SPONSORSHIP GUIDE

FutureWork

The 2016 Emerging Issues Forum and Annual Program of Work

February 8-9, 2016

Day 1 - Raleigh Convention Center

New Day 2 Format!
Day 2 - IEI Commons, Hunt Library, Centennial Campus
Welcome

Dear Partners of IEI,

You know first-hand that North Carolina is experiencing unprecedented demographic and technological change, and that future job creation will be more challenging as a result. North Carolina is certainly not alone in this regard, but we’ve got a choice to make: either we wait to see what other states do in response, or we take the lead in developing new pathways for job creation.

To lead in discovering new ways to support a vibrant economy with jobs of sufficient quantity and quality for our residents, we must directly address key questions:

■ What is the right mix of skills and wages needed to ensure prosperity?
■ How many new jobs can we expect when automation is increasingly replacing workers?
■ How will employers replace significant numbers of skilled workers aging out of the workforce?
■ What opportunities will be available for workers of moderate education and skills in a job market that appears to be increasingly forked between high-skilled, high-wage and low-skilled, low-wage?
■ What do the state’s rapidly changing racial/ethnic demographics mean for our future workforce?
■ How will the geographic distribution of job creation affect communities across the state?

All of these job growth challenges have strong implications for our institutions, communities and employers. Together, we must reimagine strategies, supported by accelerators for the new economy, that position North Carolina to emerge as a leader in the global competition for jobs.

The 2016 Emerging Issues Forum will focus on creating a future of economic strength for North Carolina through enhanced job creation. We don’t want to be merely good at supporting future job growth. We want to make North Carolina a national and world leader.

Please join us in this important work. To those of you who have supported our work in the past, we thank you for your continued commitment to helping us examine emerging issues critical to North Carolina’s future economic vibrancy and to supporting post-Forum strategic initiatives that apply Forum findings to strengthen our state. For those sponsoring for the first time, we encourage you to take a look at the caliber and leadership of the group you plan to join and the importance of the work they have backed.

This Sponsorship Guide describes the 2016 Forum’s focus on jobs of the future, our work on this topic during the next year, and features and benefits of sponsorship support. In addition to offering our standard support levels, we stand ready to customize a sponsorship partnership that works for you.

To explore these opportunities further and to confirm your commitment to helping North Carolina confront the future job creation challenge, please contact Leslie Stewart, IEI Director of Development, at 919-515-3540 or at leslie_stewart@ncsu.edu.

John F.A.V. Cecil
Chair, National Advisory Board
President, Biltmore Farms, Inc.

Anita R. Brown-Graham
Director
If North Carolina is to be successful in creating prosperity for tomorrow, we must begin looking at the job growth challenges on the horizon.

In order to create a vibrant job market for our citizens, we must (1) identify the opportunities that accelerating technology presents in the way of tomorrow’s jobs, (2) confront the potential talent deficits brought on by demographic shifts now underway, and (3) solve the problem of disappearing middle wage jobs.

All states will face these challenges in the near future. But if we are successful in North Carolina, we will unleash the job accelerator of the new economy and position our state to emerge as a leader in this global battle for jobs.

The 2016 Emerging Issues Forum will focus on enhancing future job creation and on how we can best prepare our employers, communities, and citizens to take advantage of all available opportunities.

“I’m running out of adjectives to describe the Emerging Issues Forum because it keeps getting better and better every year. I have to say that this year tops it all off. The quality of the speakers, the content of the presentations and the audience and youth engagement were phenomenal.”

