



January 26th – 28th, 2018  
The Garland - North Hollywood, CA

## SPONSORSHIP PROGRAM

Dear Creative Entrepreneurs,

Ready to attract a whole new stable of savvy, interesting clients? Want to be inspired to do more in YOUR business for yourself and the world? Happy to hit the ground making more money in 2018?

I invite you to partner with me in a having a whole lot of fun while making a smart splash this year with the Creative Successful Entrepreneur community. Play Big! is an event that draws on a community of intelligent, inspiring, successful business owners who NEED YOU TO GROW THEIR BUSINESSES!

### **Benefits of Sponsoring:**

I believe that this opportunity needs to be mutually beneficial. I have a dedicated sponsorship management team that works with you throughout the entire sponsorship planning process to ensure you meet your event goals.

Features of the Sponsorship Program for Play Big include:

- Supported, active access to our community for a year
- Permission to mail to our list
- 3 comprehensive training calls prior to the event to help you plan and be fully prepared to make the most of your sponsorship
- Video introduction to our attendees and our social media communities
- Private VIP event for our sponsors and speakers to network

Sponsorships are limited. Connect to discuss your options with Melissa.

Let's Play BIG together this year!

Best regards,

Melissa



## PREMIUM MAIN-STAGE SPEAKER SPONSOR *1 Opportunity*

- **Exclusive 75-minute speaking spot** from the main stage to introduce your services and sales package to the *Creative Successful Entrepreneurs* audience. **Keep 100% of your sales** with no commission to event holder. (Commission arrangement can be negotiated. \*) (*\$10,000 value*)
- **Endorsement from the stage** by Melissa McFarlane with priority mention where you are featured as our 'Special Guest Speaker' *including video "commercial" played into event at key marketing moment.* (*\$500 Value*)
- **Your company promotion** in our Conference Registration materials given to all attendees for visibility long after the event.
- **You receive "back of the room" support** (including exclusive sales table) directly after your presentation during a 25 minute break where you can meet with our buying audience. There will be no competing events or exhibit activities to distract from sales.
- **Full-color, full-page approved advertisement** in a prime location in our Resource Guide (every attendee receives these upon check-in, carries it throughout the conference and takes them home. (*\$250 value*))
- **Offer your services to our** list post-event in one "loop-back" solo mailing (*\$500 value*)
- **Receive 4 Complimentary Guest Registrations** for advance distribution. (*\$4,000+ value*)

**TOTAL VALUE: \$15,250+**  
**INVESTMENT: \$7,500\*\***

*\*Reduced to \$5,000 with minimum of 4 confirmed attendees at PlayBIG! 2017, plus 2 solo mailings and 5 social media mentions to your list to promote the event. (\*\*Commission on sales will reduce sponsor fee more.)*



## BREAKOUT SPEAKER SPONSOR

~~3 Opportunities~~ **2 Remaining**

- **Exclusive 30-40 minute speaking spot** in breakout space to introduce your services and sales package (free offer; table drop) to a portion of the *Creative Successful Entrepreneurs* audience. (\$5,000 value)
- **Endorsement from the stage** by Melissa McFarlane with priority mention where you are featured as our 'Special Guest Speaker' *including video "commercial" played into event at key marketing moment.* (\$500 Value)
- **Your company promotion** in our Conference Registration materials given to all attendees for visibility long after the event.
- **You receive "back of the room" support** (including exclusive sales table) directly after your presentation where you can meet with our buying audience during break following presentation.
- **Full-page pre-approved advertisement** in a prime location in our Resource Guide (every attendee receives these upon check-in, carries it throughout the conference and takes them home. (\$250 value)
- **Receive 4 Guest Registrations** for advance distribution. (\$4,000+ value)

**TOTAL VALUE: \$~~9,750~~+**  
**INVESTMENT: \$3,500\***

**\*Reduced to \$1,750** with minimum of 4 confirmed attendees at PlayBIG! 2017; plus 2 solo mailings and 5 social media mentions to sponsor's list to promote the event.



