



SPEAK & WRITE TO MAKE MILLIONS

SPONSORSHIP OPPORTUNITIES

WHY SPONSOR AT SPEAK & WRITE 2014?

- ▶ *Attendees of Speak and Write to Make Millions are people who MAKE IT HAPPEN, and are interested in using a speaking and writing platform to tell the world about what they're passionate about. Being a sponsor means that your organization has the opportunity to network with entrepreneurs and business owners who are innovators and thought leaders.*
- ▶ *Your organization benefits by getting insight into what these movers and shakers think on current issues, what challenges they face, and how they approach their work. This insight is invaluable to better target your audiences and hone your product and service offerings. You are able to advertise to such a targeted market. Your investment will be regained many times over through your ability to directly speak to our attendees, showcase your products and represent your company through your logo on our website, in collateral and at the event.*
- ▶ *Most of all, by partnering with Motivating the Masses and the Lisa Nichols companies, our brand affiliation makes you an “endorsed” vendor to our database of over 200,000 and social media reach of 73,000 strong and growing. Your organization will be seen as a trusted partner and relationship.*

MARKET OVERVIEW

INCOME AND PURCHASING STATISTICS



Income Level
\$100,000+



College
Educated

Entrepreneurs & Business Leaders

35



AGE RANGE

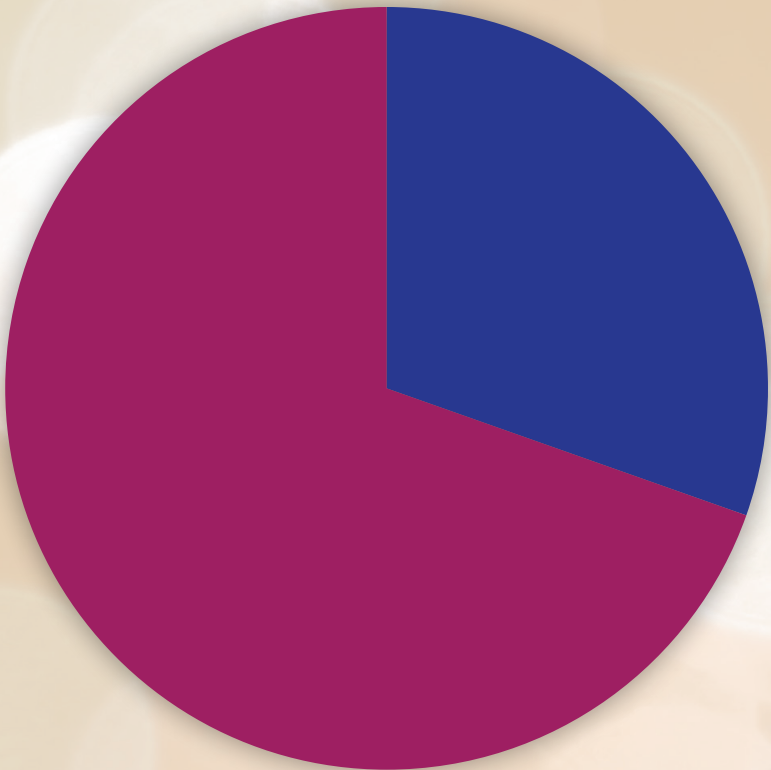
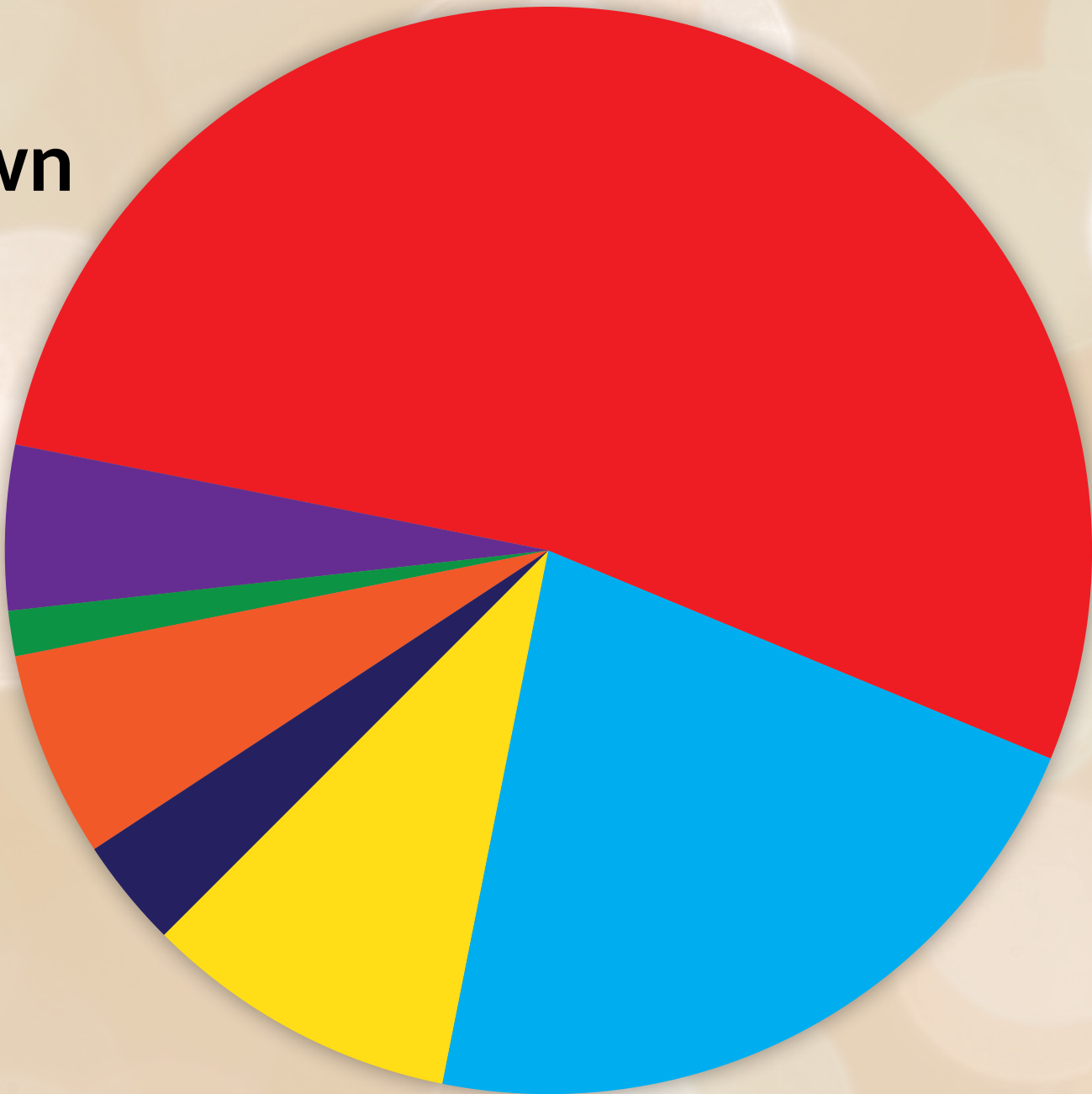
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MARKET OVERVIEW

