

#THEPIQUE17

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SHIP

OPPORTUNITIES

HOSTED BY TEN AT THE TOP
MARCH 23, 2017 | WOFFORD COLLEGE

THE PIQUE

YOUNG LEADERS ELEVATING THE UPSTATE

PURPOSE

The ten county Upstate including Abbeville, Anderson, Cherokee, Greenville, Greenwood, Laurens, Oconee, Pickens, Spartanburg, and Union counties is home to numerous young professionals. The millennial generation (ages 21-39) is quickly surpassing the Baby-Boomer generation and they will soon be our region's leaders.

For this reason, Ten at the Top realized the importance of creating an opportunity for young professionals to connect with other young professionals from across the Upstate, meet Upstate business and community leaders, and provide valuable personal and professional development opportunities. To this end Ten at the Top began hosting an annual regional young leaders event called the PIQUE with a goal of bringing together existing young professional groups from across the Upstate.

Ten at the Top is a nonprofit that promotes regional collaboration to improve quality of life and economic vitality in the Upstate of South Carolina.

EXPECTED AUDIENCE

Approximately 200-300 young leaders from across the ten counties of the Upstate are expected to attend. Ten at the Top board members and executives representing Upstate businesses and organizations will also be in attendance.

WHY SPONSOR #THEPIQUE17?



316

Attendance at
PIQUE 2016



27

Unique young
professional
organizations
represented at
PIQUE 2016



294

Social media posts using last year's
event hashtag, #thePIQUE16

ATTENDEES' FAVORITE PART OF #THEPIQUE16

"I loved the boardmanship workshop and the ability to network with young professionals from a variety of areas in the Upstate."

"The ability to gain ideas and knowledge from executives."

"Meeting like-minded young people. So appreciated everyone's enthusiasm!"

"The opportunity to meet new people."



396,476

Twitter, Instagram, and
Facebook users reached on
social media using event
hashtag, #thePIQUE16.



188

Businesses &
organizations represented
at PIQUE 2016

PROGRAM OVERVIEW

1:15 – 2:00: Registration & Networking (Light Snacks & Drinks Provided)

2:00PM: Event Kick Off

2:25 – 3:20PM: Workshops – Session One (Attendees Choose One to Attend)

Executive Networking Roundtables

Young leaders have a thirst for knowledge, advice, and mentorship. This workshop will feature an interactive session of roundtable networking. Established business and community leaders (executives) from all sectors, regardless of age, will be invited to lead a discussion about how they got where they are, how they found what they needed to be successful, and the barriers they've overcome to get where they are.

Each executive will be seated at a table with seven young leaders and will lead a ten minute conversation. After ten minutes is up the executives will rotate, allowing each table of young leaders to meet three executives.

Due to the anticipated popularity of this workshop it will be offered in both sessions.

Entrepreneurship & Alternative Career Paths

Many of today's young leaders aren't taking a traditional career path and many are choosing to start their own business.

This workshop will feature a panel of young leader entrepreneurs, successful entrepreneurs who began their business as a young leader, and professionals who support entrepreneurs. The discussion will focus on lessons learned, where to find support and resources as a young entrepreneur, and an opportunity for attendees to ask questions of the panelists about specific obstacles they are facing.

Young Professionals to Baby Boomers – The Four Generation Workplace

Today's workforce doesn't look like that of yesterday. For the first time in history, Upstate companies are managing four generations all working together at one time: Traditionalists, Baby Boomers, Generation X, and Generation Y (or Millennials).

This workshop will feature a discussion on how to be successful in a workplace where you interact with people of all ages and how companies are addressing this shift.

3:35-4:25PM: Workshops – Session Two (Attendees Choose One to Attend)

Executive Networking Roundtables

Rethinking the Executive of the Future

Picture today's executives. What comes to mind? A suit and tie? Now picture the executive of the future. A little more difficult? With rapidly changing technology and the shift that comes with a new generation of leaders we're in for a lot of change.

This workshop will feature a talk on the executive of the future. Looking at current trends in technology, business, and even social media attendees will leave with a vision of the next generation of executives.

How to Land A Job You Aren't "Qualified" For

Many young leaders have the skills, talent, and willingness to learn that makes them ideal employees. However, many young leaders find themselves out of luck because they are not perceived as having enough age and experience to carry out the job efficiently. In today's workplace technology and procedures are changing so rapidly that adaptable and resourceful young leaders are exactly who companies need.

In this workshop participants will be given strategies for expressing their experience and qualifications to help them land their dream job.

4:35PM: Wrap-Up Panel - Breaking Glass Ceilings in the Upstate: Age, Gender, and Diversity

5:10PM: Networking Reception sponsored by Piedmont Natural Gas

Workshop topics, speakers, and panelists are subject to change at the discretion of Ten at the Top and the PIQUE 2017 Planning Committee.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	PRESENTING SPONSOR (ONE AVAILABLE)	EXECUTIVE NETWORKING SPONSOR (ONE AVAILABLE)	RECEPTION SPONSOR (ONE AVAILABLE)	WORKSHOP SPONSOR (FOUR AVAILABLE)	LEADERSHIP MAKER SPONSOR	SUSTAINABLE SUPPORTER
Investment Level	\$5,000	\$3,500	SOLD \$2,500	\$1,500	\$1,000	\$300
# of Free Tickets	8	6	4	4	4	2

PRE EVENT RECOGNITION & BENEFITS

Logo on print/online materials	✓	✓	✓	✓	✓	Name on Printed Materials
Logo on PIQUE website www.thepique.org	✓	✓	✓	✓	✓	Name on Website
Logo on event registration page	✓	✓	✓	✓		
Facebook/Twitter recognition	✓	✓	✓	✓	✓	✓
Name Recognition in pre-event press releases	✓	✓				

RECOGNITION DURING EVENT & BENEFITS

Ability to speak at event	✓ Event Welcome					
Ability to provide branded materials for gift bags	✓	✓	✓	✓		
Ability to provide give away items during the event	✓					
Event Signage	✓	✓	✓			
Logo on event program	✓	✓	✓	✓	✓	Name on Program

POST EVENT RECOGNITION & BENEFITS

Name recognition in post-event press releases	✓	✓	✓			
Access to attendee list	✓	✓				
First right of refusal for 2018 sponsorship	✓					

Don't see a particular benefit you were hoping for? We can help you design a customized sponsorship package that fits your budget.
Please contact Tiffany Tate (ttate@tenatthetop.org or 864-283-2313) for more information.



2017 COMMITMENT FORM

Please submit form and logo by Friday, March 10th 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 | \$5,000 (1*)

Executive Networking Sponsor | \$3,500 (1*)

SOLD Reception Sponsor | \$2,500  Piedmont Natural Gas

Leadership Maker Sponsor | \$1,000

Sustainable Supporter | \$300

Workshop Sponsor | \$1,500 (4* - Select One)

Entrepreneurship & Alternative Career Paths

Young Professionals to Baby Boomers

How to Land a Job You Aren't "Qualified" For

Rethinking the Executive of the Future

*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 Tiffany Tate (ttate@tenatthetop.org or 864-283-2313).

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 the attention of Tiffany Tate via email (ttate@tenatthetop.org), fax (864-283-2310), or mail (124 Verdae Boulevard, Suite 202, Greenville, SC 29607).