



# 2026 | LEADERSHIP CONFERENCE

**ELEVATE** YOUR BRAND. **EMPOWER** LEADERSHIP. **EXPAND** YOUR IMPACT.

## SPONSORSHIP OPPORTUNITIES



### WHY SPONSOR INITIATIVEONE?

Join a movement that's transforming the way leaders lead. The InitiativeOne Leadership Conference is a premier national event, drawing 300+ executives, business owners, and high-potential leaders. Sponsors gain premium visibility, brand alignment with innovation and transformation, and the opportunity to directly engage a high-value audience committed to growth.

**JUNE 8-10, 2026**  
ONEIDA CASINO • HOTEL | GREEN BAY, WI



SCAN FOR



AGREEMENT FORM



## PRESENTING SPONSOR

\$50,000 (1 available)

- Top-billing in all materials (“Presented by...”)
- Main stage speaking opportunity (5 minutes)
- VIP dinner invites (up to 6 attendees)
- Premium logo placement throughout venue and in all event media
- Custom branded experience space (activation table, signage)
- 12 full-access tickets
- Video feature in post-event recap
- InitiativeOne website feature
- Full-page ad in printed program and digital promo



## PLATINUM SPONSOR

\$25,000

- Main stage panel participation or breakout session intro
- VIP dinner invites (4 attendees)
- Prime logo placement throughout venue and collateral
- 8 full-access tickets
- Mention in all pre/post event emails
- Half-page ad in printed program
- InitiativeOne website feature



## GOLD SPONSOR

\$12,500

- Logo on all signage and event materials
- Mention during mainstage program
- 4 full-access tickets
- Sponsor recognition on website and emails
- InitiativeOne website feature



## SILVER SPONSOR

\$5,000

- Logo featured in printed program and signage
- 2 full-access tickets
- Verbal thank you from mainstage
- InitiativeOne website feature



## BRONZE SPONSOR

\$1,000

- Logo in printed program
- 1 full-access ticket
- InitiativeOne website feature

# ADD-ON SPONSORSHIPS

(Available à la carte or added to any package)

## NETWORKING BREAK SPONSOR

**\$5,000**

Custom signage, lounge branding,  
1 ticket included

## AV + PRODUCTION PARTNER

**\$7,500**

Logo during walk-in reels, recognition  
in all media

## LANYARD & BADGE SPONSOR

**\$2,500**

Logo on all attendee name badges

## KEYNOTE SPONSOR

**\$5,000**

Logo placement on keynote slide deck  
+ intro shoutout

## BREAKOUT ROOM SPONSOR

**\$3,000**

Room signage, option to place  
materials at entry

## COFFEE BAR SPONSOR

**\$2,500**

Custom-branded coffee sleeves  
and signage

## DIGITAL RECAP VIDEO SPONSOR

**\$4,500**

Branding in recap video shared  
post-event

**NEW  
for  
2026**

## ROI & FOLLOW-THROUGH

- Post-event impact report for all sponsors
- Attendee engagement metrics & lead lists (as applicable)
- Optional sponsor highlight on The Leadership Initiative Podcast or newsletter

**Ready to Align with the Future of Leadership?**

### CONTACT:

**Rebekah Elam**, Chief of Staff, InitiativeOne  
relam@initiative-one.com



# SPONSORSHIP Options

JUNE 8-10, 2026

ONEIDA CASINO • HOTEL | GREEN BAY, WI

	PRESENTING \$50,000	Platinum \$25,000	Gold \$12,500	Silver \$5,000	Bronze \$1,000
<b>CONFERENCE PASSES</b>					
Full Conference Registrations	12	8	4	2	1
VIP Dinner Invites	6	4			
Main Stage Speaking Opportunity (5 minutes)	✓				
<b>BRAND RECOGNITION</b>					
Premium Logo Placement Throughout Venue & All Event Media	✓				
Custom Branded Experience Space (activation table, signage)	✓				
Full-Page Ad in Printed Program and Digital Promo	✓				
Video Featured in Post-Event Recap	✓				
Top-Billing in All Materials (Presented by...)	✓				
Prime Logo Placement Throughout Venue & Collateral	✓				
Main Stage Panel Participation or Breakout Session Intro	✓	✓			
Mention in All Pre/Post Event Emails	✓	✓			
Half-Page Ad in Printed Program	✓	✓			
Logo Recognition on All Signage & Event Materials	✓	✓			
Mention During Main Stage Program	✓	✓	✓		
Verbal Thank You from Main Stage	✓	✓	✓		
Logo Featured in Printed Program & Signage	✓	✓	✓	✓	
Logo in Printed Program	✓	✓	✓	✓	✓
InitiativeOne Website Feature	✓	✓	✓	✓	✓

# INITIATIVEONE SPONSOR AGREEMENT FORM

We offer our support of the 2026 InitiativeOne Leadership Conference at the following level:

- |  |   |   |   |   |
|--|---|---|---|---|
| <input type="checkbox"/> Presenting:<br>\$50,000     | <input type="checkbox"/> Platinum:<br>\$25,000    | <input type="checkbox"/> Gold:<br>\$12,500              | <input type="checkbox"/> Silver:<br>\$5,000         | <input type="checkbox"/> Bronze:<br>\$1,000 |
| <input type="checkbox"/> Networking Break<br>\$5,000 | <input type="checkbox"/> AV+Production<br>\$7,500 | <input type="checkbox"/> Lanyard + Badge<br>\$2,500     | <input type="checkbox"/> Keynote Sponsor<br>\$5,000 |   |
| <input type="checkbox"/> Breakout Room<br>\$3,000    | <input type="checkbox"/> Coffee Bar<br>\$2,500    | <input type="checkbox"/> Digital Recap Video<br>\$4,500 |   |   |

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, 2025 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 Rebekah Elam at [relam@InitiativeOne.com](mailto:relam@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](mailto: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 Rebekah Elam:  
[relam@InitiativeOne.com](mailto:relam@InitiativeOne.com)