

LEGACY LEADERSHIP PROGRAM

Ole Miss
Center for Innovation
and Entrepreneurship



SPONSORSHIP OPPORTUNITIES
2026 - 2027



LEGACY LEADERSHIP PROGRAM



The Legacy Leadership Program at the Ole Miss Center for Innovation and Entrepreneurship is an invaluable resource that encourages the continuity of family business leadership in the state of Mississippi and throughout the Southeastern region. Through various initiatives, we foster generational continuity by inviting family business leaders from diverse industries to share their experiences and challenges to inspire, learn, and connect with other family business leaders, owners and employees.

Your 2-year partnership commitment directly supports the strategic engine that drives innovation and knowledge delivery across our region:

➤ ***It's All Relative* Family Business Symposium**

The annual *It's All Relative* Family Business Symposium aspires to be an open forum where Family Business owners, leaders, family members, and employees from a variety of industries can share challenges and opportunities in order to learn best practices from knowledgeable industry leaders.

➤ ***Social in the 'Sip* Legacy Tour**

Hosted in 5 key cities across the state, each refined reception features insightful conversations, key industry experts, and actionable takeaways focused on navigating the complexities of family business success.

➤ **Regional Legacy Forum**

The Regional Legacy Forum is a 1-day strategic summit designed to deliver specialized education to family business leaders in key regional markets across Mississippi.

➤ ***Family Owned: Legacy Leadership* Podcast**

From navigating succession planning to fostering innovation, the Family Owned podcast brings you conversations with family business owners, industry leaders, and expert advisors.

➤ **The Family Forum Newsletter**

The Family Forum Newsletter is a central hub for essential news, event information and opportunities unique to Mississippi family business owners, leaders and employees.

YOUR IMPACT

A partnership with the Legacy Leadership Program is an active role in preserving Mississippi's economic foundation. By supporting these core initiatives, you solidify the program's position as the region's authoritative voice, helping families sustain continuity, protect generational wealth, and secure their legacy across decades by honoring tradition while driving innovation.

SPONSORSHIP OPPORTUNITIES

Secure your place as a long-term partner in the UMCIE Legacy Leadership Program. A partnership with the Legacy Leadership Program is an investment in the stability and prosperity of Mississippi's multi-generational business community.

PROMOTIONAL AND SPONSORSHIP BENEFITS

PATRON - \$50,000

Official Sponsor of the NextGen CIE Student Award
presented at annual Gillespie Business Plan Competition

Serve on the Legacy Leadership Program Committee

Platinum Sponsorship benefits at the *It's All Relative* Family Business Symposium (*highest tier*)

Four (4) Exclusive VIP Event Passes to select Legacy Leadership events

Official Sponsor of the "Social in the 'Sip" Tour
Exclusive Naming & Logo placement at all five events

Opportunity to Co-Develop a Family Business Case Study for use in the program curriculum

Collateral/swag distribution opportunity at all events

A recurring, named column in the program's official digital newsletter

Prominent Logo Recognition on all program print and digital marketing materials

Verbal Recognition and acknowledgement at all events.

PREMIER - \$25,000

Scholarship Naming Opportunity
Supports a current student actively involved in their family business

Platinum Sponsorship benefits at the *It's All Relative* Family Business Symposium (*highest tier*)

Three (3) Exclusive VIP Event Passes to select Legacy Leadership events

Official Sponsor of the "Social in the 'Sip" Tour
Exclusive Naming & Logo placement at all five events

Opportunity to Co-Develop a Family Business Case Study for use in the program curriculum

Prominent Logo Recognition on all program print and digital marketing materials

Verbal Recognition and acknowledgement at all events.

FAMILY - \$15,000

Gold Sponsorship Benefits at *It's All Relative* Family Business Symposium

Two (2) Exclusive VIP Event Passes to select Legacy Leadership events

Official Sponsor of the "Social in the 'Sip" Tour
Exclusive Naming & Logo placement at all five events

Opportunity to participate in a Family Business Case Study for use in the program curriculum

Prominent Logo Recognition on all program print and digital marketing materials

Verbal Recognition and acknowledgement at all events.



JOIN US IN SUPPORTING THE FUTURE OF FAMILY BUSINESS

Secure your long-term position as the essential resource for
this exclusive network.

Ready to Sustain Community?

We invite you to reach out to discuss customizing a partnership
tailored to your desired level of engagement over the next two years.



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