

Social **IN THE** 'Sip



BE A SPONSOR

*A Partnership for Strengthening
Mississippi's Family Business Community*

Ole Miss
Center for Innovation
and Entrepreneurship



Social **IN THE** 'Sip

WELCOME

Thank you for partnering with the [Ole Miss Center for Innovation and Entrepreneurship](#) to host a *Social in the 'Sip* tour stop! We are excited to have you as a key part of this event series and appreciate the unique role you play in creating an engaging, collaborative atmosphere for family business owners and professionals.

Through this partnership, we're working together to foster valuable connections and build a supportive community for Mississippi's family businesses.

OVERVIEW

The *Social in the 'Sip* tour is a traveling networking series designed to connect and empower Mississippi's family business leaders in a relaxed, engaging setting. Hosted at various locations across the state, each stop features insightful conversations, industry experts, and key takeaways about family business success.

Attendees can enjoy great food, drinks, and meaningful discussions, all while learning more about the impactful initiatives of the [Legacy Leadership Program](#) and the upcoming [annual *It's All Relative Family Business Symposium*](#). Whether you're a seasoned business owner or a next-generation leader, *Social in the 'Sip* is your opportunity to build connections, gain insights, and celebrate the legacy of family business in Mississippi.

As a *Social in the 'Sip* tour sponsor, you'll have the opportunity to showcase your business while fostering meaningful connections among Mississippi's family business leaders. Sponsors play a key role in creating a welcoming space for networking, insightful discussions, and community building. Sponsoring also allows you to engage with influential entrepreneurs, increase your business's visibility, and contribute to the growth of the family business community.

Ready? Let's get started!

WHY PARTNER WITH US?

Sponsoring a ***Social in the 'Sip*** tour stop is a unique opportunity to showcase your business while supporting the Mississippi family business community.

By partnering with us, you gain the following benefits:

- **Expand your network** by connecting with family business owners and professionals who can help grow your business.
 - **Be recognized** as a valued partner and sponsor, with special mentions at the event and at the annual *It's All Relative* Family Business Symposium.
 - **Showcase your business** to a targeted audience who can benefit from your products or services.
 - **Play an active role** in shaping the future of Mississippi's family business community by hosting this event.
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Attending ***Social in the 'Sip*** is a valuable opportunity to connect with Mississippi's family business community while gaining insights that can drive business success. Attendees engage in meaningful conversations with industry leaders, exchange ideas with fellow entrepreneurs, and expand their professional network in a relaxed, welcoming setting.

With expert-led discussions and special offers for early registration, ***Social in the 'Sip*** provides both inspiration and practical takeaways to help you navigate the unique challenges and opportunities of family business ownership.

Social in the 'Sip attendees gain the following benefits:

- **Gain valuable insights** by hearing from family business leaders who share their personal experiences and strategies for success in family business.
- **Connect** with like-minded business owners, potential partners and industry experts.
- Receive **exclusive perks** such as gaining early access to the symposium agenda and a special discount registration rate.
- Become part of a **supportive business community** by building relationships with other family business owners who face similar challenges and opportunities.



SPONSORSHIP OPPORTUNITIES

As a **Social in the 'Sip** sponsor, you will play a vital role in helping us connect and empower Mississippi's family business leaders. Your role goes beyond just hosting; it's about fostering connections, celebrating local entrepreneurship, and helping us create an engaging and welcoming environment for attendees.

Each sponsorship tier offers unique benefits based on your level of involvement.

FAMILY | VENUE PARTNER

One (1) Complimentary Registration to the 4th annual *It's All Relative* Family Business Symposium (**\$749 value**)

Print Recognition as **Social in the 'Sip Tour** Sponsor in all Legacy Leadership Program materials and event promotions

Digital Recognition on CIE social media platforms (Facebook, Instagram, X, and LinkedIn)

Digital Recognition in *The Family Forum* bi-weekly newsletter (500+ subscribers)

Verbal Recognition during **Social in the 'Sip** event

INNOVATOR | VENUE + FOOD PARTNER

Two (2) Complimentary Registration to the 4th annual *It's All Relative* Family Business Symposium (**\$1,498 value**)

Logo Placement on Legacy Leadership webpage and printed materials

Business Spotlight Feature Story in *The Family Forum* bi-weekly newsletter and on CIE social media platforms.

