

Sponsor Package

trueU Learning Summit 2019

Explore • Evolve • Emerge



Executive Summary

trueU is a non profit membership based organization that exists to:

- Create a community of leaders who learn from each other how to create a culture that attracts, retains, and grows people.
- Create an organization where people want to work and are proud of their company.

trueU Member Companies believe in growing their greatest asset, their people. We understand how frustrating it is to want what is best for your employees but not have the right tools and resources at your disposal. So we provide personal development resources and experiences to create a rich and relevant learning community for every person in your business. We believe that work should be an attractive place where people use their unique talents to serve and make a difference.

The trueU Learning Summit, **Explore. Evolve. Emerge.** is a day focused on personal development for you and your teams. Facilitators will include professional speakers as well as leaders of the trueU community.

Demographic of attendees

Attendees are individuals who want to develop new skills, managers who want to lead well, and teams who want to work better together. The typical leader who attends the Summit is between 20-65 years in age. A variety of industries will be represented. Most individuals attending the Summit live and work in and around Indianapolis.



trueU Learning Summit Sponsorship Levels

\$8K – Platinum (1 Slot Available)

- 10 complimentary tickets to the event (This is in addition to the 10 complimentary tickets trueU Member Companies already receive)
- Speaking engagement over lunch
- 1 page ad in Event Program
- Promoted as Platinum sponsor through social media & digital forums
- Branding on event website and printed agendas
- Option to provide a giveaway item at registration
- Option to host an information table about your business at the event
- Branding on swag
- A guest spot on the Make My People Better podcast
- A commercial on the Make My People Better podcast

\$5K – Gold (3 Slots Available)

- 6 complimentary tickets to the event (This is in addition to the 10 complimentary tickets trueU Member Companies already receive)
- ½ page ad in Event Program
- Promoted as sponsor through social media & digital forums
- Option to host an information table about your business at the event
- Branding on event website and printed agendas
- A commercial on the Make My People Better podcast

\$3K – Silver (5 Slots Available)

- 3 complimentary tickets to the event (This is in addition to the 10 complimentary tickets trueU Member Companies already receive)
- ¼ page ad in Event Program
- Promoted as sponsor through social media & digital forums
- Option to host an information table about your business at the event
- Branding on event website and printed agendas

\$1,500K – Bronze (10 Slots Available)

- A complimentary ticket to the event (This is in addition to the 10 complimentary tickets trueU Member Companies already receive)
- 1/8 page ad in Event Program
- Promoted as sponsor through social media & social forums
- Branding on event website and printed agendas

\$1K - Snack Sponsor (2 Available)

- Mention in Event Program
- Branding on signage throughout the event

Are you ready to begin? Contact Gretchen Schott (gretchen.schott@trueu.com) to indicate the sponsorship level you are interested in.



Frequently Asked Questions

With my sponsorship do I receive a copy of the attendee list? Yes. Following the event we will provide you with a list of names of individuals who have opted in to be contacted by our sponsors.

Am I able to purchase the attendee list from you? Unfortunately no. At trueU, we value community and connectors. For us it is about building relationships with one another and serving in the community. We also value trust and building that with our members. It is our belief that we need to be protective of our members and by allowing companies to purchase our membership works against our stated values.

Do I need to attend the event to be a sponsor? No. It would be our preference to have you onsite and share information about your organization, but you do not have to be an attendee to sponsor the Summit.

Do I have to be a member of the trueU Community to be a sponsor? No. We would be excited to sit down and talk with you about membership, however, you do not need to be a member to sponsor this event.

As part of my sponsorship will I be able to participate in the Make My People Better podcast? Some of the sponsorships levels include participation with the Make My People Better podcast show. You could have an opportunity to be a guest on the show or you may simply have a commercial as part of the show played to promote your organization.

Can I have a booth or information table at the event? Some of the sponsorships levels include the option to host an information table at the event.