## SPOTLIGHT and/or PANEL SPEAKER SPONSOR

**4 Opportunities – 3 Remaining**

- **Exclusive 10-15-minute speaking spot** from the main stage to introduce your services and sales package (free offer table drop) to the *Creative Successful Entrepreneurs* audience. **Keep 100% of your sales** with no commission to event holder. (\$3,500 value)
- **Endorsement from the stage** by Melissa McFarlane with priority mention where you are featured as our 'Special Guest Speaker' including video "commercial" played into event at key marketing moment. (\$500 Value)
- **Your company promotion** in our Conference Registration materials given to all attendees for visibility long after the event.
- **You receive "back of the room" support** (including exclusive sales table) directly after your presentation where you can meet with our buying audience during break following presentation.
- **Full-page pre-approved advertisement** in a prime location in our Resource Guide (every attendee receives these upon check-in, carries it throughout the conference and takes them home. (\$250 value)
- **Receive 4 Guest Registrations** for advance distribution. (\$4,000+ value)

**TOTAL VALUE: \$~~8,250~~+**  
**INVESTMENT: \$ 2,500\***

**\*Reduced to \$1,500** with minimum of 4 confirmed attendees at PlayBIG! 2017; 2 solo mailings and 5 social media mentions to your list to promote the event.



## RESOURCE TABLE SPONSOR

*Resource Table - 6 Opportunities Remaining*

- **3 days of sponsor exhibitor hours plus evening** events plus **designated booth** for you to engage our audience at Play BIG! event. (\$2,500 value)
- **Video “commercial” played into event** at key marketing moment, pointing attendees to your booth. (\$350 value)
- **Advertisement in our Event Materials** which every attendee will receive. (\$150 value)
- **Receive 4 Complimentary Guest Registrations** for advance distribution. (\$4,000 value)

**TOTAL VALUE: \$~~6,500~~+**  
**INVESTMENT: \$1,500\***

*\*Reduced to \$1000 with minimum of 4 confirmed attendees at PlayBIG! 2017; plus 2 solo mailings and 5 social media mentions to your list to promote the event.*



## ENHANCEMENTS

- (1) Branded Attendee Bags: \$300
- (1) Back Cover of Event Binder (color): \$300
- (1) Water Bottle Sponsor (you provide bottles): \$250
- (10) Bag Drop (content for bag): \$150
- (1) Lanyard (you provide lanyard): \$150
- (6) General Session Gifts (Sponsors only - you provide gift): \$100
- (5) Full Page Ads in Event Binder (Add on for table sponsor): \$95

To get started, please contact our sponsorship manager, Jessica:  
[support@creative-successful-entrepreneurs.com](mailto:support@creative-successful-entrepreneurs.com).

*Sponsorships are subject to approval.*

*All sponsorships requests must be accompanied by a \$250 refundable deposit which will be returned if you are not selected.*



### **The Play BIG Audience is typically comprised of:**

- 80% business owners or freelance artists, 20% ambitious career professionals
- Generally 70% women, 30% men
- Educated and highly independent profiles
- Risk-takers who routinely invest in products, training and services that they believe will improve their success
- Enthusiastic out-going, curious people who are comfortable talking and mingling with strangers (like sponsors ☺) and understand the value of networking

### **The Play BIG Event is unique:**

Unlike other business training events, The Play BIG Event caters to an audience that is highly creative, open-minded, and largely unfamiliar with strict principles of business. The event is designed to support Creatives to move beyond whatever is stopping them from getting their ideas and talent into the world tangibly, to cause a meaningful, useful change in their own lives, their community or the world at large. Content is varied and covers Mindset, Visioning, Business Skills, Product Creation, Change-Agent protocols and Strategies for Leaving a Legacy. It is a fun and rich environment for sponsors!

**By Application Only:** (Please click the link that applies to you to request Sponsorship via email. Please note in subject line: “Play BIG Sponsorship Application”). **Table Sponsors must talk to a member of our team in order to be approved. Speaker/Sponsors must speak directly with Melissa.**

We hope you’ll consider joining our dynamic, high-impact and out-of-the-box experience and community at Play BIG Live Event this year!

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### **FOR GENERAL QUESTIONS ABOUT SPONSORSHIP, PLEASE CONTACT US AT:**

[support@Creative-Successful-Entrepreneurs.com](mailto:support@Creative-Successful-Entrepreneurs.com) or connect directly 323-697-0165 (Feel free to text us! We get it.)

*(All applications are reviewed & accepted on a first come first serve basis. A \$250 deposit is required immediately upon acceptance as a Sponsor/Speaker. Payment plans available.)*