



Join us in honoring

Sheila C. Johnson

Celebration of Free Enterprise
MARCH 8, 2017

Presented By:

KFORCE[®]

CELEBRATION OF FREE ENTERPRISE



March 8 • 6:15 p.m. • Hilton Tampa Downtown

ABOUT THE EVENT

One of the Bay Area's premier business networking events, the Celebration of Free Enterprise brings together more than 400 business, government and community leaders to honor individuals or leadership teams who have made or are making a significant contribution to the free enterprise system in all areas of endeavor – from politics to the hospitality industry, from banking to new technologies. A celebration in every sense of the word, this not-to-be missed event raises funds for student success initiatives at USF's Muma College of Business.

USF MUMA COLLEGE OF BUSINESS

The USF Muma College of Business serves 6,000 aspiring business leaders. USF offers undergraduate and graduate business degree programs, including MBA and doctoral programs. AACSB-accredited, USF is ranked No. 126 on Bloomberg Businessweek's Best Business Schools list in 2015, up three spots from 2014. USF's part-time MBA program also ranked at No. 32 for all universities nationwide in 2015 from the same publication. Additionally, the college's entrepreneurship graduate program was the only Florida university listed among the nation's best entrepreneurship education programs in 2016 by Entrepreneurship magazine.

TICKET INFORMATION

For sponsorship and ticket information, visit usf.edu/ua/rsvp

For more information about the event, visit usf.edu/business/free-enterprise

Individual Tickets
(Open Seating) \$500

RESERVATIONS

Advance reservations are required (for guests seated at corporate tables as well as for those purchasing individual tickets). Call (813) 974-8941.

PARKING

Limited hotel parking will be available. Parking information will also be posted online at usf.edu/business/free-enterprise.

MEAL OPTIONS

Vegetarian meals may be reserved by calling (813) 974-8941.

ATTIRE

Business attire suggested.

For more information visit usf.edu/business/free-enterprise



SHEILA C. JOHNSON HAS BEEN A POWERFUL FORCE in the hospitality and entertainment industries for more than 35 years. The CEO of Salamander Hotels & Resorts, Johnson is also the vice chair of Monumental Sports & Entertainment. A powerhouse in the entertainment industry, she is a woman of firsts.

As a teen, the accomplished violinist was the first African American to be chair at the Illinois all-state competition – an achievement that led to a full scholarship to the University of Illinois to study music. There, she was the only African American in the department. She was also the first African-American cheerleader. In business, Johnson has become one of the most successful entrepreneurs in America. She was the first woman to be owner or partner in three professional sports teams: the NBA's Washington Wizards, the NHL's Washington Capitals, and the WNBA's Washington Mystics. She was involved in BET's early days as co-founder of the network – which became the first African-American controlled company listed on the New York Stock Exchange.

Today, she is active in aviation services. She produces films that convey a strong humanitarian message, such as Kicking It, A Powerful Noise, and Lee Daniels' The Butler. And she oversees a portfolio of luxury properties, including four Florida golf resorts.

An advocate for Tampa Bay in its bid to host the Women's Final Four in 2019, Johnson is a proponent of women's basketball and equality for women in sports. She has championed educational programs for women in business and, this March, Johnson will be the first woman to be presented with USF's Celebration of Free Enterprise award, which raises funds for student-centric programs at the USF Muma College of Business.



2017 HONOREE

*Sheila C.
Johnson*



Support USF Muma College of Business.
To purchase tickets or become a sponsor, visit
USF.EDU/UA/RSVP



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March 8 • 6:15 p.m. • Hilton Tampa Downtown

211 N. Tampa St., Tampa, FL 33602

Presenting Sponsor

(Exclusive: One Sponsor Only) \$50,000

- Prominent logo and name (up to 100 characters) in invitation, pre-event publicity, and event publications
- On-stage participation during the event*
- Sixteen tickets to the dinner (two tables with premium placement) and Grand Reception
- Special signage at ballroom entryways*
- Full-page recognition with premier placement in the event program*

Grand Reception Sponsor

(Exclusive: One Sponsor Only) \$25,000

- Prominent logo and name mention in invitation, pre-event publicity and event publications
- Recognition during the event*
- Sixteen tickets to the dinner (two tables with premium placement) and Grand Reception
- Half-page recognition in the event program*

Entrepreneurial Sponsor \$15,000

- Prominent logo displayed on signage in the program and name mention during the event
- Eight tickets to the dinner (one table with premium placement) and Grand Reception
- Half-page recognition in the event program*
- **Innovator Sponsor \$10,000**
- Logo displayed during the event and in the event program*
- Eight tickets to the dinner (one table in a favorable location) and Grand Reception

Green and Gold Sponsor \$5,000

- Eight tickets to the dinner (one table) and Grand Reception
- Logo displayed during the event and in the event program*

Individual Tickets (Open Seating) \$500

For tickets usf.edu/ua/rsvp • For more information usf.edu/business/free-enterprise