INCOME AND PURCHASING STATISTICS

Ethnicity Breakdown

- African American
- Asian
- Caucasian
- Hispanic
- Indian
- Native American
- Other



Gender Breakdown

- Men
- Women

MARKET OVERVIEW

INCOME AND PURCHASING STATISTICS

SMALL BUSINESS ANNUAL REVENUE

- The average annual revenue of a small business is \$3.6 million
- The average annual revenue of a small business with a website is \$5.03 million

Small Businesses:

- Represent more than 99.7% of all employers
- Employ half of all private-sector workers and 39% of workers in high-tech jobs
- Provide 60% to 80% of the net new jobs annually
- Pay 44.3% of total U.S. private payroll
- Produce more than 50% of nonfarm private gross domestic product, or a GDP of roughly \$6 trillion
- There are roughly 130 million U.S. workers employed by small businesses

Small businesses account for:

- 52.6% of all retail sales
- 46.8% of all wholesale sales
- 24.8% of all manufacturing sales
- 97% of all U.S. exporters of goods are small businesses

Secondary Market: \$230 Billion Dollar Market

- \$500 billion dollar market worldwide
- \$230 billion market in the US
- Strong awareness of the planet- wide issues (i.e. climate change, poverty etc.)and a desire to see more action on them
- Heavy emphasis on the importance of developing and maintaining relationship
- Intense interest in spiritual and psychological development
- Optimism towards the future
- High need for achievement and independence
- Propensity for risk-taking
- Obsession with opportunity
- Want to be involved in creating a new and better way of life

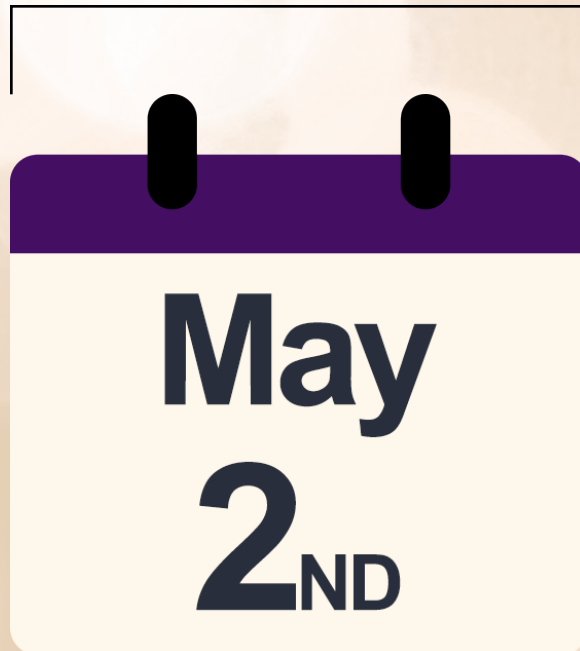


OPPORTUNITY SUMMARY

WHEN IS SPEAK AND WRITE?

