



Your Moment to Shine!

"A new life awaits you at the end of the rainbow."

Main Benefit to Sponsors

Sponsors of a **"Your Moment to Shine!"** motivational workshop will not only increase overall brand awareness, but demonstrate to workshop participants and the community as a whole that their companies care about people living their best lives. When a company shows potential consumers that they care on a human level, the company is often rewarded with a faithful customer/client.

Event Description

The **"Your Moment to Shine!" Motivational Workshop Series** will teach participants how to grasp the reins of life and define their own journey in this world!

As you are aware, many people feel they have lost control over their daily lives and are just managing to maintain what can be defined at most as a mundane existence. Still there are others who believe all they have achieved in life is what they can see at the present, and really don't know how to unleash the champion within in order to propel themselves toward their true destiny. Couple these perceptions with the impact of a struggling economy, scarce jobs, and a housing market that is leaving people in both financial and psychological straits, and you have the makings of those individuals who are just quietly sitting in a corner of life waiting for an impending doom to come crashing down around their shoulders. Simply put -- these are very difficult times for so many people. Thus the purpose of the **"Your Moment to Shine!" Motivational Workshop Series**. This series of workshops has been carefully crafted and designed to ignite an awakening in participants as to their true potential and purpose in this world in order that each person might learn to live victoriously despite their current circumstances.

During the workshops, participants will enjoy a fun, casual, yet interactive experience. Each workshop is an 8-hour event that will feature: 1) a PowerPoint presentation; 2) self-development activities; 3) music; and, 4) light refreshments. In addition, each participant will receive a workbook to take home for future reference. The initial theme for all the workshops will be one of a birthday celebration; a metaphor for participants experiencing a rebirth in their lives.

The day will culminate in a **"Shine!"** ceremony during which each participant will be presented a certificate of completion in recognition of exercising the courage to take the first step toward an overall life transformation by attending the workshop.



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Company Profile

Gwendolen McCloud: Motivational Speaker and Life Coach -- Workshop Facilitator

Gwendolen McCloud's life exemplifies a profile in courage. Having grown up in north St. Louis, Missouri, under some of the most spiritually, psychologically, and physically challenging circumstances for the first 21 years of her life, she not only survived many of life's most painful episodes, but emerged from the trenches to define her own voice. High-energy and very uplifting, her vision-focused messages not only motivate and empower her audiences, but entertain and educate as well. To date, she has given a total of 61 presentations for colleges/universities, nonprofits, and at various professional venues. As a result of her life experiences, she has transformed into a speaker who can genuinely relate to a variety of life experiences, and is supercharged about helping others to develop authentic lives because she knows the power that is birthed during the process of overcoming. In addition to being a motivational speaker and life coach, Ms. McCloud is an entrepreneur and fantasy writer who is the author of **Cake Tales: 10 Deliriously Delicious Stories of the Surreal**, a book of fantasy food tales that will soon be available on Amazon.com, nook, and other literary platforms. Ms. McCloud's talents also include acting (comedic and dramatic), singing, doll-making, drawing, cooking, and dancing.

About the "Your Moment to Shine!" Motivational Workshop Series: Changing Lives One Moment At A Time

The "Your Moment to Shine!" Motivational Workshop Series is designed to teach participants **how to dream bigger, live more meaningful lives, and to take action now!** The facilitator will not only share on individual life experiences that brought her to her own moment of awakening, but will speak on the lives and legacies of some of the world's greatest luminaries in the hopes of demonstrating how to create an empowering vision of one's life. These teachings will be combined with a PowerPoint presentation, self-development activities, and a workshop manual. The goal is for participants to gain a more profound understanding of their mission in this world through the power of vision and how to go out and achieve their dreams. High-powered and full of energy, participants will also learn how to readily accept change, cultivate an attitude of gratefulness, and pursue their passion on purpose in order to become an inspirational and transformational force in other people's lives as well.



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Sponsorship Opportunities



**"Your Moment to Shine!"
Motivational Workshop Series**





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Platinum Sponsors

Platinum Sponsors will be prominently featured in all advertising for the "Your Moment to Shine!" Motivational Workshop Series.