Print Recognition as **Social in the 'Sip** Sponsor in all Legacy Leadership Program materials and event promotions

Digital Recognition on CIE social media platforms

Digital Recognition in *The Family Forum* bi-weekly newsletter

Verbal recognition during **Social in the 'Sip** event

PROMOTIONAL AND SPONSORSHIP BENEFITS

LEGACY | VENUE + FOOD + BEVERAGE PARTNER

All benefits of a Silver Sponsorship at the *It's All Relative* Family Business Symposium (**\$2,500 value**)

- Two (2) Complimentary Registration to the 4th annual *It's All Relative* Family Business Symposium (**\$1,498 value**)
- Quarter Page Ad in Symposium Program
- Business Spotlight Interview on Family Owned Podcast
- Print, Digital and Verbal Recognition at the Symposium as a Silver Sponsor

Logo Placement on Legacy Leadership webpage and printed materials

Business Spotlight Feature Story in *The Family Forum* bi-weekly newsletter and on CIE social media platforms.

Print Recognition as **Social in the 'Sip** Sponsor in all Legacy Leadership Program materials and event promotions

Digital Recognition on CIE social media platforms

Digital Recognition in *The Family Forum* bi-weekly newsletter

Verbal Recognition during **Social in the 'Sip** event

CUSTOM OPPORTUNITIES

Looking for a way to get involved without hosting the full event? We offer customized sponsorship opportunities based on your level of support.

BITES | FOOD PARTNER

One (1) Complimentary Registration to the 4th annual *It's All Relative* Family Business Symposium (**\$749 value**)

Print Recognition as *Social in the 'Sip* Sponsor in all Legacy Leadership Program materials and event promotions

Logo Placement at event appetizer station

Verbal Recognition during **Social in the 'Sip** event

TOAST | BEVERAGE PARTNER (ALCOHOLIC AND NON-ALCOHOLIC)

One (1) Complimentary Registration to the 4th annual *It's All Relative* Family Business Symposium (**\$749 value**)

Print Recognition as *Social in the 'Sip* Sponsor in all Legacy Leadership Program materials and event promotions

Logo Placement at event beverage station

Verbal Recognition during **Social in the 'Sip** event

WHAT TO EXPECT FROM US

As a ***Social in the 'Sip*** sponsor, you're not in this alone; we're here to support you every step of the way. Our team will handle key aspects such as event structure, marketing support, and speaker coordination, allowing you to focus on creating a welcoming atmosphere for attendees.

We are committed to making this event a seamless and successful experience that not only benefits your business but also strengthens the family business community across Mississippi. Here's what you can expect from us as your event partner:

- **Event Structure and Agenda**

We'll provide a structured event flow that encourages organic networking, engaging discussions, and a meaningful experience for all attendees.

- **Marketing Support**

To maximize visibility, we'll supply professionally designed promotional materials, customized social media graphics, and strategic messaging templates. Our team will also highlight your sponsorship through our event marketing channels.

- **Speaker & Discussion Topics**

We'll coordinate with guest speakers and discussion facilitators to ensure engaging and insightful conversations tailored to family business owners.

- **Event Signage**

We'll provide branded signage, including welcome and directional signs (if needed), to create a polished and professional event atmosphere.

- **Follow-up & Support**

Our commitment doesn't end when the event does. We'll assist with post-event follow-ups, including collecting feedback, sharing key takeaways, and providing insights on how to continue engaging with Mississippi's family business community.

Your partnership is invaluable, and we look forward to working together to make ***Social in the 'Sip*** a must-attend experience for family businesses across the state.

EVENT AGENDA

- **4:00 - 4:20 PM | Welcome Reception & Networking**

Guests arrive, check in, and enjoy drinks & appetizers. Conversation starters and QR codes encourage engagement.

- **4:20 - 4:35 PM | Welcome & Introductions**

Introduction to the Legacy Leadership Program, the Family Business Symposium, and an interactive icebreaker.

- **4:35 - 4:50 PM | Symposium Sneak Peek & Featured Speaker**

A family business leader shares insights and previews the symposium experience. Audience Q&A follows.

- **4:50 - 5:00 PM | Call to Action & Special Offer**

Encouraging attendees to register early for the Family Business Symposium, including an exclusive discount for Social in the 'Sip attendees.

- **5:00 - 5:30 PM | Wrap-Up & Continued Networking**

Final networking opportunities, connections with speakers, and event closeout.

- **5:30 - 6:00 PM | Breakdown & Clean Up**

EVENT MATERIALS TO SHARE

We will provide a few marketing materials in a separate email for you to share with your network:

- **Legacy Leadership Program 1-pager Overview** that details the exciting initiatives the program offers.
- ***It's All Relative* Family Business Symposium 1-pager Overview** that details a tentative event agenda and what attendees can expect.
- **Social Media Information** such as hashtags [#ItsAllRelative], [SocialintheSip], [#LegacyLeadership] and social media handles [Instagram: @olemiss_cie], [Facebook: UM CIE Legacy Leadership Program], [LinkedIn: The University of Mississippi Center for Innovation and Entrepreneurship]



READY TO SPONSOR?

If you have any questions or need assistance before or during the event, we're here to support you every step of the way.



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