



SPONSORSHIP OPPORTUNITIES

2015

For questions or more information, contact Maria Dowd at 760-931-9400, ext. 7011

Motivating The Masses, Inc. 2121 Palomar Airport Road, Suite 300 Carlsbad, CA 92011 | Fax: 760-931-9499 | www.MotivatingTheMasses.com

MOTIVATING THE MASSES OVERVIEW

What MOTIVATING THE MASSES Stands For

The MOTIVATING THE MASSES Brand represents **Professional** TRANSFORMATION, INSPIRATION, LEADERSHIP and **Personal** DEVELOPMENT and FULFILLMENT.

We're committed to helping professionals, entrepreneurs, corporate executives and thought leaders to get to their destination quicker, more powerfully and with greater economic impact and personal satisfaction.

MOTIVATING THE MASSES' 2015 Sponsorship Program is designed to give our corporate partners brand exposure to your target audiences **throughout the year** – our target markets are highly vested in personal and professional development, and loyal to the Motivating the Masses world-class service levels and quality programs.

We're a Unique Force in the Motivational Industry

Our passionate, transparent method of training, coaching, motivating and supporting is what sets us apart from others who “do the same thing”. We “pull back the curtain” and invite our audiences to learn from the Masters' trials and tribulations. We combine training on “what to do and how to do it” with information on “what not to do,” integrated with “who to be.”

While CEO and Breakthrough Specialist, Lisa Nichols, was featured in the hit movie, “THE SECRET,” we keep no secrets when it comes to helping our audiences achieve accelerated business, professional and personal success.

TARGET MARKET OVERVIEW

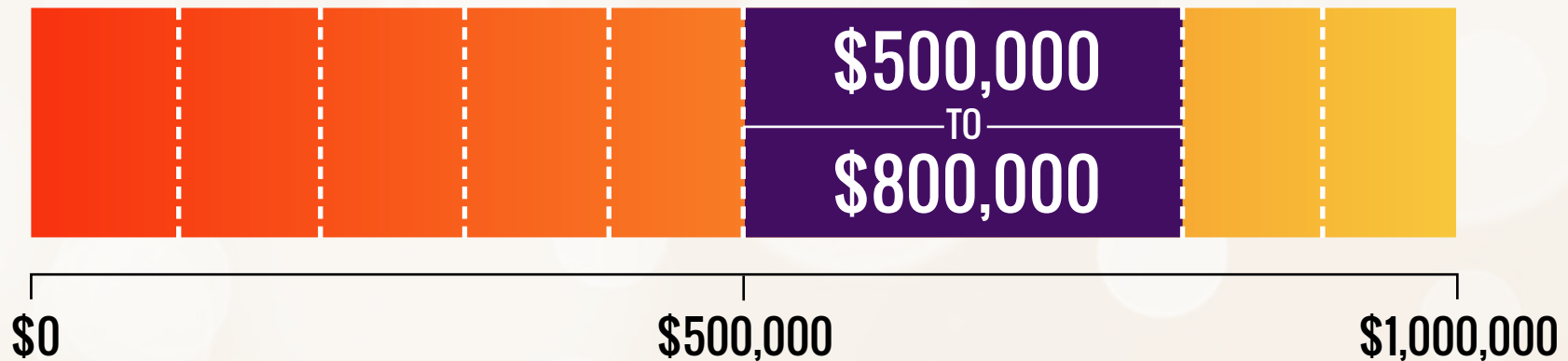
Our Primary Audience

Motivating the Masses Events and Programs are for results-oriented professionals who desire to:

- Elevate their business acumen and profitability.
- Uplift their brand and unique selling proposition.
- Advance their organization's purpose and successes in the marketplace.
- Enhance their personal quality of life.
- And, most importantly – make a difference in the world...by touching lives in profound ways.

Attendees are deeply vested in their professional and personal transformation. Collectively, they'll spend upwards of \$500,000 to \$800,000 once they're on-site to further their personal and professional empowerment journey.

