

# LEADING HEALTHY *Teams*

## LEADERCAST LIVE Friday, May 10, 2019

### FEATURED SPEAKERS:



**GAYLE KING**  
Co-Host, CBS This Morning  
and Editor-at-Large,  
*O, the Oprah Magazine*



**PATRICK LENCIONI**  
Founder,  
The Table Group



**DR. CAROLINE LEAF**  
Communication Pathologist  
and Cognitive Neuroscientist



**MARCUS SAMUELSSON**  
Award-Winning Chef, Restaurateur,  
Author and TV Personality



**JULIET FUNT**  
CEO, WhiteSpace at Work



**ANDY STANLEY**  
Leadership Author  
and Communicator



**GINGER HARDAGE**  
Former Senior Vice President  
of Culture and Communications,  
Southwest Airlines



**CRAIG SPRINGER**  
Executive Director,  
AlphaUSA



**CARLA HARRIS**  
Vice Chairman and Managing  
Director, Morgan Stanley

## PARTNERSHIP OPPORTUNITIES

## WHAT IS LEADERCAST?

A one-day event broadcast LIVE from Atlanta, Georgia to host sites and leaders around the world, in communities just like ours. It's a movement that is changing the way the world thinks about leadership...by building leaders worth following.

**Auburn is the ONLY Leadercast site in Maine!** Your business, your logo and your message will reach a wide, diverse audience of local business professionals, law enforcement professionals, educators, entrepreneurs and leaders - both adult and youth - within our community. We hope that you will partner with us on this powerful journey.

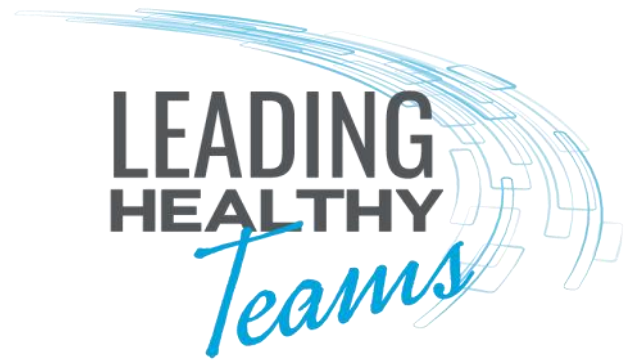
## WHY AUBURN PAL?

In an effort to provide positive, horizon-broadening experiences for at-risk youth in our city, the Auburn Police Department established the **Auburn Police Activities League (PAL)**.

Six years ago, Auburn PAL opened the **PAL Center** in the Chestnut Street neighborhood, at the heart of a half-square mile area identified by crime data. The PAL Center provides educational and athletic activities for kids after school and during the summer, not to mention positive interaction with police officers. PAL encourages and develops leadership in youth, and fosters communication, understanding, and mutual respect between youth, community and police. We are serving as many as 120 kids each day!

**Leadercast** helps raise much-needed funds to support the programs, the mission and the kids of Auburn PAL.

**Auburn PAL is a 501(c)3 charitable organization. Your gift is tax-deductible.**



*“Leadercast has made a tremendous difference in my professional & personal life. It is the ‘mecca’ of leadership innovation, information & inspiration.”*

*“I’m so delighted to spend the day with Maine leaders & emerging leaders!”*

*“We are proud to help develop leaders within our community AND support the PAL Center & its programs for at-risk kids. This conference is great for leaders at every level. I always send my staff to Leadercast.”*

*“I wouldn’t miss Leadercast for the world!”*

*“Each year, Leadercast is the highlight of my professional life!”*

# Make a commitment to support Auburn PAL.

Join us as a Leadercast Auburn PAL sponsor and help us develop young leaders within our community.

