
- Extensive social media opportunities through IdeaFestival Facebook page, tweets, and IFTV (content and timing mutually agreed on between sponsor and IdeaFestival).
- Opportunity to push an “offer” to IdeaFestival database. Content mutually agreed on between sponsor and IdeaFestival.
- Logo presence in newspaper insert.
- Prominent name recognition in all press releases related to IdeaFestival.

Print Promotions

- Prominent billing on any printed materials, including direct mail pieces, local and national ads, and invitations and programs.

Additional benefits may be agreed upon on case-by-case basis.



\$125,000

2017 BENEFITS PRESENTING SPONSOR

Features

- Designation as the Presenting Sponsor of the IdeaFestival®.
- We will work with you on a custom ticket package to suit your needs.
- Fifteen invitations to **taste**.
- 30% discount for employee tickets with the exception of IdeaFestival evening events, affiliated events and any non-IF Kentucky Center events.
- Listed as exclusive sponsor for session/event of choice.
- Opportunity to introduce speaker at designated session.
- High visibility pre-event and onsite brand association.

Onsite Company Benefits

- Presenting Sponsor signage.
- Logo incorporated on main stage during Festival if appropriate with staging concept and other locations as appropriate.
- Introduction as Presenting Sponsor on main stage before or after each session
- Rights to conduct an interactive consumer promotion for product sampling/awareness.
- On-site presence/product service.
- Gobo projection (if submitted by August 31st, 2017).
- Logo on Festival Pass along with Premier and Title sponsors as appropriate (if submitted by July 1st, 2017).
- Welcome remarks at opening session.

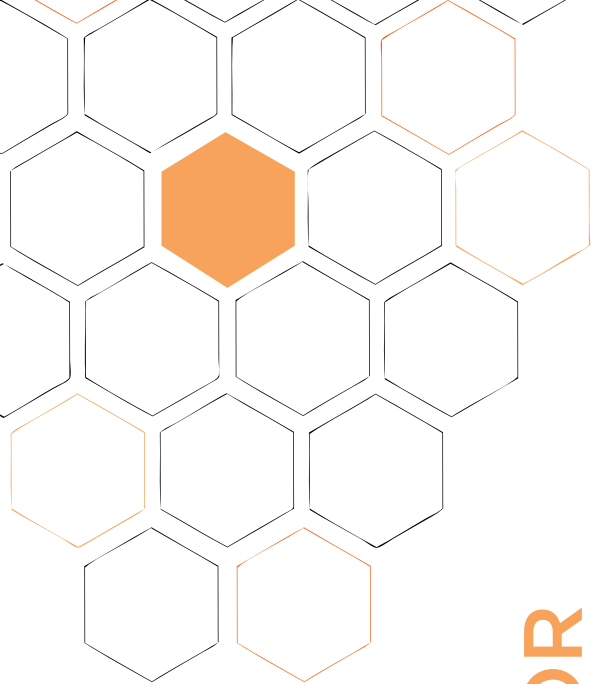
On-line/Social Media/Advertising & PR Media Exposure

- Front page display on IdeaFestival website with link to your website.
- Extensive social media opportunities through IdeaFestival Facebook page, tweets, and IFTV (content and timing mutually agreed on between sponsor and IdeaFestival).
- Opportunity to push an “offer” to the IdeaFestival database. Content mutually agreed on between sponsor and IdeaFestival.
- Logo presence on newspaper insert.
- Prominent name recognition in all press releases related to IdeaFestival.

Print Promotions

- Prominent billing on any printed materials, including direct mail pieces, local and national ads, and invitations and programs.

Additional benefits may be agreed upon on case-by-case basis.



2017 BENEFITS TITLE SPONSOR

\$50,000

Features

- Designation as a Title Sponsor of the IdeaFestival®.
- We will work with you on a custom ticket package to suit your needs.
- Ten invitations to **taste**.
- 25% discount for employee tickets with the exception of IdeaFestival evening events, affiliated events and any non-IF Kentucky Center events.
- Listed as exclusive sponsor for session/event.
- Opportunity to introduce speaker at designated session.

