



LIVE2LEAD

SPONSORSHIP GUIDE



Stephanie Puryear Helling
Maxwell Leadership Executive Program Director
and L2L Host





SPH Services
Leading People and Teams to Success

PRESENTS

LIVE2LEAD

LEADERSHIP AND PERSONAL GROWTH EVENT

HOSTED BY:

STEPHANIE PURYEAR HELLING

FOUNDER, SPH SERVICES -

LEADING PEOPLE AND TEAMS TO SUCCESS

2025-2026 SPONSORSHIP GUIDE

FEBRUARY 20, 2026

ATLANTA, GA

AT

MODEX

3005 PEACHTREE RD
ATLANTA, GA 30305

FEBRUARY 26, 2026

NASHVILLE, TN

AT

 The GREATNESS FACTORY
of Nashville

PRIME LOCATION AT THE
WORLD-RENNOWNED 505 NASHVILLE

LIVE2LEAD

Live2Lead Sponsorship Proposal

Presented by: Stephanie Puryear Helling

Event: Live2Lead Leadership Development Experience

Introduction

What if one day could spark years of growth — for leaders, teams, and the entire community?

That's the vision behind Live2Lead — an annual leadership event featuring exclusive messages from trusted voices, designed to inspire personal growth, sharpen leadership skills, and spark conversations that lead to real impact. Streamed globally and hosted locally, Live2Lead connects powerful ideas with the people who need them most.

This year, I'm bringing Live2Lead to our community — and I'm building it with purpose. The event will gather business professionals, community leaders, and aspiring changemakers for a day of insight, inspiration, and practical growth. February 2025 was a huge inaugural success, and we are expanding and growing, bringing this to two cities, and over 250 leaders.

I'm currently inviting select sponsors to help bring this experience to life. If your organization values leadership, development, and community impact, this is an opportunity to align your brand with something that matters.

Event Overview - Dates & Locations

February 20, 2026 Modex Studio, Atlanta

February 27, 2026 The Greatness Factory, Nashville

Audience: Business professionals, entrepreneurs, nonprofit leaders, students, and individuals committed to growth

Speakers Include:

- John C. Maxwell – Global leadership expert and bestselling author
- Craig Groeschel – Leadership podcast host and founding pastor of Life.Church
- Mark Cole – CEO of Maxwell Leadership with over 25 years of executive leadership experience
- Valorie Burton – Resilience coach and bestselling author of It's About Time
- Tiffani Bova – Growth strategist and author of The Experience Mindset
- Jesse Cole – Founder of the Savannah Bananas and expert in fan engagement
- Anthony Trucks – Former NFL athlete and transformational identity coach

Our Mission:

To bring people together in a world that divides.

We aim to unite and uplift individuals, teams and communities with businesses that share a similar mission by offering transformational leadership development opportunities to help people thrive.

Our Vision:

We envision a world where everyone, regardless of their background, has the opportunity to reach their fullest potential. We are dedicated to creating an environment where education, connection, and inspiration empower individuals and businesses to thrive, guided by the values of compassion, faith, and inclusivity.