## Diamond Level Sponsor \$10,000

- Naming rights for 2018 event ("XYZ Company presents Leadercast" or "The XYZ Leadercast," etc.)
- 12 tickets to attend Leadercast (2 full tables) and sponsor-only rate on additional tickets
- Logo featured prominently on **all PAL event promotions for one year** (posters, etc.), with at least 6 complimentary tickets to each event
- Logo on Leadercast event tickets, and all other PAL events/fundraisers for one year
- Color logo displayed inside PAL Center, if desired (2' x 4' or smaller), for one year
- Vendor/display table at Leadercast (and other events, if desired)
- Spotlight page on Auburn PAL website
- Distribution of approved marketing materials/giveaways to event attendees
- Mention from stage four times during event
- Sponsor recognition gift
- Recognition as LEAD event sponsor on print/electronic promotional materials
- Opportunity to address audience prior to start of event and before lunch break (max. 3 min. each)

## Platinum Level Sponsor \$5,000

- 6 tickets to attend Leadercast (1 full table) and sponsor-only rate on additional tickets
- Logo featured prominently on all PAL event and fundraiser promotions for one year
- Vendor/display table at Leadercast (and other events, if desired)
- Logo on Auburn PAL website with link to sponsor website
- Distribution of approved marketing materials/giveaways to event attendees
- Mention from stage twice during event
- Sponsor recognition gift
- Recognition as Platinum Level sponsor on print/electronic promotional materials
- Opportunity to address audience before afternoon break

## Silver Level Sponsor \$1,000

This is our "BE A PAL" sponsorship level, which includes:

- 2 tickets to attend Leadercast and sponsor-only rate on additional tickets
- 1 scholarship ticket for a deserving individual, compliments of your organization
- Logo featured on Leadercast event poster
- Vendor/display table at Leadercast, if desired
- Logo on Auburn PAL website with link to sponsor website
- Distribution of approved marketing materials/giveaways to event attendees
- Mention from stage at least once during event
- Recognition as Silver Level sponsor on print & electronic promotional materials

## Youth Scholarship Sponsor \$300

Make it possible for an outstanding young leader in our community to attend Leadercast.

- 1 ticket to attend Leadercast
- 1 scholarship ticket will be given to a deserving local high school student
- Listing on Auburn PAL website

## Gold Level Sponsor \$2,500

- 4 tickets to attend Leadercast and sponsor-only rate on additional tickets
- Logo featured on all Leadercast event promotion (poster, etc.)
- Vendor/display table at Leadercast, if desired
- Logo on Auburn PAL website with link to sponsor website
- Distribution of approved marketing materials/giveaways to event attendees
- Mention from stage twice during event
- Sponsor recognition gift
- Recognition as Gold Level sponsor on print/electronic promotional materials

## Winning Team Sponsor \$600

We encourage your organization to bring your entire team to Leadercast! For the price of 6 event tickets, we will give you sponsor recognition. It is **that** important for you to be there!

- 6 tickets to attend Leadercast (1 full table)
- Organization listed on Auburn PAL website
- Recognition as Winning Team sponsor at Leadercast event

**We are also happy to build a custom sponsorship level for your organization.**

Want to sponsor lunch, or one of our coffee breaks? Want your logo on conference 'swag' items? Let's work together to create the perfect fit for you!

E-mail Liz Allen at: [LAllen@AuburnMaine.gov](mailto:LAllen@AuburnMaine.gov) or call 207.333.6650 X2070 to start the conversation.

# Your support helps a PAL kid succeed.

Your contribution helps build a stronger community by building great kids!

Yes! I would like to support Auburn PAL at the following level:

\_\_\_ DIAMOND (lead/naming) Sponsor | **\$10,000**

\_\_\_ PLATINUM Sponsor | **\$5,000**

\_\_\_ GOLD Sponsor | **\$2,500**

\_\_\_ SILVER Sponsor | **\$1,000**

\_\_\_ WINNING TEAM Sponsor | **\$600**

\_\_\_ YOUTH SCHOLARSHIP Sponsor | **\$300**

I am unable to sponsor at any of the above levels. Please accept my contribution: \$ \_\_\_\_\_

*The Auburn Police Activities League (PAL) is a 501(c)3 charitable organization. Your gift is tax-deductible.*

Organization \_\_\_\_\_

Individual/Contact Name \_\_\_\_\_

Organization website \_\_\_\_\_

Address \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Please make checks payable to: **"Auburn PAL"** and remit (with form) to:  
Auburn Police Department, Attn: Liz Allen, 60 Court Street, Auburn, Maine 04210.

E-mail your high-resolution logo to: [LAllen@AuburnMaine.gov](mailto:LAllen@AuburnMaine.gov).