Pre-Event Benefits

- Company banner with a link to the company's website will be featured on the main website for the "Your Moment to Shine!" Motivational Workshop Series
- Logo or company name will be highlighted in all broadcast, electronic/digital, and traditional advertising
- Logo or company name will be prominently featured on all promotional materials for the event

On-Site Benefits

- Platinum Sponsors will receive a minimum of seven (7) sponsor recognitions, including in the PowerPoint presentation as well as at the beginning of the workshop and upon its conclusion
- Company representative will be invited to give an on-site greeting to workshop participants identifying it as a Platinum Sponsor
- Sponsor may display two (2) banners as well as other promotional materials throughout various locations in the meeting room
- Company name will appear first on all on-site signage and banners in the area of the "Your Moment to Shine!" workshop banner designated for sponsors
- Sponsor will be allowed to distribute product samples and/or other information relevant to the company during breaks and upon conclusion of each workshop
- Company may have a section of the room designated for the promotion of its products and/or services
- Sponsor will receive reserved seating at each event

Sponsorship Amount: (\$2,500) - Per Workshop



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Gold Sponsors

Gold Sponsors will have their company's logo or company name prominently featured on the Facebook fan page specifically established for the "Your Moment to Shine!" Motivational Workshop Series, the official website for the workshop series with a link to the Gold Sponsor's website, and all advertising, signage, and marketing materials. In addition, sponsor will receive on-site event marketing/promotion privileges.

Pre-Event Benefits

- Company name or logo will appear on all promotional materials for the workshop
- Company name or logo will be highlighted in the advertising newsletter and/or Facebook fan page for the "Your Moment to Shine!" Motivational Workshop Series as well as on the workshop's official website with a link to the sponsor's website
- Company name or logo will appear on e-advertisement announcing the upcoming workshop

On-Site Benefits

- Gold Sponsors will receive a minimum of four (4) sponsor recognitions, including at the beginning of the workshop and upon its conclusion
- Company representative will be invited to give an on-site greeting to workshop participants identifying it as a Gold Sponsor
- Sponsor may display one (1) main banner and other promotional materials throughout various locations in the meeting room
- Company name will appear on all on-site signage and banners in the area of the "Your Moment to Shine!" workshop banner designated for sponsors
- Sponsor will be allowed to distribute product samples or other information relevant to the company during breaks and upon conclusion of the workshop
- Company may have a section of the room designated for the promotion of its products and/or services
- Sponsor will receive reserved seating at the event

Sponsorship Amount: (\$1,500) - Per Workshop





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Silver Sponsors

Silver Sponsors will have their company's logo or company name prominently featured on the Facebook fan page specifically established for the "Your Moment to Shine!" Motivational Workshop Series, the official website for the workshop series, and all advertising, signage, and marketing materials. In addition, sponsor will receive on-site event marketing/promotion privileges.

Pre-Event Benefits

- Company name or logo will appear on all promotional materials for the workshop
- Company name or logo will be highlighted in the advertising newsletter and/or Facebook fan page for the "Your Moment to Shine!" Motivational Workshop Series as well as on the workshop's official website
- Company name or logo will appear on e-advertisement announcing the upcoming workshop

On-Site Benefits

- Silver Sponsors will receive an introduction at the start of the event
- Company name will appear on all on-site signage and banners in the area of the "Your Moment to Shine!" workshop banner designated for sponsors
- Sponsor will be invited to bring product samples/information for distribution to workshop participants in the form of giveaways. The giveaways will take place upon conclusion of the workshop
- Company will have a section of the room designated for the promotion of its products and/or services
- Sponsor will receive reserved seating at the event

Sponsorship Amount: (\$1,000) - Per Workshop



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Bronze Sponsors

Bronze Sponsors will have their company's logo or company name prominently featured on the Facebook fan page specifically established for the "Your Moment to Shine!" Motivational Workshop Series, the official website for the workshop series, and all advertising, signage, and marketing materials. In addition, sponsor will receive on-site event marketing/promotion privileges.

Pre-Event Benefits

- Company name or logo will appear on all promotional materials for the workshop
- Company name or logo will be highlighted in the advertising newsletter and/or Facebook fan page for the "Your Moment to Shine!" Motivational Workshop Series as well as on the workshop's official website
- Company name or logo will appear on e-advertisement announcing the upcoming workshop

On-Site Benefits

- Bronze Sponsors will be invited to bring product samples/information for distribution to workshop participants in the form of giveaways. The giveaways will take place upon conclusion of the workshop
- Company may have a section of the room designated for the promotion of its products and/or services

Sponsorship Amount: (\$500) - Per Workshop



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In-Kind/Product Sponsors

Benefits

- Product Sponsors will be introduced at the start of the event
- Company name will appear on all on-site signage and banners in the area of the banner(s) designated for workshop sponsors
- Sponsor will be acknowledged in all promotional coverage and press releases
- Company will be allowed to post a display at the workshop
- Sponsor link will be included in all electronic communique (e.g. newsletter, e-mails, etc.) announcing the event and on the Facebook fan page specifically established for the workshop series





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Contact Information

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"Your Moment to Shine!"
Workshop Series

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