

2019



LEVEL UP

Executive Leadership Conference

2019 SPONSORSHIP OPPORTUNITIES

LEVEL UP EXECUTIVE LEADERSHIP CONFERENCE IS COMING TO KELOWNA

SEPTEMBER 27, 2019

Csek Creative and NowMedia are excited to announce one of the biggest business education events to ever come to Kelowna.

We have assembled a lineup of leadership speakers that is typically only available in large metropolitan areas like New York, Toronto or Los Angeles.

With our lineup of speakers, this full day conference will be the best professional development opportunity of the decade for you and your team members. Our audience will be exposed to ideas and experiences from the leaders who have been to the mountain tops of success.

We have put together many options for your company to consider to become involved in this event and this investment into your people.

The sponsorship opportunities presented in the following pages include:

Ticket bundles that you can use for your staff and clients

Introducing keynote speakers on stage

Sponsoring some of the other events taking place during the day

And more

We invite you to reach out to discuss presented opportunities or we can custom design one to fit your company needs.



SPEAKER LINE-UP

DARREN HARDY
WALTER BOND
JANET ZUCCARINI
JEAN CHRÉTIEN
OMAR JOHNSON
STEPHEN HARPER
CYBELE NEGRIS
LANE MERRIFIELD



SPEAKER SPONSORSHIP

DARREN HARDY

THIS SPEAKER HAS BEEN SPONSORED



Former Publisher/Editor SUCCESS Magazine and New York Times bestselling author

Darren is today's preeminent Success Mentor, a highly sought after keynote speaker, New York Times bestselling author, entrepreneur and former Publisher and Editor of SUCCESS magazine.

Darren has been a central leader in the personal growth and success industry now for more than 20 years. He has led three successful television networks producing over 1,000 TV shows with most every known thought leader of our times. Over the past decade, Darren was the visionary force behind the rebirth of SUCCESS magazine as its publisher and editor. These positions have given him unique and unprecedented access to interview, investigate and publish the stories of the most successful people on the planet, including the likes of Richard Branson, Steve Jobs, Elon Musk, Jeff Bezos, Mark Zuckerberg, Howard Schultz, Steve Wynn, Jack Welch and many more. He has uncovered the secrets to their success and now uses them to empower millions of entrepreneurs globally.

WALTER BOND

THIS SPEAKER HAS BEEN SPONSORED



Former NBA Player / "The Accountability Leader"

Walter's mastery in two different global industries has made him an authority on peak performance. Walter has delivered his entertaining and dynamic message to companies and associations throughout the United States, Canada, Mexico, the Caribbean and Europe. Clients include Accenture, Blue Cross/Blue Shield, The Dwyer Group, Allianz, Amway, GNC, Hilton, Medtronic, UPS Store, Radio Shack, Red Robin and many national associations.

Walter's passion for personal development has been anchored by his professional basketball career. Although a reserve throughout his college basketball career at the University of Minnesota, Bond miraculously enjoyed an eight-year career while spending time as a shooting guard for teams such as the Dallas Mavericks, Utah Jazz and Detroit Pistons. This is where he learned peak performance truths that he has also applied to a wildly successful speaking career. Bond's college basketball career did not say NBA at all. Only hard work, dedication and commitment got him there. That mentality is what he wants to share with you. Whether it's a new product launch, hitting sales goals, or selling as a team, Bond is passionate about sharing his 31 Truths to Boost Peak Performance.



JANET ZUCCARINI

SPONSORSHIP AVAILABLE - \$5,000



CEO & Owner, Gusto 54 Restaurant Group

As the sole owner and visionary behind Gusto 54, Janet stands out as a woman and entrepreneur in the restaurant industry. She is the driving force and soul behind Gusto 54, which in 2019 was recognized as a Deloitte Best Managed Company. In 1996, she opened Trattoria Nervosa in Toronto's Yorkville area. In 2012, Gusto 101 launched in King West; 2014 brought PAI Northern Thai Kitchen. In 2015, Gusto 54's Catering and Commissary Kitchen were added to the growing roster. 2017 was a year of growth and saw the expansion of the Gusto family with concepts Kiin, Same Same, Chubby's Jamaican Kitchen and Los Angeles-based restaurant, Felix, which was lauded as Esquire's "#1 Best New Restaurant in America," LA Weekly's "Best Restaurants in LA," and shortlisted as a finalist for the James Beard "Best New Restaurant 2018" award. In 2019, Gusto 54 branches out with the launch of a much-anticipated opening of its newest King East outpost, Gusto 501 as well as Gusto Green in Los Angeles' Jewelry District, and Azhar on Toronto's Ossington Strip.