On-Site Collective Spending



TARGET MARKET OVERVIEW

Our Primary Audience

DEMOGRAPHICALLY AND PSYCHOGRAPHICALLY, OUR ATTENDEES ARE:

UPSCALE, WITH AVERAGE
INCOMES EXCEEDING
\$100,000



COLLEGE EDUCATED,
INCLUDING MANY WITH
ADVANCED DEGREES



CULTURALLY DIVERSE
AND WELL-TRAVELLED



ENTREPRENEURIALY
ASTUTE



BETWEEN THE AGES OF
35 AND 55



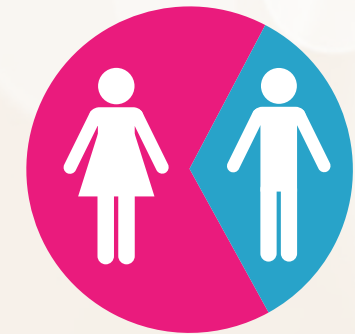
VESTED IN ENHANCING
THEIR QUALITY OF LIFE,
BALANCE AND HARMONY



LOYAL TO COMPANIES
THAT ADVOCATE FOR
ENRICHING HUMANITY



66 PERCENT PROFESSIONAL
WOMEN, AND 33 PERCENT
PROFESSIONAL MEN



SPONSORSHIP OPPORTUNITY OVERVIEW

In the area of **PERSONAL DEVELOPMENT**, we offer these sponsorship opportunities:

- **ABUNDANCE NOW Book Launch + Empowerment Weekend** in October, 2015, featuring best-selling author and breakthrough specialist, LISA NICHOLS and popular talk show host, STEVE HARVEY, expected to attract 2,000 women and men, a celebration of Nichols's newest personal self-help book, published by HarperCollins.
- **Motivating the Teen Spirit Teen + Family Empowerment Weekend** March 21 – 22, 2015, featuring our master facilitators, and attracting over 100 teens, young adults, parents and community leaders. MTS offers life-changing workshops that teach life skills, problem-solving, communication, integrity-based decision-making and emotional literacy. MTS is operated under Motivating the Masses non-profit entity, Empowering the Human Spirit, a (501)(c)(3).
- **BREAKTHROUGH: The Retreat** for 4 days in January 2016, featuring the Motivating the Masses' top personal and professional development master coaches, expected to attract 50 mid- to high-level executives and entrepreneurs seeking massive breakthroughs in their lives.

SPONSORSHIP OPPORTUNITY OVERVIEW

In the areas of **PROFESSIONAL + ENTREPRENEURIAL DEVELOPMENT** we offer these sponsorship opportunities:

- **SPEAK & WRITE TO MAKE MILLIONS Live Event** + Live Stream from April 30 – May 3, 2015, Southern California with expected live attendance of 700 and live stream of 1,000, featuring the entire Motivating the Masses master coaching team. Speak & Write is THE premier conference for entrepreneurs and corporate professionals from around the world seeking to develop and grow their organizations, personal and corporate brands as industry experts, public speakers and writers.
- **POWERHOUSE SPEAKERS LIVE** + Live Stream from November 13 – 15, 2015, San Diego, California with expected live attendance of 150 and live stream of 300, featuring the entire Motivating the Masses master coaching team. Powerhouse Speakers Live is a weekend intensive for entry-level to advanced entrepreneurs and corporate professionals seeking to develop and hone their speaking skillset, message delivery, and bottom line economic impact.
- **GLOBAL LEADERSHIP PROGRAM** + Weekend Entrepreneurial Training + Coaching Intensives: February 6-8, May 5-7, August 14-16 and November 17-19, 2015, San Diego, California, comprised of an elite group of “small” business CEOs who desire network and collaborate with fellow giants. Includes 12-months of exclusive training, masterminding and accountability, focused on the secrets to building multi-million dollar brands, featuring our entire team of master coaches and other industry experts.
- **WORLD CLASS SPEAKERS ALLIANCE** is an on-line university designed, over the course of 13 to 40 weeks, to train entrepreneurs to speak more powerfully, serve in a bigger way, sell more products and services, and grow their businesses to phenomenal levels. 2015 projected enrollment is over 1,000 small business owners and “parallel-preneurs.” Semesters begin in January, May and September.

OUR AUDIENCE TELLS THE STORY BEST

Motivating the Masses Champions Rave!

“This experience is unparalleled! It is content rich, service rich and full of love and integrity. It’s a perfect model for a world that can thrive on unleashed human potential.” ~ Antonio Le Mons

PERSONAL DEVELOPMENT Testimonials

“A transformational explosion that will leave you feeling ambushed by motivation and held captive by opportunity!” ~ Lonnie Pollard

“Thank you MTM for allowing me to be exactly where I am, loving me as I am and not allowing me to stay there by seeing my greatness. Now I cannot only see it in myself, but LIVE it!” ~ Roxa

”Lisa and her fabulous team gave me more than I ever expected. I came here empty, but did what they said to do. Now I am full just like after Thanksgiving! YUMMM and no calories. I am leaving with purpose and intention! Thank you!” ~ Sandra