Onsite Company Benefits

- Logo on IdeaFestival signage.
- Gobo projection (if submitted by August 31st, 2017).
- Logo on handouts.
- Introduction as Title Sponsor on main stage before or after each session.
- Logo on screen at the main IdeaFestival headquarters (Kentucky Center) and other locations as appropriate.
- Logo on Festival Pass along with Premier and Presenting Sponsors as appropriate (if submitted by July 1st, 2017).

On-line/Social Media/Advertising & PR Media Exposure

- Front page display on IdeaFestival website with link to your website.
- Extensive social media opportunities through IdeaFestival Facebook page, tweets, and IFTV (content and timing mutually agreed on between sponsor and IdeaFestival).
- Opportunity to push an “offer” to the IdeaFestival database. Content mutually agreed on between sponsor and IdeaFestival.
- Logo presence on newspaper insert.
- Prominent name recognition in all IdeaFestival press releases.

Print Promotions

- Prominent billing on any printed materials, including direct mail pieces, local and national ads, and invitations and programs.

Additional benefits may be agreed upon on case-by-case basis.



\$25,000

2017 BENEFITS LEAD SPONSOR

Features

- Designation as a Lead Sponsor of the IdeaFestival®.
- We will work with you on a custom ticket package to suit your needs.
- Six invitations to **taste**.
- 20% discount for employee tickets with the exception of IdeaFestival evening events, affiliated events and any non-IF Kentucky Center events.
- Listed as exclusive sponsor for session/event.
- Opportunity to introduce speaker at designated session.

Onsite Company Benefits

- Logo on IdeaFestival signage.
- Logo on handouts.
- Mention of company/business on main stage before or after each session.
- Logo on screen at event at the main IdeaFestival headquarters (Kentucky Center) and other locations as appropriate.

On-line/Social Media/Advertising & PR Media Exposure

- Logo on IdeaFestival website with link to your website.
- Social media opportunities through IdeaFestival Facebook page, tweets, and IFTV (content and timing mutually agreed on between sponsor and IdeaFestival).
- Opportunity to push an “offer” to the IdeaFestival database. Content mutually agreed on between sponsor and IdeaFestival.
- Logo presence on newspaper insert.
- Name recognition in select IdeaFestival press releases.

Print Promotions

- Prominent billing on select printed materials, including direct mail pieces, local and national ads, and invitations and programs.

Additional benefits may be agreed upon on case-by-case basis.



2017 BENEFITS SESSION SPONSOR

\$10,000

Features

- Designation as a Session Sponsor of the IdeaFestival®.
- We will work with you on a custom ticket package to suit your needs.
- Four invitations to **taste**.
- 15% discount for employee tickets with the exception of IdeaFestival evening events, affiliated events and any non-IF Kentucky Center events.
- Listed as co-sponsor for session/event.

Onsite Company Benefits

- Company logo on IdeaFestival signage.
- Company logo on handouts
- Company name on screen at the main IdeaFestival headquarters (Kentucky Center) and other locations as appropriate.

On-line/Social Media/Advertising & PR Media Exposure

- Company name on IdeaFestival website with link to your website.
- Social media opportunities through IdeaFestival Facebook page, tweets, and IFTV (content and timing mutually agreed on between sponsor and IdeaFestival).
- Logo presence on newspaper insert.
- Name recognition in select IdeaFestival press releases.

Print Promotions

- Prominent billing on select printed materials, including direct mail pieces, local and national ads, and invitations and programs.

Additional benefits may be agreed upon on case-by-case basis.



\$5,000

2017 BENEFITS SUPPORTING SPONSOR

Features

- Designation as a Supporting Sponsor of the IdeaFestival®.
- Three Festival Passes.
- Three invitations to **taste**.
- 10% discount for employee tickets with the exception of IdeaFestival evening events, affiliated events and any non-IF Kentucky Center events.

