



LIVE 2>> LEAD

SPONSORSHIP PROPOSAL

LIVE2>LEAD

WHAT IS LIVE2LEAD?

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



JOHN C. MAXWELL
JOHNMAXWELL.COM

Leadership expert,
best-selling author,
and coach



CARLY FIORINA
CARLYFORAMERICA.COM

2016 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



TYLER PERRY
TYLERPERRY.COM

World-renowned
filmmaker, actor,
entrepreneur, and
philanthropist

WHY SPONSOR?

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.

2018 SPEAKERS & THEME: THE ART OF THE SHIFT

- **John C. Maxwell** - an internationally recognized leadership expert, speaker, coach, and author who has sold over 25 million books. **John will teach about the kinds of shifts every leader needs to make.**
- **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. **Daniel will teach the art of knowing the right time to make a shift.**
- **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. **Carly will teach the art of recognizing the opportunity for a shift.**
- **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. **Debra will teach the art of courageously choosing to make a shift.**
- **Tyler Perry** - Tyler Perry is an established American actor, director, screenwriter, producer, playwright, author, and philanthropist. Tyler's first feature film, Diary of a Mad Black Woman, debuted at number one nationwide in 2005. In the decade since, the 18 films he has directed have all been met with massive commercial success and grossed nearly \$2 billion. He has also been on the other side of the camera for several directors. He has made an indelible mark in the television space, beginning in 2007 with the debut of his TBS series "House of Payne" which broke cable rating records. He continues to be successful in the TV arena today. **Tyler will teach about the hard work that goes into make the right shifts.**

ALL PROCEEDS SUPPORT:



maximizing educational opportunities

The Irving Schools Foundation provides financial resources to maximize educational opportunities for teachers and students in Irving ISD by funding innovative programs, scholarships, and activities that enhance creativity, leadership, and academic success.

AGENDA:

Wednesday, November 14 – MORNING SESSION

7:45 – 8:30 Registration and networking

8:30 – 12:00 Live2Lead Event Begins

12:00 – 1:00 Gourmet lunch prepared and served by the Singley Academy Culinary Students

1:00 – 2:00 Local Leader Panel / Roundtable Discussion

2:00 Adjourn

Wednesday, November 14 – EVENING SESSION

4:00 – 4:30 Registration and networking

4:30 – 6:00 Live2Lead Event Begins

6:00 – 6:30 Break with heavy hors d'oeuvres crafted and served by Singley Academy Culinary Students

6:30 – 8:30 Event continues

8:30 Adjourn

SPONSORSHIP OPPORTUNITIES:

Event Sponsor: \$5000 Investment (\$5,500 Investment after July 24)

- Two Premier Tables of 10 at each session (attendee names must be submitted by November 1)
- Full page ad in participant guide (artwork provided by sponsor, print ready, due by October 15)
- Opportunity to speak at the event (up to 3 - 5 minutes)
- Social media recognition
- Encouraged to provide promotional items for attendee bags (approximately 250)
- **Limited to 1 for the entire event**
- Plus everything marked with * below

Partnership Level: \$2,500 Investment (\$2,750 Investment after July 24)

- Two Premier Tables of 10 (attendee names must be submitted by November 1)
- Full page ad in participant guide (artwork provided by sponsor, print ready, due by October 15)
- Social media recognition
- Encouraged to provide promotional items for attendee bags (approximately 125)
- **Limited to 1 per session**
- Plus everything marked with * below

Leadership Level: \$1,000 Investment (\$1,100 Investment after July 24)

- Preferred table of 10 (attendee names must be submitted by November 1)
- ½ page ad in participant guide (artwork provided by sponsor, print ready, due by October 15)
- Social media recognition
- **Unlimited sponsorships available / each sponsorship is for one session**
- Encouraged to provide promotional items for attendee bags (approximately 125)
- Plus everything marked with * below

Community Level: \$500 Investment (\$550 Investment after July 24)

- Reserved half-table of 5 (attendee names must be submitted by November 1)
- ¼ page ad in participant guide (artwork provided by sponsor, print ready, due by October 15)
- **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.

OTHER SPONSORSHIP OPPORTUNITIES:

Guide Book Sponsorship: \$3,500 Investment

- Covers the printing cost for all guide books (approximately 300 for adults and 1,600 for students)
- Full page ad in the guide book (artwork provided by sponsor, print ready, due by October 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 for student participants
 - Bottled water (can be branded by donor)

TICKET OPPORTUNITIES:

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

- \$129 each early bird price

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: _____ @ \$129 each

PAYMENT INFORMATION:

- checkbox Check (payable to Irving Schools Foundation)
checkbox Charge to:

MC Visa Amex Discover

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: Rise Performance Group, 735 Plaza Blvd., Suite 210, Coppell, TX 75019 or email tobieb@risepg.com.

Please call 469-293-6198 with questions or email tobieb@risepg.com.

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