“If you are looking for a tribe that is aligned with integrity, purpose, service and joy. MTM is it!”
~ Barbara

”As a psychologist, my authenticity, compassion and desire to serve have always been strong, but now I see the value in sharing my story to inspire others, living a fiscally responsible life and living unapologetically! Thank you, I love community.” ~ Wendy

OUR AUDIENCE TELLS THE STORY BEST

PROFESSIONAL/BUSINESS DEVELOPMENT Testimonials

“This program is much more than a training on how to Speak and Write to Make Millions. It’s hard-core business training. Lisa Nichols’ style = fun!” ~ [Stahsha Stanowicz](#)

“I imagined that I wanted to create my new speaking/writing career, and this weekend challenged me to the point where I actually stepped up and did it! Invaluable.” ~ [Janet D. Thomas](#)

“Never in my life have I attended a business training event where I felt so greatly served from the heart. Thank you!” ~ [Frantonia Pollines](#)

I have always known that I could make a difference in the world, but after attending Powerhouse Speakers Live, I know that I must make a difference. There are NO excuses! ~ [Ryshia](#)

Each MTM Experience exceeds the one before it! I am propelled towards becoming a professional speaker ~ [Cheryl](#)

“To be with Lisa Nichols and her team is to take in their love, style and strength. Thank you. Your discipline is extraordinary. Your systems work.” ~ [Carolyn Campora](#)

CORE FOCUS AND PARTNERSHIPS

Motivating the Masses Core Focus Areas Include:

- Business Strategic Planning
- Business Operations
- Business Finance & Cash Flow Management
- Brand Development & Management
- Strategic Marketing
- Product/Program Development
- Speaker Training/Coaching
- Author Training/Coaching
- Life Coaching + Advanced Training
- Business Coaching + Advanced Training
- Global Leadership Development
- Team-Building
- Corporate Training & Development
- Entrepreneurship
- Personal Transformation
- Teen Advocacy Development
- Joint Venture Partnerships
- Community-Building
- Organizational Development
- Executive Coaching
- Masterminding
- Professional Development
- Teen + Family Empowerment

STEVE
HARVEY

ESSENCE

Colgate

L'ORÉAL

LARRY KING LIVE



A POWERHOUSE TEAM FOR OUR POWERHOUSE PARTNERSHIP

The combined experience in business and life transformation on the Motivating the Masses team is over 100+ years respectively. Led by Lisa Nichols, CEO, our team has industry leaders in Marketing, Sales, Operations, Finance and Training and Development. We are a group of Master Facilitators and Coaches who are some of the most highly requested speakers and trainers in the world.



Lisa Nichols is CEO of Motivating the Masses, Inc., one of the top training and development companies in the world. She's also the best-selling author of six books and **one of the most sought-after transformational speakers in the world** whose global platform has served millions. Ms. Nichols' extraordinary story of transforming her own life from a struggling single mom on public assistance in South Central Los Angeles to now **Millionaire Entrepreneur** is the inspiration behind her signature **No Matter What! System** - and based on her New York Times Bestseller by the same name. Lisa teaches people how to master accomplishing unfathomable goals and to tap their limitless potential. Her featured teacher role in the self-development hit movie, **"The Secret"** catapulted her popularity across the globe. Lisa has appeared on the Oprah Winfrey Show, Extra, Larry King Live, NBC's Emmy Award-winning show, Starting Over and The Today Show.

Lisa regularly keynotes at the Essence Music Festival and eWomenNetwork events and tours with talk show host, Steve Harvey. Coined **"The Breakthrough Specialist,"** her powerful message of empowerment, service, gratitude and excellence has been delivered via main stages, workshops and programs, including **World Class Speakers Alliance** and **Global Leadership Program**, which have impacted the lives of millions of adults, touched the lives of over 200,000 teens, prevented over 3,800 teen suicides, supported 2,500 drop outs in returning back to school and helped thousands reunite with families through her non-profit foundation, **Motivating the Teen Spirit.**

A POWERHOUSE TEAM FOR OUR POWERHOUSE PARTNERSHIP



Susie Carder, President and COO of Motivating the Masses, has been instrumental in leading the company in multimillion-dollar growth. As the creator of the **Predictable Success Method™**, Susie is also MTM's **Executive Coach** and a **VIP Day Strategist**, whose expertise lies in developing operations, finance, sales accountabilities and marketing systems for business--resulting in predictable and substantial revenue, profit growth and investment opportunities. Susie has a 20-year proven track record, has built two separate ten-million dollar companies, and works with entrepreneurs around the world.



