

# 2017 Sponsorship Opportunities

FlourishLeaders.com





Greetings!

On behalf of the Flourish leadership team, we congratulate you on your commitment to advancing women and promoting female leadership. Because of organizations like yours, more women are represented on corporate boards and across levels of management. And they continue to advance in the workplace. Flourish is an organization dedicated to transforming the lives of high-achieving women in corporate leadership roles.

We are planning the fourth annual Flourish Conference for Women in Leadership and are pleased to announce the following events this year in Indianapolis (Aug 11), Chicago (Sept 22) Cleveland (Oct 20) and Washington, DC (April 13, 2018).

We expect each conference to sell out, as have all other Flourish events.

All of our previous corporate partners have taken advantage of the 2017 Flourish sponsorship opportunity and several others have signed on. We invite you to partner with us as a sponsor at the highest level that is comfortable for you in order to positively impact the senior-level women in your organization.

Each city's event will draw 100 – 120 of the top corporate and entrepreneurial leaders in a four-to-five state area. These participants are seeking collaborative connections, tools and resources to thrive not only in their careers and organizational roles, but also in their personal and civic lives as well.

The following sponsorship opportunities packet outlines detailed partnership options and the levels available to you and your organization.

We look forward to hearing from you in the coming weeks.

Warmly,

*Dr. Rachel Talton*

Flourish Leadership, LLC and Flourish Conference for Women in Leadership

Chicago, IL | Washington D.C. | Indianapolis, IN | Cleveland, OH



# About flourish



## The Flourish Big Idea: Women Who Flourish Change the World.

*Flourish:*

- (1) To grow luxuriantly. To thrive.
- (2) To create the highest level of excellence and influence.
- (3) To make bold, sweeping movements.

The Flourish Conference for Women in Leadership is an immersive leadership summit designed to empower and equip women in corporate leadership positions to flourish in their organizations, and in their professional and personal lives. Studies show that when women have leadership support, a strong community of collaborative partners within and outside of their organizations and a “balanced” approach to personal and professional fulfillment, their companies, communities and families flourish.

A woman who is “flourishing” is recognized as a leader in her field, demonstrates a strong commitment to community engagement and has wonderful relationships that reflect her strong character. She is brilliant, caring, committed and unapologetically successful. She is always looking for another way to give of herself to make the world a better place.





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# flourish

## 2016 Recap



Last year, Flourish sold out all of our conference, drawing women between the ages of 35-55 with an income of \$150,000 or more, who have senior-level leadership positions in a corporation (Senior Managers, VPs, Partners, Managing Directors and Directors) and entrepreneurs with at least five years running a successful business.

- **68%** of attendees were leaders in the Corporate and Public Sector (Bankers, CEO's, Physicians)
- **26%** were entrepreneurs
- **6%** were nonprofit leaders
- **100%** of the women who attended stated that the speakers shared concrete strategies that they can use in their own career, business and life.

Previous Conference speakers included, among many other luminaries: Vitamix President and CEO Jodi Berg, FedEx Custom Critical CEO Virginia Albanese, the Mayor of Baltimore Stephanie Rawlings-Blake, Key Bank Executive Vice President and Director of Philanthropy Margot Copeland, Fashion Fair Cosmetics President Amy Hilliard and U.S. Senator Sherrod Brown of Ohio.





## Flourish 2017 Sponsor Benefits

Becoming one of our Flourish sponsors helps you to be uniquely positioned to connect with a high-achieving, diverse group of national and regional women leaders. The packages below offer exclusive exposure at each of our three conferences. Some of the sponsorship benefits include: company logo on marketing materials, conference tickets and inclusion in the giveaway bag to each attendee.

Again, due to an overwhelming ROI response from last year's events, all but one sponsor is reinvesting and participating in the conference for a second year.

The Flourish experience is more than a conference. It is an experience in mastery, connection, contribution and change. We will feature panel discussions with women in leadership in private, public and nonprofit sector organizations.

### What attendees can expect:

- Flourish 100-Day Action Plan™ - a customized working strategy to thrive across career, business and personal goals.
- Customized Flourish Personal Assessment to use for their introspective and peer-to-peer sharing.
- Networking and masterminding with high performing like-minded women executives throughout the day.
- Inspired, substantive strategic content from the panel discussion.
- Skills and tools to advance their careers and organizations from some of the top minds in their industries.
- Breakfast, lunch, snacks and beverage service are complimentary for the day.
- Video Letter-to-Self.
- Flourish Accountability partner through the Flourish Collective.