– Carlos Sanchez, AT&T
2015 Sponsor

The 2015 Forum included featured presenters Robin Emmons (top left), ADM Michael S. Rogers, USN (Commander, U.S. Cyber Command; Director, National Security Agency) (top right), and Governor Pat McCrory, shown here with former Governor Jim Hunt.
# 2016 Forum and Post-Forum Action Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000+</td>
<td>$25,000+</td>
<td>$15,000+</td>
</tr>
<tr>
<td>+ Recognition as Premier Platinum Forum Sponsor &amp; Post-Forum Action Sponsor</td>
<td>+ Recognition as Gold Forum Sponsor</td>
<td>+ Recognition as Silver Forum Sponsor</td>
</tr>
<tr>
<td>+ 10 complimentary Forum tickets</td>
<td>+ 6 complimentary Forum tickets</td>
<td>+ 4 complimentary Forum tickets</td>
</tr>
<tr>
<td>+ 8 complimentary seats for NC Leadership Dinner</td>
<td>+ 4 complimentary seats for NC Leadership Dinner</td>
<td>+ 2 complimentary seats for NC Leadership Dinner</td>
</tr>
<tr>
<td>+ At the Forum, a representative of your company will be invited to make an introduction or closing</td>
<td>+ At the Forum, a representative of your company will be invited to make an introduction or closing</td>
<td>+ Recognition and thanks from the podium</td>
</tr>
<tr>
<td>+ Recognition and thanks from the podium</td>
<td>+ Recognition and thanks from the podium</td>
<td>+ Full page, full color ad in program book</td>
</tr>
<tr>
<td>+ Full-page, full-color ad in program book (premium interior back cover placement)</td>
<td>+ Full-page, full-color ad in program book</td>
<td>+ Recognition in Forum technology application</td>
</tr>
<tr>
<td>+ Prominently displayed banner (upon request)</td>
<td>+ Recognition in Forum technology application</td>
<td>+ Company listing on pre-Forum marketing if confirmed by October 1, 2015</td>
</tr>
<tr>
<td>+ Recognition in Forum technology application</td>
<td>+ Company listing on pre-Forum marketing if confirmed by October 1, 2015</td>
<td>+ Complimentary display table in Exhibitor Area (upon request)</td>
</tr>
<tr>
<td>+ Company listing on pre-Forum marketing if confirmed by October 1, 2015</td>
<td>+ Complimentary display table in Exhibitor Area (upon request)</td>
<td></td>
</tr>
<tr>
<td>+ Complimentary display table in Exhibitor Area (upon request)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Customized Sponsorships

Customized sponsorships are available for all the following:

+ Forum Scholarship Program
+ Forum Technology Application (“mobile app”)
+ Lunch and Reception hosting
2016 Forum and Post-Forum Action
Sponsorship Opportunities

Bronze
$10,000+
+ Recognition as Bronze Forum Sponsor
+ 2 complimentary Forum tickets
+ Recognition and thanks from the podium
+ Half-page, full-color ad in program book
+ Recognition in Forum technology application
+ Complimentary display table in Exhibitor Area (upon request)

Post-Forum Action
$10,000+
+ Recognition as Post-Forum Action Sponsor
+ 2 complimentary Forum tickets
+ Recognition and thanks from the podium
+ Half-page, full color ad in program book
+ Recognition in Forum technology application
+ Complimentary display table in Exhibitor Area (upon request)

Supporter
$5,000
+ 2 complimentary Forum tickets
+ Recognition in the program book

Patron
+ Reduced business registration rate for 10 or more attendees from one company or organization
+ Recognition in the program book

New Day 2 Format & Sponsorship Opportunity!

The Forum is always a powerful experience. In 2016, we’re elevating our participants’ impact. For Day One, we’ll again convene at the Raleigh Convention Center. On Day Two, Forum attendees will gather at the IEI Commons in Hunt Library on NCSU’s Centennial Campus for a new series of high-level, sector-focused policy workshops to frame IEI’s post-Forum implementation work.

Each workshop will identify key strategic opportunities for job creation in one of IEI’s four policy areas:

+ Job Growth in NC’s Healthcare Sector
+ Job Growth in NC’s Education Sector
+ Job Growth in NC’s Environment Sector
+ Job Growth across the NC Economy

$10,000 per workshop. Sponsorship benefits include 2 complimentary Forum tickets, 2 complimentary Workshop tickets, plus a half-page full-color ad in the Forum program book.
Thank You
to our 2015 Forum Sponsors!

We recognize our sponsors who have supported us for 5+ years.
AJ Fletcher Foundation
AT&T
BlueCross BlueShield of NC
Business NC
Capital Broadcasting Company, Inc.
Communities of the Future
Confucius Institute at NC State University
The Duke Endowment
Duke Energy
Fidelity Investments
First Citizens Bank
Local Government Federal Credit Union
NC Association of County Commissioners
NC League of Municipalities
NC State University
Piedmont Natural Gas
PNC
The Research Triangle Park
SEPI Engineering & Construction
SAS
SKANSKA
Train of Thought Marketing
UNC-TV
WUNC

“As a first-time sponsor of the Forum, we appreciated the thoughtfulness of the IEI team in customizing packages that were mutually beneficial and maximized the value of our support. Our sponsorship positioned us as an integral partner in IEI’s important conversations about North Carolina’s future achievement.”