Alex Henderson, CFO, is a Finance and Accounting professional with over 20 years expertise in operational excellence. After assisting a number of start-up companies increase the efficiency of their accounting and finance departments, Alex was also in charge of overseeing and managing the HR functions of these companies. Alex's fiscal acumen will be advantageous to Motivating the Masses in creating a scalable accounting and finance department and providing analysis to assist in the growth of the business. Alex also oversees MTM's **Investor Relations Division** and provides reporting to sponsoring companies.

A POWERHOUSE TEAM FOR OUR POWERHOUSE PARTNERSHIP



Jennifer Kem, Global Marketing Director and Brand Officer is responsible for the offline and online marketing strategy for Motivating the Masses. With 18 years of experience in product development, product management, brand strategy, copywriting, executive consultation, social media and affiliate marketing, Jennifer is accountable to extend the Lisa Nichols and Motivating the Masses brand globally. With experience at top companies like Oracle, Blue Cross Blue Shield, Kroll Associates, Sun Microsystems, Age Wave, and Hawaiian Telcom -- as well as her own digital strategy and execution agency KemComm Media Group, Jennifer consults with and trains corporate executives and business owners to elevate their brands and grow their business using lead generation, digital strategy and all aspects of advertising, including direct mail, direct TV, print and radio. As part of the Motivating Masses core team, her experience and passion for our clients around the world serves business owners to create massive impact and profit through training and workshops, entrepreneurial programs and executive coaching.

A POWERHOUSE TEAM FOR OUR POWERHOUSE PARTNERSHIP



CeCe Clark, Director of Global Sales has over 17 years of corporate development and entrepreneurial experience, having grown and scaled both emerging and Fortune 500 companies. As Director of Global Sales, CeCe is charged with the strategic growth and sales of transformational products and related services in markets worldwide. As a coach and trainer, CeCe created the **\$40k in 40 Days™** Predictive Income System, helping entrepreneurs get the coaching, confidence and cash they need to build the dream business that supports their dream life. Although she holds a Master's degree from the City University of New York, CeCe developed her insight into the inner workings of creating predictive income as Director at the DC Chamber of Commerce, Business Development Manager for AT&T Global Sales, and finally as the CEO of Clark Development Group; a Washington, DC based real estate firm that she founded and grew to five million dollars by age 34.



Nicole Roberts Jones, Director of Development, is known as “The Inner Catalyst” for her ability to draw out what’s best in YOU. As the creator of the **Find Your Fierce Formula**, Nicole works to not only discover what makes achievers tick at a deep level but to help them Turn Big Passion into Big Profits. Nicole is MTM’s **Content Development Coach**, as well as a **Personal Development Coach**, a national motivational speaker and author of two inspirational books.

A POWERHOUSE TEAM FOR OUR POWERHOUSE PARTNERSHIP



Maria Dowd, Director of Sales & Sponsorship Development is responsible for cultivating business and corporate relationships, facilitating win-win partnerships, and selling training and coaching programs to organizations interested in making quantum leaps in professional development and business growth. Maria may be best known as the founder/producer of **African American Women on Tour**, one of the premier women's empowerment conferences that touched the lives of thousands of women as it traveled the country and internationally for 13 years.



Shayna Rattler, Director of Corporate Development is a business and executive coach, author and speaker whose mission is to help entrepreneurs and corporate leaders excel. She provides coaching, training and keynotes that enables her clients to cultivate leadership skills and achieve greater success in business development and organizational excellence. She has earned a certification in the Strategic Mindset Process and is a Certified Diversity and Inclusion Facilitator.

A POWERHOUSE TEAM FOR OUR POWERHOUSE PARTNERSHIP



Margaret Packer, Executive Manager & Executive Coach, manages the corporate movement and culture of Motivating the Masses, Inc. She's an accomplished leader who is organized and driven, with 15 years of experience upholding and executing company values and goals. She manages the corporate and personal calendars of Lisa, coordinates contracts, travel, concierge and customer services and events. Margaret also ensures morale stays high and employees work as a team. Margaret is also the Master Facilitator of MTM's "**World Class Executive Support Training**" program.



Tia Ross, Director and Master Facilitator of Motivating the Teen Spirit, facilitates workshops that focus on emotional healthiness and personal accountability. She has touched the lives of parents and youth in schools, in the juvenile justice system, and in social services across the nation. Tia also oversees the **Teen & Youth and Parent Coaching programs** at MTM. Her experience is in the juvenile justice system of San Diego, CA, including student worker, family support worker, SAY San Diego, CAT Team, WINGS Program Coordinator, and church services leader with volunteers of probation.