



Leadership  
*reignited*

Sponsorship Opportunities





*"Leaders lead from who they are on the inside"*

**The BE Event** is a one of a kind professional AND personal development growth event taking place right here in Atlantic Canada. This one day event highlights the importance of fostering grit, confidence and emotional intelligence on your leadership journey. A line up of speakers will share their personal stories, tools and strategies for moving through life thriving. The goal of this event is to be the catalyst of change for more leaders stepping into human centered leadership.

This years theme is **'Leadership REIGNITED'** and is taking place on October 19th, 2023 at the Delta SJ, NB.

**This is our 5th event**, and we have carefully considered what products and services would be best in alignment of the goals for this event for both our attendees and our sponsors.

Based on WHO you are and the brand your represent, we feel that your partnership at the event would be a great fit. We'd love to invite you to join us as a sponsor or to provide products or services for the event.

For more information or to partner with us, please contact **Terri-Ann Richards** at **506.721.9146** or **hello@TerriAnnRichards.com**



*Terri-Ann Richards*

506-721-9146

hello@TerriAnnRichards.com

# Sponsorship Opportunities

**The BE Event** was created to remind all leaders that they have the potential to BE.

Be amazing, be leaders, be happy, be healthy, and be successful. Our goal is to inspire a collective of motivated leaders ready to cultivate change, and instill greatness in themselves and others.



## Wellness Sponsor

- One ticket to the event
- Option to provide promotional material
- Logo and recognition on the **BE Event** registration site
- Thank you and recognition on the **BE Event** FB page
- Option to do the Morning OR Afternoon 5 min wellness break from the stage (Yoga, Dancing, Hiit)

**\$600**



## Community Sponsor

- Four tickets to the event
- Option to provide promotional material
- Logo and recognition on the **BE Event** registration site
- Verbal recognition at the event
- Thank you and recognition on the BE Event FB page
- Logo on main screen at event

**\$1000**



## Catalyst Sponsor

- Six tickets to the event
- Option to provide promotional material
- Logo and recognition on the **BE Event** registration site
- Thank you and recognition on the **BE Event** FB page
- Logo on pre-event communications
- Verbal recognition at the event
- Company banner on display at event
- Announcement of sponsorship on ALL social channels
- Option to do LIVE with Founder pre-event

**\$2000**



## Presenting Sponsor

- Ten tickets to the event
- Opportunity to address attendees at event
- Option to provide promotional material
- Logo and recognition on the **BE Event** registration site
- Thank you and recognition on the **BE Event** FB page
- Logo on ALL event communications
- Verbal recognition at the event
- Company banner on display at event
- Announcement of sponsorship on ALL social channels
- Option to do LIVE with Founder pre-event

**\$5000**

# Other Sponsorship Opportunities

- Coffee Bar Sponsor
- Journal Sponsor
- Gift Bag Sponsor
- Charging Station Sponsor
- Photo Booth Sponsor

We are more than happy to discuss any sponsorship ideas that you may have that would be beneficial for both your organization and our attendees. For more information please contact:

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# Milestones

# 97%

## Attendee Satisfaction

every single BE Event has had a 97% attendee satisfaction rating



# 15k

## Engagement

In the 60 days post event, our event has reached over 57,000 people AND is interacted with over 15k times...

### 2023 Goals

200+ Leaders, Entrepreneurs and Professionals in Attendance

Social Reach Expected to Hit OVER 65,000+

% of proceeds from event will be donated to women's causes

Don't see something that meets your needs? Reach out, let's chat!



*Terri-Ann Richards*

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2023 Sponsorship Opportunities

# Why a Leadership Conference?

**Only 48%** of employees view their company's leadership as "high quality." Only 10% of people are natural leaders. More than 77 % of organizations report that leadership is lacking.

## THE TIME TO INVEST IN LEADERSHIP IS NOW.

### **Professional development:**

A leadership conference can provide attendees with valuable insights and practical skills to enhance their professional growth and development.

### **Learning from experts:**

Leadership conferences often feature keynote speakers and panelists who are experts in their field, providing attendees with the opportunity to learn from some of the best in the business.

### **Team building:**

Leadership conferences may also provide an excellent opportunity for team building, allowing attendees to work together to solve problems and develop strategies for success.

### **Inspiration:**

Leadership conferences can be a source of inspiration and motivation, helping individuals to think creatively and come up with new ideas and strategies for tackling leadership challenges.

### **Networking:**

Conferences can provide an excellent opportunity to connect with other leaders and professionals in the same industry or field.