**Prelude Event &
VIP Reception**
(featuring Lisa Nichols)

The Main Event





OPPORTUNITY SUMMARY

WHERE IS SPEAK AND WRITE?



SAN DIEGO, CA

OPPORTUNITY SUMMARY
AUDIENCE

500-600
PEOPLE

PLUS 200-300 LIVE STREAMERS



MAIN STAGE SPEAKER PLATINUM SPONSOR PARTNER



- ▶ Preferential Location of Exhibitor Booth/Table Space
- ▶ 45 Minute General Session
- ▶ Featured Sponsor Listing on the MTM Website
- ▶ One Full Page B/W Ad In Event Materials
- ▶ Table Drop
- ▶ 15 Minute Google Hangout Interview Prior to Event
- ▶ 10 Minute Live Stream Training
- ▶ Welcome Dinner for Sponsors
- ▶ 4 Part Sponsor Support Webinar Series
- ▶ 5 Guest Tickets
- ▶ 80/20 Revenue Share

**SOLD
OUT**

TOTAL VALUE = \$34,000

YOUR INVESTMENT = \$20,000

PRELUDE EVENT MAIN STAGE SPEAKER

PLATINUM SPONSOR PARTNER



- ▶ Preferential Location of Exhibitor Booth/Table Space
- ▶ 30 Minute General Session
- ▶ Featured Sponsor Listing on the MTM Website
- ▶ One Full Page B/W Ad In Event Materials
- ▶ Table Drop
- ▶ 15 Minute Google Hangout Interview Prior to Event
- ▶ 10 Minute Live Stream Training
- ▶ Welcome Dinner for Sponsors
- ▶ 4 Part Sponsor Support Webinar Series
- ▶ 5 Guest Tickets
- ▶ 80/20 Revenue Share

QTY
1

TOTAL VALUE = \$34,000

YOUR INVESTMENT = \$20,000

BREAKOUT SESSION SPEAKER SPONSOR PARTNER



- ▶ Preferential Location of Exhibitor Booth/Table Space
- ▶ Highlight On Website
- ▶ One Full Page Ad in Binder
- ▶ Table Drop
- ▶ 45 Minute Breakout Session
- ▶ Welcome Dinner for Sponsors
- ▶ 4 Part Sponsor Support Webinar Series
- ▶ 5 Guest Tickets
- ▶ 80/20 Revenue Share
- ▶ **Fast Action Bonus: A Million-Dollar Breakthrough Day with Lisa Nichols (Exclusive Group VIP Day After the Event)**

QTY
10

TOTAL VALUE = \$36,000

YOUR INVESTMENT = \$12,500

*** Required: \$1997 nonrefundable deposit to hold your space**

EXHIBITOR SPONSOR PARTNER



- ▶ Exhibitor Booth/Table Space
- ▶ Highlight on Website
- ▶ One Full Page Ad In Binder
- ▶ Table Drop
- ▶ Welcome Dinner for Sponsors
- ▶ 4 Part Sponsor Support Webinar Series
- ▶ 5 Guest Tickets
- ▶ 80/20 Revenue Share



QTY
15

TOTAL VALUE = \$12,000

YOUR INVESTMENT = \$6,500

*** Required: \$1997 nonrefundable deposit to hold your space**

VIP BREAKFAST OR LUNCH SPONSOR



- ▶ Opening 15-Minute Speaking Spotlight before Lisa Nichols
- ▶ Collateral at Each Place Setting
- ▶ Solo Exhibitor Booth/Table Space.

****Must be an add on to another sponsorship within the program.**

**QTY
1**

TOTAL VALUE = \$6,000

YOUR INVESTMENT = \$3,500

VIP LUNCH SPONSOR



- ▶ Opening 15-Minute Speaking Spotlight before Lisa Nichols
- ▶ Collateral at Each Place Setting
- ▶ Solo Exhibitor Booth/Table Space.

