



# LIVE2LEAD

OCTOBER 11, 2019

**Sponsorship  
Guide**

# Conference Overview



**John C.  
Maxwell**

#1 *New York Times* Best  
Selling Author, Coach and  
Speaker



**Angela  
Ahrendts**

former Senior Vice President  
of Retail for Apple, Inc.



**Chris  
Hogan**

The leading voice on  
building wealth and  
retirement



**Rachel  
Hollis**

#1 *New York Times*  
Bestselling Author and  
Entrepreneur



**Marcus  
Buckingham**

Global Researcher and  
Thought Leader

## Live2Lead is an annual leadership gathering

developed by The John Maxwell Company. For five years, Live2Lead has shared leadership and personal growth principles to a live audience and over 300 simulcast locations around the world.

Attendees learn from renowned leadership experts in various industries, gain new perspectives on relevant topics, and leave prepared with practical tools to maximize their leadership abilities and trajectories. We guarantee that our attendees leave equipped and excited to lead and create change with renewed passion and drive.

This year, on October 11, Live2Lead's Atlanta-based live site will host 2,400 ambitious leaders and teams from in and around Atlanta in industries ranging from healthcare, education, real estate, restaurants and franchises, to law firms, hotels/hospitality, financial services, and more.

Past speakers of Live2Lead include Simon Sinek, Dave Ramsey, Cheryl Bachelder, Warrick Dunn, Linda Kaplan Thaler, Dan Cathy, Patrick Lencioni, Liz Wiseman, and Valorie Burton. This year, our speakers will include John C. Maxwell, Angela Ahrendts, Chris Hogan, Rachel Hollis and Chris Hogan.

**Check out our sponsorship packages below, and put your brand in front of leaders determined to grow their business and influence.**

To learn more about Live2Lead, visit  
**L2L. [JohnMaxwell.com](http://JohnMaxwell.com)**

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# Sponsorship Packages

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

## Restroom Sponsor

Everyone will visit this space at one point or another! The restroom sponsor has unique exposure, and an opportunity to add value to the attendee by way of mouthwash, mints, lotions, etc. Tell your story on mirror clings, or by way of strategically positioned signage!

- Asked to provide promotional items for attendee bags (approx. 120)

## Exhibiting Sponsor

- 1 exhibit space at live event
- Asked to provide promotional items for attendee bags (approx. 120)
- 2 exhibitor lanyards

## Exhibiting Sponsor Plus

- 1 booth location at the live event
- Asked to provide promotional items for attendee bags (approx. 120)
- Opportunity to give a "Special Offer" to the L2L attendees via post-event website and post-event email (word limit: 55, 1 high res logo)\*
- 2 exhibitor lanyards

## L2L Value Sponsor

- One exhibit space at live event
- 1 slide shown during all breaks
- 1 full page ad in the conference notebook\*
- 2 exhibitor lanyards

## Lunch Sponsor

- 1 booth location at the live event
- 1 full page ad in main live event book\*
- 1 slide to be shown on rotation during main session breaks\*
- Opportunity to give "Special Offer" to the L2L attendees via post-event website and post-event email. (Word Limit: 55, 1 high res logo)\*
- 2 exhibitor lanyards, and 2 attendee lanyards

### INVESTMENT:

**\$1,500** (1 event)

**\$2,500** (2 events)

**\$4,000** (3 events)

(1 Available)

**\$450** (1 event)

**\$750** (2 events)

**\$1,300** (3 events)

(15 Available)

**\$600** (1 event)

**\$1,000** (2 events)

**\$1,750** (3 events)

(5 Available)

**\$850** (1 event)

**\$1,500** (2 events)

**\$2,750** (3 events)

(5 Available)

**\$1,250** (1 event)

**\$2,100** (2 events)

**\$3,950** (3 events)

(1 Available)

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# Sponsorship Packages (cont.)

## Presenting Sponsor (See final page for benefits and options)

- Premium booth at live event
- Flyer/brochure insert in attendee registration bags\*
- 1 slide shown during all breaks at live event\*
- 1 full page ad in the conference notebook\*
- Stage mention from emcee
- 60-second video shown at the beginning of a main session\*
- Placement of your organization hyperlink on L2L website
- Radio and social media recognition as presenting sponsor
- Asked to provide promotional items for attendee bags(approx. 120)
- 2 exhibitor lanyards
- 4 attendee lanyards

## Package Add-Ons

Think of these like extra sides to your entree. You can add any of the below sponsorship opportunities to your package:

- Sponsor recognition for L2L Business Entrepreneurs event
- Full-page ad in conference notebook
- Tailored workshop for your team
- Replay Sponsor
  - Organization highlighted on any L2L replays (Oct-Feb)

## Other Sponsorship Options

### Community Level:

- Reserved seating for 2
- ¼ page ad in participant guide
- provide promotional items for attendee bags(approximately 120)
- Opportunity to be Leadership Panel Speaker
- Notebook Sponsor
- In-Kind Sponsorship
- Swag Bag Item/coupon
- Draw Basket item

\*Graphic/copy requires approval by L2L

### Note:

Sponsor must provide the name, email address, and phone number of each guest no later than 14-days prior to the event and all print/ad artwork by September 15th

**\$4,500** (1 event)  
**\$8,000** (2 events)  
**\$10,500** (3 events)  
(1 Available)

**\$750**  
**\$350**  
**\$750**  
**\$750**

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# Level: Presenting Sponsor

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## **Benefits:**

Spotlight your business to the community in a transformational leadership event with World-Class experts, provide an experience for your team to be refreshed, renewed, and be more passionate.

**1 Event**

**2 Events**

**3 Events**

### **VIP Tickets at Reserved Tables**

(Value: 1 Event - \$950 / 2 Events - \$1360 / 3 Events - \$2,750)

**4**

**6**

(1 Table)

**12**

(2 Tables)

### **Private Coaching Consultation for VIP Ticket Holders**

(Value: 1 Event - \$800 / 2 Events - \$1,600 / 3 Events - \$3,200)



### **Inclusion of Marketing Collateral/Giveaway Item in Gift Bag**

(Value: 1 Event - \$800 / 2 Events - \$1,600 / 3 Events - \$3,200)



### **Pre-Event Local Sponsor Designation.** Press releases, social channels, website, Radio, & affiliate emails. (All available to presenting sponsor)



### **Event Day Designation** (company logo projected on screen; mentions from stage)

(Value: \$1,000)



### **Leadership Game** (up to 10 people; assessment of strengths & weaknesses)

(Value: \$2,497)



### **Lunch and Learn – Topic of Your Choice**

(Value: \$1,997)



### **Speaker on Leadership Panel**



### **Private Live2Lead Re-Broadcast at Your Venue**

(Value: \$4,000)



### **Executive Director Exclusive A La Carte Training**

(Value: \$4,000)



\$6,050  
Value

\$10,957  
Value

\$24,144  
Value

**INVESTMENT REQUIRED**

**\$4,500**

**\$8,000**

**\$10,500**



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