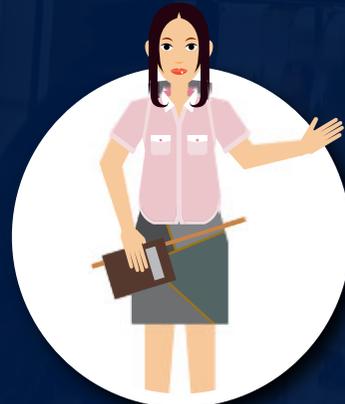




The 4th Annual Gestalt Caribbean Leadership Conference 2021 International Sponsorship Proposal

Leading With Equity



On April 29th 2021, Maxine Attong Consulting will host its 4th Annual Gestalt Caribbean Leadership Conference
This Year's Conference Is Themed – **Leading With Equity**

Background



In 2020, the COVID-19 pandemic forced the world to acknowledge inequities in several of its systems. The US Center for Disease Control and Prevention (CDC) cited discrimination, healthcare access, occupation, education, income/wealth gaps, and housing as the main factors that put racial and ethnic minority groups at increased risk of getting sick and dying from the disease.

In an interesting twist, as the pandemic raged and the workforce retreated home, there was a notable increase in the number of complaints about sexual harassment in the workplace. It seemed that since team members were working from their homes, they felt safer and less intimidated to report these offenses. The murder of George Floyd in the USA in May 2020 fanned the flames of these tensions, as cities across the world echoed the chant that Black Lives Matter in the call for social justice. In the aftermath of the protests, societies were left to question the systemic perpetuation of inequities based on ethnicity and race that are hardwired into their institutions, historical tales and cultural icons.

We know that whatever is happening in the larger system is happening in the smaller systems. Therefore, we accept that the events playing out on the world stage are replicated in our organizations and our communities. As a result, diversity and inclusion are now buzz-words, even as the inequality of pay for women, and the lack of women and minorities in the boardroom continue to be evident.

COVID -19 has provided an opportunity for us to reset, to re-examine the way things are being done and to decide how we want to proceed.

Therefore, we need to examine our organizations and communities to ensure that we are aware of the inequities that exist, and how these manifest. With this awareness, we can co-create ways to remove and reduce their effects.

The Leading with Equity conference invites leaders, managers, and other persons of influence to engage in discourse and chart a way forward. The focus is on leaving the Conference with tangible ways to examine the systems that we live within and identifying the steps that can immediately be taken to bring about change.



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Who will be leading the discussion



Maxine Attong – Attong's intention is to light the leadership spark that resides in each of us and assist leaders enhance their unique style of leadership. She is the founder of the Caribbean Gestalt Leadership Conference and produces and hosts television and radio programs on leadership. She is a Gestalt-trained Executive Coach, Certified Professional Facilitator, and an Organizational Development and Leadership Specialist.



Nanci Luna Jiménez – Luna Jiménez's unique approach to diversity, equity, inclusion, and social justice centers on personal healing for systemic change. She is a Certified Professional Facilitator who supports individuals and organizations committed to ending racism to transform our world, one revolutionary relationship at a time.



Teri-Leigh Bovell is a financial advisor with Guardian Life. She also partners with organizations to champion CSR initiatives. Her hosting skills were internationally recognized when the Ashley Couch Conversations series (which she hosts) won the Chairman's Award in 2019. She has studied tourism management and holds a degree in video production.



Dr. Rama Naidu – Dr. Naidu has an ongoing quest for a more just and humane society. He was the First Director of the Democracy Development Programme in South Africa, with the purpose of disrupting the conventional narrative about empowerment and democracy. He works in social justice, leadership, and organizational development. He is a Certified Gestalt Facilitator and an accredited Leadership and Organisational Development Practitioner.



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Why support us?

The proceeds from this Conference will be used to:

- Continue the Youth Leadership development work in secondary schools and tertiary level institutions.
- Continue raising awareness of leadership via the radio and TV programs

How can you support us?

You can partner with us to ensure the Conference is successful in a few ways.