– Rebecca Quinn-Wolf, PNC 2015 Sponsor

The sold-out 2015 Forum (left) and Forum Student Entrepreneurs.
2016 Forum and Post-Forum Action Sponsorship Commitment Form

Reserving sponsorship:

To reserve a sponsorship, please contact Leslie Stewart, IEI Director of Development
BY PHONE: (919) 515-3540, BY EMAIL: leslie_stewart@ncsu.edu, or
BY MAIL: Institute for Emerging Issues / Centennial Campus Box 7406 / Raleigh, NC 27695-7406

Contact Information:

<table>
<thead>
<tr>
<th>Company Name/Title</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>City</td>
</tr>
<tr>
<td>Phone</td>
<td>Email</td>
</tr>
<tr>
<td>Signature (required)</td>
<td></td>
</tr>
</tbody>
</table>

Please select one of the following opportunities:

- **Platinum Sponsor - $50,000+**
  - 10 Forum Tickets
  - 8 NC Leadership Dinner Seats

- **Gold Sponsor - $25,000+**
  - 6 Forum Tickets
  - 4 NC Leadership Dinner Seats

- **Silver Sponsor - $15,000+**
  - 4 Forum Tickets
  - 2 NC Leadership Dinner Seats

- **Post-Forum Action Sponsor - $15,000+**
  - 2 Forum Tickets

- **Bronze Sponsor - $10,000**
  - 2 Forum Tickets

- **Supporter - $5,000**
  - 2 Forum Tickets

- **Patron**
  - Reduced business registration rate for 10 or more attendees from one company/organization

- **Additional Sponsorship Opportunities**
  - Please see page 5 for more information.

Payment:

Please make enclosed check payable to Institute for Emerging Issues-2016 Forum

Please R.S.V.P. for sponsorships by November 20, 2015
IEI National Advisory Board

MR. JOHN F.A.V. CECIL
Chair
President, Biltmore Farms, Inc.

GOVERNOR JAMES B. HUNT, JR.
Chair Emeritus

DR. WARWICK ARDEN
Provost and Executive Vice Chancellor, NC State University

MS. LEAH BROWN
President and CEO, A10 Clinical Solutions, Inc.

TONY CARAVANO
Principal, Business Dev. & University Relations, Amazon

DR. RUBEN CARBONELL
Director, Kenan Institute for Engineering, Technology & Science, NC State University

MS. EVA CLAYTON
Eva Clayton Associates International, Inc.

SANDRA MERKEL DeJAMES
Head of Business Relations & Development, Novozymes

DR. BLANTON GODFREY
Former Dean, College of Textiles, NC State University

MS. ANDREA HARRIS
Senior Fellow
NC Institute of Minority Economic Development, Inc.

MR. ROBERT INGRAM
Managing Partner, Hatteras Venture Partners

DR. LOUIS MARTIN-VEGA
Dean, College of Engineering, NC State University

HON. JOSEPH PEEL
Mayor, Elizabeth City

DR. SCOTT RALLS
President, NC Community College System

MR. ABDUL RASHEED
Founder and Senior Fellow
NC Community Development Initiative

MR. THOMAS W. ROSS
President, University of North Carolina

MS. SEPI SAIDI
President, SEPI Engineering & Construction

MR. CARLOS E. SANCHEZ
Regional Director, External Affairs, AT&T North Carolina

MS. PAT SMITH
President (Retired)
Community Foundation of Western North Carolina

MR. RICHARD Y. STEVENS
Of Counsel
Smith, Anderson, Blount, Dorsett, Mitchell & Jernigan, L.L.P.

MR. WILLY STEWART
President, i2: Integrated Intelligence

JENNIFER WEBER
Executive VP, External Affairs & Strategic Policy, Duke Energy

DR. HOPE WILLIAMS
President, NC Independent Colleges & Universities

DR. RANDY WOODSON
Chancellor, NC State University

SPONSORSHIP GUIDE

2016 Emerging Issues Forum and Post-Forum Action

For more information please contact Leslie Stewart, IEI Director of Development:
919-515-3540
leslie_stewart@ncsu.edu