This year, Janet received the "ICCO Air Canada Business Excellence Award" for Businesswoman of the Year. Janet was also recognized as Foodservice & Hospitality's Pinnacle Award winner for "Independent Restaurant of the Year" and, among thousands of candidates across the country, was selected by the RBC Canadian Women Entrepreneur Awards as the recipient of the "TEC Canada Award for Excellence in Entrepreneurship."

JEAN CHRÉTIEN

SPONSORSHIP AVAILABLE - \$20,000



The Right Honourable Jean Chrétien is one of the most influential and most beloved world leaders in modern history. Born in Quebec, Canada, the son of a paper mill machinist, he knew he was destined to lead. Trained as a lawyer and serving as Canada's 20th prime minister, he made his mark as a legislator and raised his country's presence on the world stage.

Political Prominence and Longevity. Chrétien's career spans more than 40 years in public service, through six prime ministers. He held virtually every major cabinet post until he eventually led Canada as prime minister for more than a decade, becoming one of the most respected world leaders of the last 25 years.

Chrétien retired as one of the Canada's most respected leaders in December 2003.



OMAR JOHNSON

SPONSORSHIP AVAILABLE - \$5,000



Former CMO at Beats by Dre, and Former VP Marketing at Apple

Omar Johnson is a marketing and branding keynote speaker, entrepreneur, former CMO at Beats by Dre, and former VP Marketing at Apple. At Beats Electronics, Johnson was responsible for brand development, advertising, retail experience, entertainment / sports marketing, and digital marketing for all global brand marketing and advertising efforts. Adweek named Johnson a “Brand Genius” in 2013, and Business Insider named him one of the “Most Innovative CMOs” in 2016.

Under Johnson’s tenure, Beats grew from \$180 million to a \$1.1 billion dollar global icon and category leader, becoming the #1 premium headphone in North America, UK, France, Germany, South Korea and Singapore.

Previously, Johnson led innovative marketing programs for international brands such as Nike, Coca-Cola, Kraft Foods, and Campbell Soup.

Johnson also built the Nike+ sports music platform, establishing Nike’s first revenue-generating relationship with record labels.

STEPHEN HARPER

THIS SPEAKER HAS BEEN SPONSORED



Right Honourable

The Right Honourable Stephen Harper served as Canada’s 22nd Prime Minister from 2006 to 2015, the longest-serving Conservative Leader to hold this office since Canada’s founding Prime Minister passed away in 1891. Prime Minister Harper created the modern Conservative Party of Canada and won three successive national elections, in 2006, 2008, and 2011. A strong advocate for free trade and open markets, Prime Minister Harper led a government that focused on pragmatic, growth-oriented economic policies and results-driven social policy. Under his leadership, Canada reduced federal taxes to their lowest level in 50 years, created 1.3 million new jobs, balanced the budget while making critical investments in health care and infrastructure, attracted new investment and fostered innovation.

During his time in office, Prime Minister Harper oversaw historic trade negotiations to expand Canada’s commercial relationships including: the conclusion of the Canada-Europe Trade Agreement, the Canada-Korea Free Trade Agreement, the Canada-Colombia Free Trade Agreement, a modernized Canada-Israel Free Trade Agreement, and Canada’s entrance into the Trans-Pacific Partnership. Additionally, he served as an ally to developing economies, encouraging market liberalization in jurisdictions such as Colombia and Tanzania through bilateral investments, trading relationships and development assistance.



CYBELE NEGRIS

THIS SPEAKER HAS BEEN SPONSORED



CEO & Co-Founder of Webnames.ca

Cybele Negris is a serial entrepreneur, seasoned board member, speaker, mentor, and columnist. Cybele is CEO & Co-Founder of Webnames.ca, Canada's original .CA Registrar and provider of hundreds of domain extensions, corporate domain portfolio management, webhosting, email, security products, and other online solutions. Webnames' clients include some of the country's largest corporations, government, law-firms, and global Fortune 500 brands.

