



Grow
Luxuriantly

2019 *Sponsorship* Opportunities

FlourishLeaders.com





The Flourish Big Idea:

Women in Leadership Changing 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.



We are so proud to have worked with our leadership and co-chairs to create a community where women can grow, connect and thrive. For the past five years, Flourish has been engaged with corporate partners to address topics such as gender equity and pay, the #MeToo movement, leadership and mental health, work-life inclusion and developing the talent pipeline. We have engaged over 4,000 women across 18 states and four countries through our conferences, luncheons and conversations. We have sold over 50,000 copies of our book, *Flourish: Have It All Without Losing Yourself*.

Most importantly, we have celebrated the successes of so many women leaders. For example, many have been promoted to the C-Suite, some have started their own businesses and several have been appointed to corporate boards. Others have completed long-awaited projects like completing a book, traveling, learning a new language or improving their self-care. The one thing these women have in common is they now have not only the desire to improve, they also have the tools and resources to do so.

We are looking forward to many more years of flourishing
and creating a space for women and girls to flourish!



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2018 Recap



Each year, Flourish sells out all of our conferences, drawing women in positions of senior-level leadership in a corporation (Presidents/CEOs, etc...) and entrepreneurs with five-plus years experience 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 others: Progressive CEO **Tricia Griffith**; former Assistant to President Barack Obama, **Tina Tchen**; Vitamix President and CEO **Jodi Berg**; FedEx Custom Critical CEO **Virginia Albanese**; the former Mayor of Baltimore **Stephanie Rawlings-Blake**; KeyBank Executive Vice President and Director of Philanthropy **Margot Copeland**; former President and CEO of Things Remembered, **Lisa Gavales**; U.S. Senator **Sherrod Brown** of Ohio.





Flourish 2019 Sponsor Benefits

Becoming a Flourish sponsor allows you to support the development of high performing women executives in a unique & distinctive way. Further, your brand will receive visibility among a diverse group of extremely talented decision makers across a variety of industries. The packages here offer exposure at each of our 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 response from each year's events, most of our sponsors reinvest and participate in the conference for multiple years.

The Flourish experience is more than a conference. It is an experience in mastery, connection, contribution and performance enhancement. 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.



Sponsor Levels

Levels of Opportunity

| Benefits | Title Sponsor \$30,000+ | Presenting Sponsor \$20,000+ | Platinum Sponsor 10,000+ | Gold Sponsor \$5,000+ | Table Sponsor \$2,500+ |
|---|--|-----------------------------------|-----------------------------|-----------------------------|---------------------------|
| Company name and logo displayed on Flourish website and in all conference materials | First and most prominent at all events in 2019 | 2nd largest at all events in 2019 | National and city of choice | National and city of choice | Local |
| Company logo and materials run in select publications. Prominent acknowledgment 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 | | | |
| Mentioned in every city tour stop and national event, across all media platforms | National | National | Local | Local | Local |
| Conference tickets for emerging women in business | 14 | 12 | 10 | 8 | 6 |
| Tickets to the VIP Experience | 4 | 3 | 2 | | |
| Opportunity to include branded product placed on each participant's seat. | Yes | Yes | | | |
| Opportunity to include product placed in "Swag Bag." | Yes | Yes | Yes | Yes | |
| Organization name and logo included on all outbound communication and printed materials: newspaper, interviews, attendee emailers 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 |



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 _____

Signature _____

*fees are payable in US dollars only

Sponsorship Package

Title \$ _____

Presenting \$ _____

Platinum \$ _____

Gold \$ _____

Table \$ _____

MAKE CHECKS PAYABLE TO: Flourish Leadership, LLC

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



Sponsorship Contract

General. You, the Sponsor, hereby agrees to sponsor the event, The 2019 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 2019. 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 Leadership, LLC shall agree.

License and Usage. Sponsorship 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 2019 agrees that the Proprietary Information will be used only in connection with the 2019 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.

Sponsorship 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 to except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Proposal.

Termination. Flourish Leadership, 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 Leadership, 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.



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