



World Affairs Council of Charlotte Underwriting and Table Purchase

CEO Series Program

Fred Whitfield, President and Vice Chairman of the Charlotte Hornets

Tuesday, March 21, 2023

Hilton Charlotte Center City

VIP Reception: 11:30 a.m. – 12:00 p.m. | **Lunch:** 12:00 – 1:30 p.m



Fred Whitfield, President and Vice Chairman of the Charlotte Hornets

Fred is a respected operating executive, community leader and innovative marketer with experience leading businesses and iconic brands through periods of significant change, unprecedented crisis and bold transformation. He brings in-depth experience in business operations, turnarounds, growth strategy, legal and compliance matters, crisis management, brand management, contract negotiations and sports marketing and is a trusted advisor to CEOs and government leaders on topics related to economic development, public/private partnerships, public policy and long-term value generation.

Fred is President and Vice Chairman of Hornets Sports & Entertainment, where he oversees all business operations for the Charlotte Hornets and Spectrum Center. Since joining the franchise in 2006, Fred has served as Chief Architect of the franchise's dramatic transformation and restructuring, an effort that has increased the value of the Hornets organization from less than \$300 million in 2006 to over \$1.5 billion today and has generated double-digit profitable growth every year over the past decade. In addition to steering the franchise out of multi-year operating deficits and stabilizing the business, Fred led the Spectrum Center's COVID-19 response including mobilization of a safe return to work plan with a prioritization on employee safety, workforce resilience and operational continuity. He has worked alongside North Carolina Governor Roy Cooper on the COVID-19 economic recovery plan in addition to serving as Co-Lead of the National Basketball Association (NBA) Return to Work subcommittee.

[Read More](#)

Benefits of Underwriting a CEO Series Program:

- ◆ Increase corporate visibility through program and education sponsorships
- ◆ Build, maintain and strengthen professional and client networks through Council events
- ◆ Reach out to high-level professionals and leaders in the Charlotte community
- ◆ Learn about international affairs from foreign government /state officials, renowned authors, and world leaders
- ◆ Support international education in the Charlotte community

Ambassador Sponsor - \$10,000

- ◆ Three tables of 8 with preferred seating at the luncheon
- ◆ Two seats at the Head Table with the speaker
- ◆ Attendance for all 26 representatives to business networking VIP reception with the speaker
- ◆ Opportunity for key executive to provide opening/closing remarks
- ◆ Recognition on WACC website, all communication, and all social media outreach
- ◆ Recognition from podium and banner displayed at the event

Envoy Sponsor - \$5,000

- ◆ One table of 8 with preferred seating at the luncheon
- ◆ Attendance for all 8 representatives to business networking VIP reception with the speaker
- ◆ Recognition on WACC website, all communication, and all social media outreach
- ◆ Recognition from podium and banner displayed at the event

Diplomat Sponsor - \$7,500

- ◆ Two tables of 8 with preferred seating at the luncheon
- ◆ One seat at the Head Table with the speaker
- ◆ Attendance for all 17 designated representatives to business networking VIP reception with the speaker
- ◆ Additional recognition as "VIP Reception Sponsor"
- ◆ Recognition on WACC website, all communication, and all social media outreach
- ◆ Recognition from podium and banner displayed at the event

Attaché Sponsor - \$2,500

- ◆ 4-seats with preferred seating at the luncheon
- ◆ Business networking VIP reception for 4 designated representatives
- ◆ Recognition on WACC website, all communication, and all social media outreach
- ◆ Recognition from podium and banner displayed at the event



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NAME OF COMPANY:

NAME OF COMPANY REPRESENTATIVE:

ADDRESS:

CITY:

ZIP CODE:

STATE:

CORPORATE CONTACT:

PHONE:

E-MAIL:

We agree to support the program in the following manner (Please check one)

| Sponsorship Levels | |
|--------------------------|--|
| <input type="checkbox"/> | Ambassador Sponsor |
| <input type="checkbox"/> | Diplomat Sponsor |
| <input type="checkbox"/> | Envoy Sponsor |
| <input type="checkbox"/> | Attaché Sponsor |
| <input type="checkbox"/> | I am not able to sponsor this program at this time but would like to make a donation of \$ _____ to the WACC |

The World Affairs Council of Charlotte accepts all major credit cards by phone or online (through Constant Contact) at www.worldaffairscharlotte.org. Checks may be made payable to the World Affairs Council of Charlotte.

Return To:

World Affairs Council of Charlotte | UNC-Charlotte, 227 CHHS Building | 9201 University City Blvd. | Charlotte, NC 28223

(Signature, Company Representative)

UNDERWRITING INFORMATION: Please contact Madison NeeSmith by phone (704-687-7757) or [email mneesmit@uncc.edu](mailto:mneesmit@uncc.edu) for table purchases and underwriting information.

ABOUT WORLD AFFAIRS COUNCIL OF CHARLOTTE: The [World Affairs Council of Charlotte](http://www.worldaffairscharlotte.org) is a non-profit, non-partisan organization supported by funding from individual and corporate member dues, foundations and contributions. By serving as a regional center for education and discussion of world affairs, WACC seeks to provide leadership for global thinking, believing that a broad perspective is necessary for effective competition in the global economy and for responsible citizenship in an increasingly interdependent political world.