



# LIVE 2>> LEAD

SPONSORSHIP PROPOSAL

# LIVE2>LEAD

## WHAT IS LIVE2LEAD?

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A leader development experience designed to equip you with new perspectives, practical tools and key takeaways. You'll breathe new life into your leadership during this information-packed day event. Learn from world-class leadership experts in the morning and return to your office ready to implement your new action plan and lead with renewed passion and commitment.

## THE SPEAKERS

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**JOHN C. MAXWELL**  
JOHNMAXWELL.COM

Leadership expert,  
best-selling author,  
and coach.



**CARLY FIORINA**  
CARLYFORAMERICA.COM

2015 presidential  
candidate, former CEO  
of Hewlett-Packard.



**DANIEL PINK**  
DANPINK.COM

Best-Selling Author,  
To Sell Is Human: The  
Surprising Truth About  
Moving Others, Drive  
and A Whole New Mind.



**DEBRA SEARLE**  
DEBRASEARLE.COM

Professional  
Adventurer and Serial  
Entrepreneur.

## WHY SPONSOR?

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### ACCESS

Be confident you are reaching the key influencers in your local community with your marketing message by partnering with your Live2Lead host.

### IDENTITY

Increase awareness of your company as a catalyst for growth by aligning your brand with our all-star speakers and local Live2Lead leaders.

### COMMUNITY

Establish your presence in the local leadership community as an organization that supports learning and enriching experiences such as Live2Lead.



**AGENDA:**

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**Friday, October 12, 2018**

7:45 – 8:30 Registration and networking

8:30 – 12:45 Live2Lead Event Begins

12:45 – 1:30 lunch prepared and served by Apple Creek Golf and Country Club

1:30 – 3:30 DISC/Impact Sales Workshop

3:30 – 3:55 Coffee/Networking Break

4:00 – 4:45 Guest Speaker

4:45 – 5:00 Closing Remarks

## SPONSORSHIP OPPORTUNITIES:

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### Event Sponsor: \$5000 Investment

- Two Premier Tables of 6 (attendee names must be submitted by September 28)
- Full page ad in participant guide (artwork provided by sponsor, print ready, due by September 15)
- Opportunity to speak at the event (up to 3 - 5 minutes)
- Social media recognition
- Encouraged to provide promotional items for attendee bags (approximately 120)
- **Limited to 2 for the entire event**
- Plus everything marked with \* below

### Partnership Level: \$2,500 Investment

- One Premier Table of 6 (attendee names must be submitted by September 28)
- Half page ad in participant guide (artwork provided by sponsor, print ready, due by September 15)
- Social media recognition
- Asked to provide promotional items for attendee bags (approximately 120)
- **Limited to 2 for the entire event**
- Plus everything marked with \* below

### Leadership Level: \$1.000 Investment

- Reserved half-table of 3 (attendee names must be submitted by September 28)
- ½ page ad in participant guide (artwork provided by sponsor, print ready, due by September 15)
- Social media recognition
- **Unlimited sponsorships available**
- Asked to provide promotional items for attendee bags (approximately 120)
- Plus everything marked with \* below

### Community Level: \$500 Investment

- Reserved seating for 2 (attendee names must be submitted by September 28)
- ¼ page ad in participant guide (artwork provided by sponsor, print ready, due by September 15)
- Asked to provide promotional items for attendee bags (approximately 120)
- **Unlimited sponsorships available / each sponsorship is for one session**

### All sponsorships receive the following:

- Introduction and recognition on stage during the event (pre-event, break, or lunch)\*
- Color logo in participant guide and on Live2Lead Irving website\*
- Color logo on slide show during pre-event and break\*
- Recognition at pre-event activities\*

2018 Sponsors will have the right of first renewal for 2019. Investments are nonrefundable. **Sponsorship investment due on a first-come-first-served basis**, w/ fulfillment beginning after full payment is received. If you choose to sponsor, please make check payable to Irving Schools Foundation.

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## OTHER SPONSORSHIP OPPORTUNITIES:

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### Guide Book Sponsorship: \$3,500 Investment

- Covers the printing cost for all guide books
- Full page ad in the guide book (artwork provided by sponsor, print ready, due by September 15)
- Social media recognition

### In-Kind Sponsorship

- Color logo in participant guide
- Color logo on slide show during pre-event and break
- Color logo on event website w/link back to your business
- Examples
  - Breakfast or break snacks for conference participants
  - Breakfast, lunch or break snacks for student participants
  - Décor or greenery for stage
  - Signage
  - Coupons
  - Bottled water (can be branded by donor)

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## TICKET OPPORTUNITIES:

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### Individual Tickets (Individual tickets are for general, non-assigned seating)

- \$315 each early bird price



## 2018 SPEAKERS:

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- **John C. Maxwell** - an internationally recognized leadership expert, speaker, coach, and author who has sold over 25 million books.
- **Daniel Pink** - One of the world's leading business minds, Daniel Pink's forward-thinking ideas and blockbuster books are reshaping how organizations approach innovation, motivation, timing, and talent. His TED Talk on the science of motivation is one of the 10 most-watched TED Talks of all time.
- **Carly Fiorina** - One of the most high-profile business leaders in the world, Carly Fiorina passionately believes in the power of people to transform organizations and change the world. Called "The Most Powerful Woman in Business" by FORTUNE Magazine.
- **Debra Searle** - British adventure, television presenter, author and motivational speaker. Debra was the first woman to row across the Atlantic Ocean solo. She will be speaking about changing our thinking and rewiring our brain's autopilot. Debra is dedicated to showing people how to Choose so that they can thrive - it's not magic... it's mindset.

**SPONSOR INFORMATION:**

Sponsor Name (as it should appear in all marketing materials)

Contact Name Phone Email

Mailing Address City State Zip

**Sponsorship Selected:**

- checkbox \$5,500 Event Sponsor
checkbox \$2,750 Partnership Level (Morning)
checkbox \$1,100 Leadership Level (Morning)
checkbox \$550 Community Level (Morning)
checkbox \$3,500 Guide Book Sponsor
checkbox \$2,750 Partnership Level (Evening)
checkbox \$1,100 Leadership Level (Evening)
checkbox \$550 Community Level (Evening)
checkbox In Kind Sponsor: \_\_\_\_\_

Individual Tickets: \_\_\_\_\_ @ \$315 each

**PAYMENT INFORMATION:**

- checkbox Check (payable to Michelle Neustaedter) Charge
checkbox to:
MC Visa

Number

Exp Date CVV Billing Zip Code

Name on Card

Signature Date

Who else do you know who may be interested in sponsoring or being a part of Live2Lead?

Company: \_\_\_\_\_
Name: \_\_\_\_\_
Email: \_\_\_\_\_
Phone: \_\_\_\_\_

Company: \_\_\_\_\_
Name: \_\_\_\_\_
Email: \_\_\_\_\_
Phone: \_\_\_\_\_

Mail this form along with payment to: Extreme Excellence C/O Michelle Neustaedter or email info@michelleneustaedter.com

Please call 403-519-1053 with questions or email info@michelleneustaedter.com.

Please note: To ensure inclusion in the printed program, sponsorship forms and print-ready artwork (if applicable) must be received by September 15, 2018. Artwork should be sent to michelleneustaedtercounseling@gmail.com.