1. Access a sponsorship package
2. Spread the word about the conference
3. Attend the conference
4. Sponsor a young adult or a student to attend the conference.

The below represents the various levels available for sponsorship. Tier 4 is our highest level available.

Sponsorship Levels

Currency	Tier #1	Tier #2	Tier #3	Tier #4
US\$	\$750	\$1,500	\$2,500	\$3,500
BBD\$	\$1,500	\$3,000	\$5,000	\$7,000

Digital Advertising

This is the cost to showcase your advertisement on Conference Day on the main conference platform before each speaker. Advertisers can maximise their reach during the lead up to the conference via Maxine Attong's channels.

- 1-minute corporate digital advertisement (BBD \$1000)
- 3-minute corporate digital advertisement (BBD \$1800)



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MAXINE ATTONG

	Level 1 US \$750 BBD \$1,500	Level 2 \$1,500 \$3,000	Level 3 \$2,500 \$5,000	Level 4 \$3,500 \$7,000
Sponsor acknowledgment	*	*	*	*
Event Website Visibility	*	*	*	*
Corporate visibility during pre-conference webinars	*	*	*	*
Brand visibility on Conference Pages	* (Profile)	*(Agenda, Profile)	* (Home page, Agenda, Profile)	* (Home Page, Agenda, Profile)
Sponsor logo on	Whova Desktop App	Whova Desktop & Mobile App	Whova Desktop & Mobile	Mobile/ Desktop
Virtual booth in the Whova Exhibit Hall		*	*	*
Logo listing on Sponsor's page on App and Website – Is the sponsor page on Whova	*	*	*	*
Logo on all digital media	*	*	*	*
Corporate logo on all conference correspondence (local, regional & international promotional materials)		*	*	*
Sponsor representative can deliver 20-minute segment				*
Vote of Thanks at virtual conference				*
Guests on Leadership Unlearned Radio/ Podcast 2021			(1)	(2)
Guests on Leadership Deprogrammed TV show – 2021			(1)	(2)
Conference complimentary attendees / registrations	(1)	(2)	(3)	(4)
10% Registration discount for additional staff members	(1)	(2)	(3)	(4)
30-second sponsor supplied multimedia uploaded platform at strategic times		(1)	(2)	(3)
Ads on radio	2	4	8	12
TV ads	-	*	*	*
Host meetings/ showcase products 6 months after Conference		*	*	*
Lead Generation Reports		*	*	*

Sponsorship Agreement

The undersigned hereby agrees to be a sponsor ("Sponsor") of Gestalt Leadership Conference – Leading with Equity (LWE2021) at the sponsorship level - Tier .1, Tier 2 Tier 3 Tier 4. The Sponsor shall provide monetary compensation in the amount as set forth for the sponsorship package chosen by the Sponsor. It is understood that this sponsorship agreement represents a legally binding obligation of the Sponsor and that Maxine Attong Consulting is relying on the Sponsor to provide the cash payments as set forth for the sponsorship package indicated below.

Payment: Payment must be received no later than 15 business days from the date the sponsor's offer is accepted, or at least one calendar month prior to the event, whichever is sooner, in order to guarantee the Sponsor's association with conference.

Substitutions/Cancellations: Any cancellation must be received in writing at least 30 days prior to the commencement of the event. A cancellation fee of 20% will be incurred on all cancellations received after this time. After this date, we regret cancellations cannot be accepted and sponsors will be liable for payment of 100% of the committed amount. Where payment has already been made, no refund will be given.

Important notes: This sponsorship form constitutes a legally binding contract between Maxine Attong Consultancy and the Sponsor. It may be necessary for reasons beyond the control of Maxine Attong Consultancy to make changes to the programme including (without limitation) changes to the content and timing of the conference, the speakers and the date. Please sign to confirm your agreement with the sponsorship terms:

Please sign to confirm your agreement with the sponsorship terms:

Signature:

Date:

Organisation:

Contact Us

Maxine Attong
Exec. Coach|Leadership Specialist|Speaker|Author
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Check out our podcast : Leadership Unlearned <https://anchor.fm/maxine-attong>

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