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SPONSORSHIP PACKAGES

SPONSORSHIP COMPARISON GRID

Benefit	Platinum Sponsor (\$30K)	Gold Sponsor (\$15K)	Silver Sponsor (\$10K)	Bronze Sponsor (\$5K)
Events Included	Atlanta + Nashville	Atlanta + Nashville	Atlanta + Nashville	Atlanta + Nashville
VIP Tickets Included	30 (15 per event)	24 (12 per event)	16 (8 per event)	4 (2 per event)
Sponsor Welcome Role	Yes (2 reps required)	Yes (2 reps required)	Yes (2 reps required)	Yes (2 reps required)
Post-Event Workshop	Full Day (in-person) + 60-min. Virtual (\$12,250 value)	Half Day (in-person) + 60 min. Virtual \$10,750 value)	1-hour keynote (in person) + 60-min Virtual (\$8,650 value)	60-min Virtual (\$1,750 value)
On-Stage Speaking Time	5 min	3 min	2 min	1 min.
Branding in All Materials	Yes	Yes	Yes	Yes
LED Screen Exposure	Rotating spotlight	Yes	Yes	Yes
Registration & Reception Branding	Exclusive	Shared	Shared	Shared
Brand Display Zone	Premium	Standard	Standard	Shared
Reception Access	Yes (Includes presenting sponsor role)	Yes (Add-on required for presenting sponsor role)	Yes (Add-on required for presenting sponsor role)	Yes (Add-on required for presenting sponsor role)
Email & Social Shout-outs	Pre + Post	Pre + Post	Pre + Post	Pre + Post
Video Promo	Yes (90 sec)	Yes (60 sec)	Yes (30 sec)	Yes (15 sec)
Bag Insert	Yes	Yes	Yes	Yes
Post-event Group Photo with Attendees	Yes	Yes	Yes	Yes

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Sponsorship Opportunities

Partnering as a sponsor provides meaningful brand exposure, direct engagement with a values-driven audience, and an opportunity to invest in the kind of leadership that transforms communities.

Sponsorship Tiers

Platinum, Gold, Silver and Bronze - Package Details on the following pages

In-Kind Sponsorships

Not all contributions have to be financial. If your organization can provide goods, services, or volunteer support that enhances the event, we'd be glad to recognize your impact through in-kind sponsorship.

Examples include:

- Venue space or A/V equipment
- Professional Photography and Videography Services
- Catering or hospitality services
- Printing, signage, photography, or media
- Swag items, giveaways, or event décor
- Volunteer teams or operational support for breakout sessions

In-kind sponsors will be recognized based on the estimated value of their contribution and featured in printed materials, stage announcements, and attendee communications.

Why Sponsor Live2Lead?

- Brand Visibility – Showcase your company in front of engaged leaders, professionals, and decision-makers
- Community Engagement – Be known for supporting local growth and development
- Networking – Connect with attendees and partner organizations that share your values
- Mission Alignment – Associate your brand with leadership, innovation, and positive impact

Event Impact

Your support helps create an experience that equips and inspires people to lead more effectively. The insights shared at Live2Lead ripple far beyond the event, influencing teams, workplaces, families, and communities for years to come.

Next Steps

Let's connect to discuss which sponsorship tier—or in-kind partnership—might be the best fit. Thank you for considering this opportunity to invest in leadership and lasting community impact.



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WHO YOU'LL HEAR FROM

LIVE2LEAD

THE PREMIER LEADERSHIP EVENT



JOHN C.
MAXWELL



ANTHONY
TRUCKS



CRAIG
GROESCHEL



MARK
COLE



TIFFANI
BOVA



VALORIE
BURTON



JESSE
COLE

Live2Lead offers practical tools to
help leaders grow and thrive in
today's ever-changing landscape.

www.leadingpeopleandteamstosuccess.com/live2lead

LIVE2LEAD



LIVE2LEAD is a leader development experience designed to equip attendees with fresh perspectives, practical tools, and actionable takeaways. Participants will learn from world-class leadership experts, develop a new action plan, and return to the office ready to lead with renewed passion and commitment.

WHO YOU'LL HEAR FROM



■ **JOHN C. MAXWELL** is a #1 New York Times bestselling author, speaker, coach, and leadership expert who has sold over 34 million books. As the founder of Maxwell Leadership®, he has trained tens of millions of leaders around the world. Recognized as the #1 leader in business and the world's most influential leadership expert, Maxwell's impact spans from Fortune 500 CEOs and national leaders to entrepreneurs and the next generation of leaders.



■ **ANTHONY TRUCKS** is a former foster child, NFL football player, and competitor on American Ninja Warrior. Now an author and Identity Shift Coach, Anthony's journey took a dramatic turn after a career-altering shoulder injury, forcing him to rebuild his life from the ground up. As the founder of Dark Work and creator of the Dark Work Experience, Anthony empowers people to unlock the power of their identity through intentional, behind-the-scenes effort—what he calls "Dark Work." His mission is to help others tap into their full potential and Make Shift Happen.



