

Authentic Interview Lunch Sponsorship

WHY AUTHENTIC INTERVIEWS?

Each month a group of high caliber Central Virginia business professionals attend the Authentic Interview. Authentic Leader™ has hosted lunch events for almost two years on the last Monday of every month.

In the summer of 2017 the format was changed to an interview with a prominent business leader each month. This new format has struck a chord with the business community and attendance has consistently grown. No one else is delivering a monthly business event like this one.

If your business would like to be a part of this unique event experience, we would love to talk with you about partnering through sponsorships.

WHY WE INVITE SPONSORS

- To help with the expense of the events
- To connect and align with community focused businesses
- Provide guaranteed seats to each event
- Create brand association with event and access to attendees

IDEAL SPONSORS . . .

- Have a reputation as a leadership focused growth business
- Build relationships with event attendees
- Intend to partner long-term with the Authentic Interview events
- Add value to the event experience

Where possible, Authentic Leader™ will facilitate value of your business through your partnership. Let's talk about how we can help to do that.



RECENT METRICS

Since July, each Authentic Interview event **averaged over 50 attendees.**

Attendees are business owners, CEOs, other C-level executives, nonprofit executive directors, division/department leaders, sales professionals, and even public service first responders.

Business sizes include solopreneurs, small/medium size businesses, \$100M+ size businesses and local Fortune 500 leaders.



A sample of attendees from the following organizations have attended:

Ball Office Products

Essex Bank

Prince George County

Boehringer Ingelheim

FOX Richmond / Sinclair

Sandler Sales Training

Blue Giraffe

InnerWill

Teradel

C&F Bank

International Tool
Manufacturing

Titan Auto & Tire

Capital Ale House

Morton Consulting

Village Bank

Capital One

Parks Sterling Bank

Virginia Council of CEOs

Cobb Technologies

Partner MD

Xenith Bank



Sponsorship Levels

TABLE SPONSORSHIP

Investment: \$600 per quarter or \$200 per event

Benefits

- Six seats at each Authentic Interview Event
- Prominent reserved table toward the front of the room

EXECUTIVE SPONSOR

Investment: \$900 per quarter or \$300 per event

Benefits

- Two seats at each Authentic Interview Event
- Logo and name recognition as Executive Sponsor on:
 - event announcements
 - registration page
 - printed material at the event
- List of attendee contact information
- Each Quarter; One one-hour Authentic Leader™ training program at your business for your staff – OR – One one-hour Authentic Leader™ coaching session

C-SUITE SPONSOR

Investment: \$1500 per quarter or \$500 per event

Benefits

- Four seats at each Authentic Interview Event
- Option to provide your business's promotional material at each event
- Logo and name recognition as C-Suite Sponsor on:
 - event announcements
 - registration page
 - printed material at the event
- List of attendee contact information
- Each Quarter; One one-hour Authentic Leader™ training program at your business for your staff – OR – One one-hour Authentic Leader™ coaching session

“PRESENTED BY . . .”

(EXCLUSIVE SPONSORSHIP)

Investment: \$2700 per quarter or \$900 per event

Benefits

- Six seats at each Authentic Interview Event
- Option to provide your business’s promotional material at each event
- Prominent logo and name recognition as the Presented by Sponsor on:
 - event announcements
 - registration page
 - printed material at the event
- Prominent reserved table toward the front of the room
- Opportunity to introduce the event
- List of attendee contact information
- Each Quarter; Two one-hour Authentic Leader™ training program at your business for your staff – OR – Two one-hour Authentic Leader™ coaching sessions

Sponsorship benefits are subject to change

Sponsorships	Table Sponsor	Executive Sponsor	C-Suite Sponsor	“Presented by . . .”
Per Quarter (per event)	\$600 (\$200)	\$900 (\$300)	\$1500 (\$500)	\$2700 (\$900)
Seats Provided	6	2	4	6
Reserved Table	Yes			Yes
Sponsor Provided Promotional Material			Yes	Yes
Logo and Name on Event Materials		Yes	Yes	Yes
Logo and Name on Registration Page		Yes	Yes	Yes
Logo and Name on Event Printed Material		Yes	Yes	Yes
Introduce Event				Yes
Training or Coaching per quarter		1	1	2

Industry exclusivity applies. No two of the same industries will be allowed to sponsor the same event except for table sponsors.

Contact **Christopher Jones** (Chris@ChristopherRJones.com | 804-592-0622) to learn more about your opportunity to sponsor the Authentic Interview.