

LIVE **2>** LEAD
BAY AREA HOUSTON

SPONSORSHIP PROPOSAL
October 7, 2016



LIVE2>>LEAD

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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
Leadership expert,
best-selling author, and coach



SIMON SINEK
Optimist and author,
leadership authority



LIZ WISEMAN
Researcher, executive advisor, speaker,
and President of the Wiseman Group



DAN CATHY
Chairman, President,
and CEO of Chick-fil-A

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.

LIVE2>>LEAD

Offering a VIP Experience with live Keynote Speaker

The LIVE2LEAD BAY AREA HOUSTON VIP Experience includes a private coaching session with our live keynote speaker. The VIP Experience is a special enhancement available to sponsors and attendees who purchase VIP tickets. Get in on the action with naming rights as the LIVE2LEAD BAY AREA HOUSTON "Your Company Name" VIP Experience.



COMING SOON

Top Star Marketing is the leading marketing consulting company in the Clear Lake Area. We're also Bay Area Houston's proven leadership conference providers and we're bringing LIVE2LEAD to Southeast Houston October 7, 2016.

Top Star Marketing specializes in marketing plans, strategic branding, media buying and planning, high-impact promotions and Hispanic segmentation.

Successful brands have one thing in common: people LOVE them. Top Star Marketing helps brands become LOVABLE. Visit TopStarMarketing.com for information or call 832-643-9302 discuss how we can make your brand lovable and unforgettable.

**TOP
STAR**  **R**
MARKETING
Brands Endeared

LIVE2LEAD

BAY AREA HOUSTON

2016 SPONSORSHIP OPPORTUNITIES

“Powered by” Sponsor - \$7,500 (1 available)

- Eight (8) VIP tickets – premium seating, book from one speaker, VIP bag and access to VIP Experience
- Sixteen (16) general admission tickets
- Access to sponsor-only promo code for best rate on additional tickets
- Inclusion of approved brochures, collateral, marketing materials and/or giveaways in welcome packets
- Premium Exhibitor booth
- Logo on event tickets & event marketing materials (Media Buy set at \$15,000)
- Logo inclusion in one billboard at 100% SOV (Share of Voice) and three additional billboards at 25% SOV
- Presentation Rights (5-7 minutes)
- Logo recognition on LLIVE2LEAD BAY AREA HOUSTON microsite and registration page
- Social media feature on LIVE2LEAD BAY AREA HOUSTON and Top Star Marketing social media platforms
- Logo recognition during event
- Verbal recognition during the event



Executive Experience Sponsor - \$5,000 (1 available)

- Six (6) VIP tickets – premium seating, book from one speaker, VIP bag
- Twelve (12) general admission tickets
- Custom leadership session with certified John Maxwell trainer (\$500 value)
- Access to sponsor-only promo code for best rate on additional tickets
- Inclusion of approved brochures, collateral, marketing materials and/or giveaways in welcome packets
- Premium Exhibitor booth
- Logo on event tickets & event marketing materials (Media Buy set at \$15,000)
- Logo inclusion in one billboard at 50% SOV (Share of Voice) and two additional billboards at 25% SOV
- Presentation Rights (3-5 minutes)
- Logo recognition on LIVE2LEAD BAY AREA HOUSTON microsite and registration page
- Social media feature on LIVE2LEAD BAY AREA HOUSTON and Top Star Marketing social media platforms
- Visual and verbal recognition during event, event signage, branded worksheet



LIVE2LEAD

BAY AREA HOUSTON

2016 SPONSORSHIP OPPORTUNITIES

Broadcast Sponsor - \$3,500 (1 available)

- Six (6) general admission tickets
- Exclusive rebroadcast rights. Share LIVE2LEAD with your team, on your schedule, at your location
- Access to sponsor-only promo code for best rate on additional tickets
- Inclusion of approved brochures, collateral, marketing materials and/or giveaways in welcome packets
- Exhibitor booth
- Logo on promotional flyers as well as digital screens at venue (split morning and afternoon on rotation)
- Presentation Rights (2-3 minutes)
- Digital promotional package (valued at \$1500)
- Logo inclusion on two billboards at 20% SOV (share of voice)
- Recognition on LIVE2LEAD BAY AREA HOUSTON microsite and registration page
- Social media feature on LIVE2LEAD BAY AREA HOUSTON and Top Star Marketing social media platforms
- Visual and verbal recognition during event

Hospitality Sponsor - \$2,500 (1 of 2 available)

- Six (6) general admission tickets
- Access to sponsor-only promo code for best rate on additional tickets
- Inclusion of approved brochures, collateral, marketing materials and/or giveaways in welcome packets
- Exhibitor booth
- Logo on promotional flyers as well as digital screens at venue (split morning and afternoon on rotation)
- Presentation Rights (2-3 minutes)
- Digital promotional package (valued at \$1500)
- Logo inclusion on two billboards at 20% SOV (share of voice)
- Recognition on LIVE2LEAD BAY AREA HOUSTON microsite and registration page
- Social media feature on LIVE2LEAD BAY AREA HOUSTON and Top Star Marketing social media platforms
- Visual and verbal recognition during event

Media & Leadership Partners - \$975 (8 available)

- Four (4) general admission tickets
- Access to sponsor-only promo code for best rate on additional tickets
- Optional Exhibitor booth
- Logo on promotional flyers as well as digital screens at venue (split morning and afternoon on rotation)
- Digital promotional package (valued at \$500)
- Recognition on LIVE2LEAD BAY AREA HOUSTON microsite and registration page
- Social media feature on LIVE2LEAD BAY AREA HOUSTON and Top Star Marketing social media platforms
- Verbal recognition during event

LIVE2>>LEAD

My company, _____, agrees to sponsor LLIVE2LEAD BAY AREA HOUSTON produced by Top Star Marketing. I understand that I will receive the sponsorship benefits outlined in the 2016 Partnership & Sponsorship Packages. I understand that payment and/or trade agreements are due by September 15, 2016.

Please review sponsorship benefits and check the box next to desired sponsorship level. I will sponsor LIVE2LEAD BAY AREA HOUSTON as:

- Powered by Sponsor - \$7,500 (1 available)**
- Executive Experience Sponsor - \$5,000 (1 available)**
- Broadcast Sponsor - \$3,500 (1 available)**
- Hospitality Sponsor - \$2,500 (1 of 2 available)**
- Media and/or Leadership Partner - \$975 (8 available)**

Sponsorship Name: _____ Amount: _____

Signature: _____ Date: _____

Printed Name: _____ Company Title: _____

Method of Payment: (circle one) Check Enclosed Charge My Credit Card Trade

VISA MasterCard American Express Discover

Account Number: _____ Expiration Date: _____

Name on Account: _____

Signature: _____

Billing Address _____

I will provide the following "in kind" goods or services for the event: _____

Make checks payable to Top Star Marketing.

Return this application to:

Colleen Merritt | Project Manager

Top Star Marketing, LLC

1322 Space Park Dr, C143

Houston, TX 77058

832.643.9302 mobile

colleen@topstarmarketing.com