■ **TIFFANI BOVA** is a trailblazing thought leader, bestselling author, and former Growth & Innovation Evangelist at Salesforce. With decades of experience helping businesses transform customer experiences and drive sustained growth, Tiffani offers bold insights that spark game-changing conversations in every room. As a former Gartner Research Fellow and host of a highly acclaimed, 5-star-rated podcast, Tiffani continues to inspire leaders with her dynamic and innovative approach.



■ **JESSE COLE** is the founder and owner of the Savannah Bananas and the creator of Banana Ball—a fast-paced, wildly entertaining twist on traditional baseball. Since their debut, the Savannah Bananas have sold-out every game, building a fan waitlist of over 3 million. With more than 20 million social media followers and global features on ESPN, CBS, and The Today Show, Jesse is redefining the fan experience. He is also a bestselling author and an international keynote speaker, known for his innovative approach to leadership and engagement.



■ **CRAIG GROESCHEL** is the founding and senior pastor of Life.Church, an innovative multi-site church and creators of the free YouVersion Family of Bible Apps. He's a New York Times bestselling author and has written 20 books. Through the top-ranking Craig Groeschel Leadership Podcast, he prompts innovative thinking in leaders at every level within a diverse spectrum of organizations. Under his leadership, Life.Church is also a three-time recipient of the Gallup Exceptional Workplace Award, which is based on employee-submitted data and recognizes the most engaged workplace cultures in the world.



■ **MARK COLE** serves as the CEO of Maxwell Leadership enterprises and has more than 25 years of leadership and team development experience, which uniquely qualifies him to have an integral role and be the champion of the John C. Maxwell legacy. He is committed to adding value to individual leaders and leadership teams. Mark has experience in both the non-profit and for-profit sectors, and he has led companies through economic challenges, growth barriers, and disconnected team dynamics.



■ **VALORIE BURTON** is a life strategist, and international speaker, and is CEO of the Coaching and Positive Psychology (CaPP) Institute. Her life-changing message has an intriguing, research-based emphasis in the pioneering field of applied positive psychology – the study of what happens when things go right with us. Her company provides coaching, coach training, and resilience training and has served clients in all 50 states and 20 countries on six continents.



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PLATINUM SPONSOR Investment: \$30K

Only Tier with Full Brand Ownership + Stage Authority

Ideal For: Partners who want premium positioning, exclusive access, and maximum multi-market visibility across two strategic hubs.

Bonus Exclusivity: Title Co-Branding ("Presented by") on all event marketing and collateral — exclusive to Platinum sponsors (\$12,500 value)

Includes:

- 30 VIP event tickets (15 per city) (\$17,850)
- 1 full-day post-event leadership workshop (\$10,500) + 60 min virtual (\$1,750)
- Exclusive Registration & Reception Branding + Sponsor Welcome Role (2 reps required per city) + Logo on every attendee badge/lanyard for all-day visibility (\$7,500)
- 5-minute on-stage brand welcome + custom intro video at start of each event (\$3,500)
- Branding in all materials + premier placement in event recap (\$3,000)
- LED screen exposure (rotating spotlight) (\$3,500)
- Brand Display Zone (premium placement) (\$750)
- VIP cocktail reception access for 2 reps (\$600)
- Pre + post email & social spotlight + branded post-event email blast (\$3,000)
- 90-second video promo on event landing page and social (\$1,500)
- Branded insert in attendee tote (\$500)
- Breakout Session Spotlight Sponsorship (\$5,000)
- Logo in program + website (\$750)
- Post-event group photo with attendees + sponsors (shared on social) (\$250)



Most Strategic Value

Exclusive Reception Partnership included — Own the event's final impression with full signage, branded barware, and a 5-minute welcome during the VIP cocktail reception (\$7,000 value).

If no Platinum sponsor is secured by December 2, 2025, this asset becomes available as an individual add-on.