Cybele serves on the board, audit, and HR committees of the Royal Canadian Mint, the board of BCAA, the Real Estate Board of Greater Vancouver and Science World. She is Vice-Chair of the Small Business Roundtable of BC, and is appointed by the Minister of Jobs, Trade, and Technology to the three-member Small Business Task Force of BC.

A Hall of Fame Inductee of Canada's Top 100 Most Powerful Women and nine-time winner of PROFIT W100, some of Cybele's other recognitions include BC Business Most Influential Women in Business 2018, 2017, 2015, and Business In Vancouver's Influential Women in Business 2010 and Top 40 Under 40 2003.

LANE MERRIFIELD

THIS SPEAKER HAS BEEN SPONSORED



Founder of Club Penguin & Dragon on CBC's hit show Dragon's Den

The newest "dragon" to join CBC's hit show Dragon's Den, Lane Merrifield is one of Canada's leading tech entrepreneurs. He is the founder of Club Penguin, the largest children's online social network. At age 28, he sold it to Disney for \$350 million, and, as their youngest executive vice president, turned it into a billion-dollar brand.

In 2012, Lane returned to his entrepreneurial roots and launched FreshGrade, a learning assessment tool that connects teachers, parents, and students to help personalize and improve learning. It's now used in 80% of districts across Canada. Lane is also the founder of Wheelhouse, an organization that invests in and supports early-stage tech companies and entrepreneurs through mentorship, access to capital, and connections to global business networks.

Lane currently sits on the TELUS Friendly Future Foundation board and is an advisor for Dreamscape Immersive and several other startups.



ALL SPEAKER SPONSORS WILL RECEIVE:

5-minute introduction of keynote speaker

Logo on the Level Up website

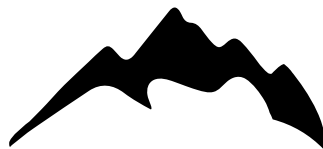
Logo in the Level Up magazine

Opportunity to put an item in the Level 4 and Level 5 VIP swag bags

Full-Page ad in Level Up magazine

Recognition on digital displays as a sponsor at the opening of the event

Opportunity for trade show booth in concourse area



CORPORATE SPONSORSHIP

CORPORATE BUNDLE 1 (33 TICKETS) - AVERAGE \$/SEAT = \$757 \$25,000

- 6 x Level 5 Premium VIP Tickets
- 8 x Level 4 Tickets
- 7 x Level 3 Tickets
- 12 x Level 2 Tickets
- Opportunity to put an item in all swag bags
- Branded seating place cards on 65 Level 5 Premium VIP seats
- Logo on the Level Up website
- Logo in the Level Up magazine
- Full-Page ad in the Level Up magazine
- Recognition on digital displays as a sponsor at the opening of the event
- Opportunity for trade show booth in concourse area

CORPORATE BUNDLE 2 (32 TICKETS) - AVERAGE \$/SEAT = \$624 \$20,000

- 4 x Level 5 Premium VIP Tickets
- 4 x Level 4 Tickets
- 4 x Level 3 Tickets
- 20 x Level 2 Tickets
- Opportunity to put an item in all swag bags
- Branded seating place cards on 80 Level 4 seats
- Logo on the Level Up website
- Logo in the Level Up magazine
- Half-Page ad in the Level Up magazine
- Recognition on digital displays as a sponsor at the opening of the event
- Opportunity for trade show booth in concourse area



CORPORATE BUNDLE 3 (25 TICKETS) - AVERAGE \$/SEAT = \$591 \$15,000

- 2 x Level 5 Premium VIP Seats
- 4 x Level 4 Seats
- 4 x Level 3 Seats
- 15 x Level 2 Seats
- Opportunity to put an item in all swag bags
- Branded seating place cards on 50 Level 3 and/or Level 4 seats
- Logo on the Level Up website
- Logo in the Level Up magazine
- Half-Page ad in the Level Up magazine
- Recognition on digital displays as a sponsor at the opening of the event
- Opportunity for trade show booth in concourse area