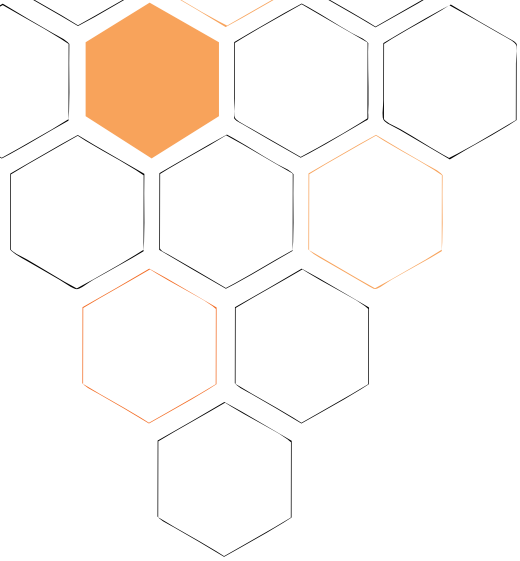
Onsite Company Benefits

- Company name on IdeaFestival signage.
- Company name on screen at the main IdeaFestival headquarters (Kentucky Center) and other locations as appropriate with staging concept.

On-line/Social Media/Advertising & PR Media Exposure

- Company name on IdeaFestival website with link to your website.
- Name recognition in selected IdeaFestival press releases.

Additional benefits may be agreed upon on case-by-case basis.



2017 BENEFITS UNDERWRITING SPONSOR

\$2,500

Features

- Designation as Underwriting Sponsor of the IdeaFestival®.
- Two Festival Passes.
- Two invitations to **taste**.
- 10% discount for employee tickets with the exception of IdeaFestival evening events, affiliated events and any non-IF Kentucky Center events.

Onsite Company Benefits

- Company name on IdeaFestival signage.
- Company name on screen at the main IdeaFestival headquarters (Kentucky Center) and other locations as appropriate with staging concept.

On-line/Social Media/Advertising & PR Media Exposure

- Company name on IdeaFestival website with link to your website.

Additional benefits may be agreed upon on case-by-case basis.



\$1,000

2017 BENEFITS FRIEND SPONSOR

Features

- Designation as Friend of IdeaFestival®.
- One Festival Pass.
- One invitation to **taste**.
- 10% discount for additional guests tickets with the exception of IdeaFestival evening events, affiliated events and any non-IF Kentucky Center events.

Onsite Individual Benefits

- Individual name on IdeaFestival signage.
- Individual name on screen at the main IdeaFestival headquarters (Kentucky Center) and other locations as appropriate with staging concept.

On-line/Social Media/Advertising & PR Media Exposure

- Individual name on IdeaFestival website.

Additional benefits may be agreed upon on case-by-case basis.



2017 SPECIAL EVENTS OPPORTUNITIES & BENEFITS

Art / Experiential Sponsor | **\$30,000**

- Sponsor an art installation or an experiential element at IdeaFestival.

IdeaFestival Opening Reception, Tues. Sept. 26th, 2017 | **(Cash or In-Kind)**

The IdeaFestival Opening Reception is an exclusive cocktail event attended by speakers, sponsors, Festival Pass holders and local VIPs.

- Presenting: \$12,500
- Host/Venue: In-Kind
- Beverage Providers: In-Kind

taste, Wed. Sept. 27th, 2017 | **(Cash or In-Kind)**

taste is an exclusive annual event celebrating culinary creativity by the region's most talented chefs, growers, producers, and bakers.

- Presenting: \$12,000
- Host/Venue: In-Kind
- Beverage Providers: In-Kind

Lunch Sponsors (Sept. 27th or Sept. 28th) | **\$7,500 for each day**

- May be co-sponsored.
- Sponsor a lunch break at IdeaFestival September 27th-28th, 2017 at The Kentucky Center.

Orange Room | **(Cash or In-Kind)**

- Presenting Sponsor of Orange Room: \$7,500
- Daily Orange Room Sponsor \$3,000
- Snack or Beverage Sponsor (In-Kind)

IF Kids | **\$6,000**

Sponsorship will include a branded item for over 300 middle school students and teachers.

*For more information or to confirm your sponsorship, please contact
Tonya York Dees at 502.419.6370 or tonya@yorkmgmt.com.*



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