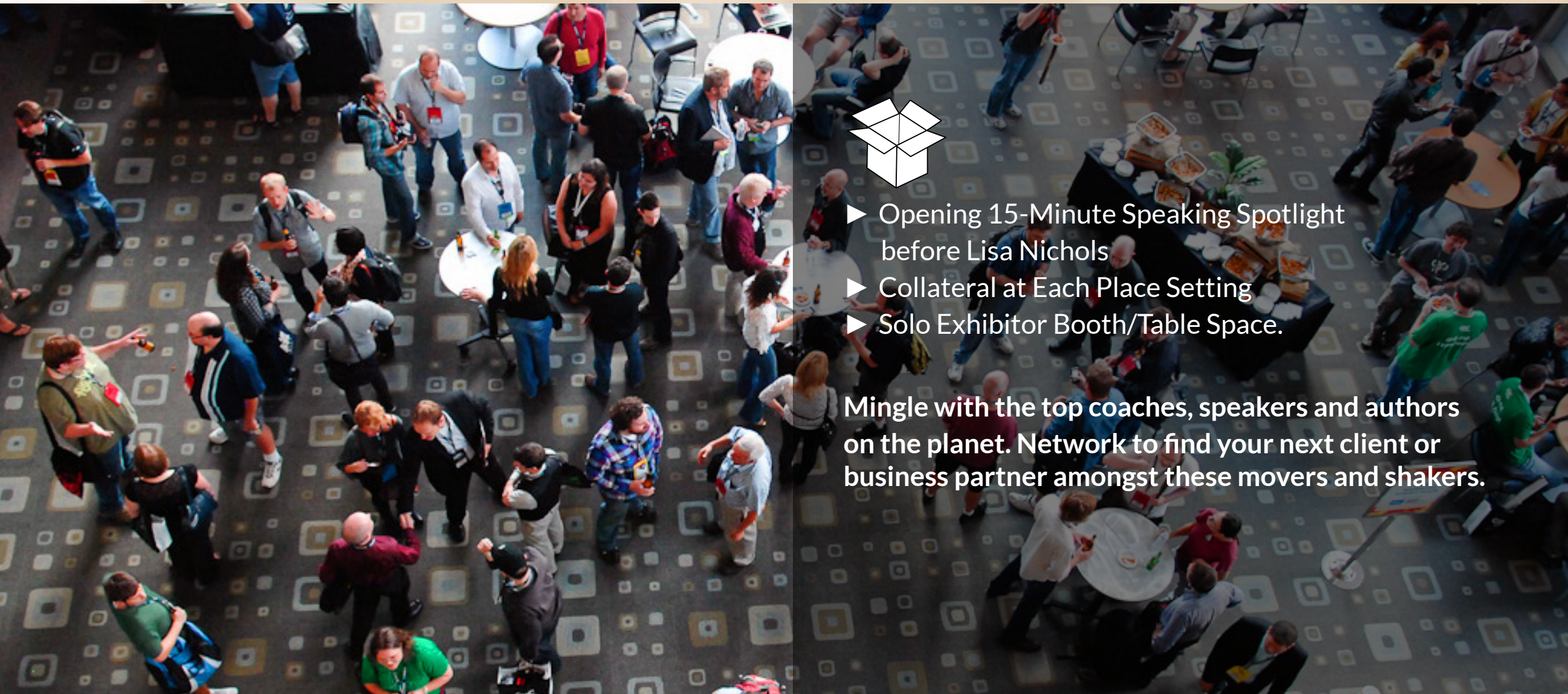
****Must be an add on to another sponsorship within the program.**

**SOLD
OUT**

TOTAL VALUE = \$6,000
YOUR INVESTMENT = \$3,500

*** Required: \$1997 nonrefundable deposit to hold your space**

VIP MIXER SPONSOR



- ▶ Opening 15-Minute Speaking Spotlight before Lisa Nichols
- ▶ Collateral at Each Place Setting
- ▶ Solo Exhibitor Booth/Table Space.

Mingle with the top coaches, speakers and authors on the planet. Network to find your next client or business partner amongst these movers and shakers.

**QTY
2**

TOTAL VALUE = \$12,500
YOUR INVESTMENT = \$5,500

*** Required: \$1997 nonrefundable deposit to hold your space**

LISA NICHOLS B-DAY SPONSOR



- ▶ Opening 15-Minute Speaking Spotlight before Lisa Nichols
- ▶ Collateral at Each Place Setting
- ▶ Solo Exhibitor Booth/Table Space.

World-renowned speaker and best-selling author of 6 books, Lisa Nichols, shares her birthday with 600+ guests from around the globe.

****Must be an add on to another sponsorship within the program.**

QTY
2

TOTAL VALUE = \$12,500

YOUR INVESTMENT = \$5,500

*** Required: \$1997 nonrefundable deposit to hold your space**