CORPORATE BUNDLE 4 (16 TICKETS) - AVERAGE \$/SEAT = \$624 \$10,000

- 2 x Level 5 Premium VIP Tickets
- 2 x Level 4 Tickets
- 2 x Level 3 Tickets
- 10 x Level 2 Tickets
- Opportunity to put an item in all swag bags
- Branded seating place cards on 88 Level 4 seats
- Logo on the Level Up website
- Logo in the Level Up magazine
- Quarter-Page ad in the Level Up magazine
- Recognition on digital displays as a sponsor at the opening of the event
- Opportunity for trade show booth in concourse area

CORPORATE BUNDLE 5 (9 TICKETS) - AVERAGE \$/SEAT = \$577 \$5,000

- 4 x Level 4 Tickets
- 5 x Level 2 Tickets
- Opportunity to put an item in all swag bags
- Branded seating place cards on 30 Level 1 seats
- Logo on the Level Up website
- Logo in the Level Up magazine
- Quarter-Page ad in the Level Up magazine
- Recognition on digital displays as a sponsor at the opening of the event
- Opportunity for trade show booth in concourse area



TICKET INFORMATION

LEVEL 1 - GENERAL ADMISSION **\$299**

Upper deck and first balcony seating

LEVEL 2 - GENERAL ADMISSION **\$499**

Outer wing, balcony and floor seating

LEVEL 3 - GENERAL ADMISSION **\$699**

Floor and balcony seating
Lunch on site

LEVEL 4 - VIP **\$799**

VIP Seating - Floor and first balcony
Hot lunch buffet on site with 2 additional speakers

LEVEL 5 - PREMIUM VIP **\$1,599**

VIP Seating - Floor
Meet and Greet with all Keynote Speakers
Professional Photo with all Keynote Speakers
Hot lunch buffet on site
Cocktail hour and networking with speakers* and other VIP members
Plated dinner at Manteo Resort Waterfront Hotel with other VIP members

*Not all speakers will be at the cocktail hour



MEAL SPONSORSHIP

BREAKFAST & CAFETERIA LUNCH

SPONSORED

- Pop-up banners in the cafeteria
- Table cards on all tables
- Logo on the Level Up website
- Logo in the Level Up magazine
- Quarter-Page ad in Level Up magazine
- Recognition on digital displays as a sponsor at the opening of the event
- Opportunity for trade show booth in concourse area

BUFFET LUNCH (400 PEOPLE)

SPONSORED

- Pop-up banners in the room
- Table cards on all tables
- Speak during lunch/introduce lunch speaker
- Logo on the Level Up website
- Logo in the Level Up magazine
- Full-Page ad in Level Up magazine
- Recognition on digital displays as a sponsor at the opening of the event
- Opportunity for trade show booth in concourse area

VIP LUNCH (200 PEOPLE)

\$3,000

- Table cards on all the tables
- Custom designed branded pop-up banner printed by Csek Printing & Signage
- Opportunity to speak during lunch
- Logo on the Level Up website
- Logo in the Level Up magazine
- Full-Page ad in Level Up magazine
- Recognition on digital displays as a sponsor at the opening of the event
- Opportunity for trade show booth in concourse area



BANQUET SPONSOR

\$5,000

Cocktail hour and plated dinner will be held at Manteo Resort Waterfront Hotel

Table cards on all the tables

Custom designed branded pop-up banner printed by Csek Printing & Signage

Opportunity to speak during lunch/introduce dinner speaker

Logo on the Level Up website

Logo in the Level Up magazine

Full-Page ad in Level Up magazine

Recognition on digital displays as a sponsor at the opening of the event

Opportunity for trade show booth in concourse area



ACCOMMODATION & TRANSPORTATION SPONSORSHIP

HOTEL

SPONSORED

Advertised preferred hotel for conference guests and speakers
Logo on the Level Up website
Logo in the Level Up magazine
Recognition on digital displays as a sponsor at the opening of the event
Opportunity for trade show booth in concourse area

TRANSPORTATION

SPONSORED

Logo on the Level Up website
Quarter-Page ad in the Level Up magazine
Opportunity to park 5 luxury SUV vehicles outside of the venue
*Must Provide the luxury SUV's to transport all Keynote Speakers from airport to venue, and venue to banquet.



THANK YOU

Thank you for your interest in sponsoring one of the biggest events that Kelowna has ever seen. We are so excited to partner up with your company and make this a day to remember. For more information or to contact us, please reach us by phone, or click the links below:

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KELOWNA, BC | SEPTEMBER 27, 2019



