

 InitiativeOne®

JUNE 13-16 | GREEN BAY, WI

2024 LEADERSHIP CONFERENCE

LEADERSHIP TRANSFORMATION A to Z: What Great Leaders Do

SPONSORSHIP PROSPECTUS

Your invitation to sponsor the
2024 Leadership Conference

What to Expect at the 1st Annual **InitiativeOne LEADERSHIP CONFERENCE?**

Gather with our leadership community and uncover the behavior changes required for you to lead at your absolute best. The audience represents organizations from a variety of industries such as: education, manufacturing, financial services and healthcare. The leadership conference attracts decision-makers and influential attendees including Superintendents, School Administrators and Teachers, CEO's and Presidents, Directors, Vice Presidents and Senior Managers. You will have the opportunity to grow and spend up-close and quality time with like-minded leaders in discussing:

COMMON PURPOSE & COMMON LANGUAGE: Alignment with Organizational Goals

How to Grow Your Own ASPIRING LEADERS

THE REALITY OF LEADERSHIP: Being Future Ready Now!

Sideways Accountability and Responsibility

Providing a Psychologically Safe Culture for Employees: Understanding the PDP Pro-Scan

Self-Reflection and Leadership

Understanding the Decision-Making Process

CONSENSUS-BUILDING LEADERSHIP: Focusing On Relationships and Results

THE REALITY OF CHANGE: Overcoming Barriers to Success

TRUST ACCELERATORS: Developing a Foundation of Trust

Why Sponsor the 1st Annual **InitiativeOne LEADERSHIP CONFERENCE?**

Sponsoring the InitiativeOne Leadership Conference provides various opportunities for your organization to take centerstage in the minds of a dedicated audience of leaders. Build on your reputation to create a more engaged community. Interact with prospects who share the same values as you and your organization. Most sponsors choose to make this commitment because they want to:

- ENGAGE A LOYAL NETWORK
- BUILD THEIR BRAND
- SUPPORT LEADERSHIP VALUES
- INCREASE BRAND VISIBILITY
- ACCESS CONFERENCE TICKETS

PLATINUM SPONSORSHIP

—
\$25,000

Sponsor and introduce keynote speakers

15-minute presentation/strategic briefing during opening session

Logo on online and presentation materials
(branding in all digital items, including conference emails)

6 registration tickets (\$4,194 value)

2-day exhibit space (including table, banner on display)

1 Leadership Transformation Process valued at \$6,500.00

1 PDP scan (30-minute session) valued at \$650.00

6 Additional tickets at 50% discount



GOLD SPONSORSHIP

—

\$15,000

Sponsor and introduce roundtable/panel speakers

15-minute presentation/strategic briefing during lunch

Logo on online and presentation materials
(branding in all digital items, including conference emails)

4 registration tickets (\$2,796 value)

2-day exhibit space (including table, banner on display)

1 PDP scan (30-minute session) valued at \$650.00

4 Additional tickets at 50% discount



SILVER SPONSORSHIP

—

\$5,000

Logo on online and presentation materials
(branding in all digital items, including conference
emails)

2 registration tickets (\$1,398 value)

Host your own table in atrium/lobby

1 PDP scan (30-minute session) valued at \$650.00

2 Additional tickets at 50% discount



BRONZE SPONSORSHIP

—

\$1,000

Host your own table in atrium/lobby

Logo on online and presentation materials
(branding in all digital items, including conference emails)

1 registration ticket (\$699.00 value)

1 Additional ticket at 50% discount



OTHER LEVELS OF SPONSORSHIP

SPECIAL EVENT SPONSORS

BREAKFAST SPONSOR - \$3,500

- Sponsor a breakfast and your company name and logo will be displayed.
- Host your own table during breakfast.

RECEPTION SPONSOR - \$10,000

- Sponsor a reception and your company logo will be displayed.
- Host your own table during the reception.

LUNCHEON SPONSOR-\$7,000

- Sponsor a lunch and your company name and logo will be displayed.
- Host your own table during lunch.

MIDDAY-BREAK SPONSOR

- Sponsor a beverage station-\$2,500
- Sponsor a cookie station-\$2,500
- Your company logo will be displayed.



Green Bay, WI June 13-16, 2024



SPONSORSHIP DEADLINE: April 18, 2024

This deadline is critical to ensure that there is enough time to integrate your brand into the event.

Getting Started

Please complete the [Sponsor Agreement Form](#) to request an invoice and start enjoying your sponsor benefits.

Questions?

Contact Lisa Flanary at lflanary@initiativeone.com or Phil Ertl at pertl@initiativeone.com. Our office number: 920.432.0268.



INITIATIVEONE SPONSOR AGREEMENT FORM

We offer our support of the 2024 InitiativeOne Leadership Conference at the following level:

Platinum:
\$25,000

Gold:
\$15,000

Silver:
\$5,000

Bronze:
\$1,000

Tote bags
\$1,500

Notebooks
\$1,000

Breakfast
\$3,500

Lunch
\$7,000

Reception
\$7,000

Beverage
\$2,500

Cookie
\$2,500

We acknowledge our commitment to this level by:

Enclosing a check for the total amount indicated, or

Signing below and anticipating an invoice from InitiativeOne.

Payment and this form must be received by April 18, 2024 to ensure sponsor recognition.

For our investment, we are fully aware of the associated benefits as outlined in the InitiativeOne Conference Sponsorship Prospectus.

Any assistance, questions, or concerns about sponsorship may be directed to Lisa Flanary at lflanary@InitiativeOne.com or Phil Ertl at pertl@InitiativeOne.com
All sponsorships are payable to the Initiativeone

Company Name as it should appear for recognition at the Conference:

Please email your company logo in a vector format (.eps or .ai) and JPEG to hdorn@InitiativeOne.com

Contact Name: _____

Title: _____

Address: _____

City: _____ State/Country: _____ Zip: _____

Phone: _____ Fax: _____

Signature: _____ Date: _____

Email: _____ Company Website: _____

InitiativeOne retains full control over all Conference events and may terminate this sponsorship agreement and return payment at its discretion.

Return to:
InitiativeOne
110 S. Adams St.
Green Bay, WI 54302

-OR-

Email to Lisa Flanary:
lflanary@InitiativeOne.com
or Phil Ertl
pertl@InitiativeOne.com