# Sponsorship Levels Levels of Opportunity

Benefits	Title Sponsor \$30,000+	Presenting Sponsor \$20,000	Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500
Company name and logo displayed on Flourish web site and in all conference materials	First and most prominent at all events in 2017	2nd largest at all events in 2017	National and city of choice	National and city of choice	National and city of choice
Company logo and materials run in select publications. Prominent acknowledgement in media and press releases, promotions, advertisements (print, radio, Internet, TV/ cable, web casting)	Yes	Yes			
Honored guest speaker to open or close event	Yes	Yes			
Guest presenter – ONE CITY OF YOUR CHOICE	Yes	Yes	Yes		
Mentioned in every city tour stop and national event, across all media platforms	National	National	Local	Local	Local
Conference tickets for other emerging women in business	9	7	5	3	2
Tickets to the VIP Experience	4	3			
Opportunity to include branded product placed on each participant's seat, valued no less than \$50	Yes	Yes			
Opportunity to include product placed in "Swag Bag," valued no less than \$50	Yes	Yes	Yes	Yes	
Organization name and logo included on all outbound communication and printed materials: newspaper, interviews, attendee e-mailers and press releases	Yes	Yes	Yes		
Permission to use event logo/banner on sponsor's website	Yes	Yes	Yes	Yes	Yes
Color ad in commemorative conference program	Full	Half	Quarter	Eighth	Business Card
One year membership in Flourish Collective	Yes	Yes			





# Sponsorship Contract

## Principal Contract (please complete)

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Method of Payment (Please remit 50% deposit to secure sponsorship)

Credit Card:

AmEx \_\_\_\_\_ MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ Discover \_\_\_\_\_

Card Number \_\_\_\_\_

Name on Card \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_

\* fees are payable in US dollars only

## Sponsorship Package

Silver \$ \_\_\_\_\_

Gold \$ \_\_\_\_\_

Platinum \$ \_\_\_\_\_

Presenting \$ \_\_\_\_\_

Title \$ \_\_\_\_\_

**MAKE CHECKS PAYABLE TO: Flourish Leadership, LLC**

**MAIL TO: 3634 W. Market St, Suite 104; Fairlawn, OH 44333**

**DEADLINE: May 31, 2017**





# Sponsorship Contract

**General.** You, the Sponsor, hereby agrees to sponsor the event, The 2017 Flourish Conference for Women in Leadership described in the SPONSORSHIP PROPOSAL, a copy of which is attached hereto as Exhibit A and is incorporated herein by this reference. The Sponsor agrees to provide to Flourish the agreed upon fees listed above. In consideration therefore, Flourish Leadership, LLC [the “Provider”] shall provide the Sponsor with the benefits described in the Proposal. The Provider may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

**Limitation of Sponsorship.** Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are related solely to the Flourish Conference for Women in Leadership to be held in 2017. Assuming the Event is continued, the Sponsor shall have the first right of refusal to continue Sponsor’s involvement in the Event on such terms as Sponsor and Flourish Leaders, LLC shall agree.

**License and Usage.** Sponsor hereby grants the Flourish Conference for Women in Leadership a limited, non-exclusive license to use Sponsor’s trade names, trademarks, service marks and other proprietary information [the “Proprietary Information”] owned by the Sponsor. The Flourish Conference for Women in Leadership 2017 agrees that the Proprietary Information will be used only in connection with the 2017 events to provide the benefits set forth in the Proposal and such other benefits as Sponsor and Provider may agree. Provider’s use of the Proprietary Information is subject to the approval of the Sponsor’s designated representative, which approval will not be unreasonably withheld.

**Sponsor Understandings.** Sponsor assents to the following: the dollar values set forth in the Proposal are estimates and based upon general sponsorship information available to The Flourish Conference for Women in Leadership; the audience multiplier is based upon estimates of other events held by partnering organizations; actual attendance figures may vary. No portion of the sponsorship cash payment or in-kind services are subject to being refunded for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Proposal.

**Termination.** Flourish Leaders, LLC may terminate this contract on 30 days’ written notice. In the event of termination for any reason other than failure to provide contracted fees or services, Flourish Leaders, LLC may substitute an event with equivalent benefits with the prior approval of the Sponsor or shall refund any cash fee paid by Sponsor to Provider. Sponsor shall not terminate this agreement without the prior written approval of Provider. Termination must be provided in writing to the addresses provided in Agreement and will be effective with 30 days of receipt by the non-terminating party.

**Amendments.** This agreement may be amended only by a written instrument executed by both parties.

**Miscellaneous.** This agreement is governed by Ohio law and is binding upon all of the parties’ successors and assigns.



Grow  
*Luxuriantly*

**flourish**  
Inspired Strategies.  
In Business and in Life.

**FlourishLeaders.com**

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