Breakout Session Spotlight included — Full ownership of the most interactive segment of the day, with logo presence, verbal recognition, and LED integration across both markets (\$5,000 value).

Total Estimated Value: \$79,450

ROI: 2.65x — anchored in premium visibility, exclusive message control, and final-impression brand dominance across two high-growth markets.

This is the only sponsorship tier offering stage authority, multi-market exposure, and total asset control — positioning your brand before, during, and after the event with strategic access to VIP decision-makers.



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GOLD SPONSOR

Investment: \$15K

Ideal For: Partners looking to scale regional brand authority and engage directly with decision-makers across two high-growth cities.

Includes:

- 24 VIP event tickets (12 per city) (\$14,280)
- Half-day post-event workshop (in-person) (\$9,000) + 60 min Virtual (\$1,750)
- Shared Registration & Reception Branding + Sponsor Welcome Role (2 reps required per city) (\$2,500)
- 3-minute stage welcome per event (\$1,500)
- Branding in all materials (digital + print) (\$1,250)
- LED screen exposure (\$1,000)
- Brand Display Zone (standard visibility) (\$750)
- VIP cocktail reception invitation (\$600)
- Pre + post email & social spotlight (\$1,000)
- 60-second video promo (\$1,200)
- Branded tote insert (\$500)
- Breakout mention or support role (\$400)
- Logo on event website (\$250)
- Post-event group photo with attendees + sponsors (shared on social) (\$250)

Total Estimated Value: \$36,030

ROI: 2.40x+ return on investment. Premium positioning with balanced cost-efficiency.

SILVER SPONSOR

Investment: \$10K

Ideal For: Partners building brand equity who want quality access, virtual workshop presence, and scalable ROI.

Includes:

- 16 VIP tickets (8 per city) (\$9,520)
- 1-hour Keynote (\$6900) + 60-minute post-event virtual workshop (\$1,750)
- Shared Registration & Reception Branding + Sponsor Welcome Role (2 reps required per city) (\$2,500)
- 2-minute on-stage welcome (recognition) (\$1,000)
- Branding in printed program only (\$500)
- LED screen exposure (\$1,000)
- Brand Display Zone (standard visibility) (\$500)
- VIP reception invitation (\$400)
- Pre + post email & social spotlight (\$750)
- 30-second video promo (\$750)
- Branded tote insert (\$500)
- Breakout mention (\$250)
- Logo on event website (\$250)
- Post-event group photo with attendees + sponsors (shared on social) (\$250)

Total Estimated Value: \$26,820

ROI: 2.68x+ return on investment. Excellent value for growing brands seeking exposure.



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BRONZE SPONSOR

Investment: \$5K

Ideal For: Partners seeking high-touch entry into a proven leadership event with regional decision-makers.

Ideal for brands entering the leadership space looking to test sponsorship ROI in a premium setting — with built-in scalability for future expansion.

Limited exclusivity may apply to select industries to preserve brand diversity.

Includes:

- 4 VIP tickets (2 per city) (\$2,380)
- 60-minute post-event virtual workshop (\$1,750)
- Shared Registration & Reception Mention + Sponsor Welcome Role (2 reps required per city) (\$500)
- Recognition during breakout session (\$250)
- Name listed in printed materials (\$250)
- LED screen mention (\$500)
- Brand Display Zone (name placement only) (\$250)
- VIP reception invite (\$300)
- Pre + post email & social spotlight (\$400)
- 15-second video promo (\$400)
- Branded tote insert (\$500)
- Logo in program guide (\$250)
- Logo on event website (\$250)
- Name mention in closing recap (\$250)
- Post-event group photo with attendees + sponsors (shared on social) (\$250)

Total Estimated Value: \$9,510

ROI: 1.90x+ entry-level value. Strong visibility for first-time sponsors seeking proof of concept engagement.



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HIGH IMPACT ADD-ONS FOR CORE SPONSORS

These assets are bundled into Platinum but may become available individually if Platinum is not secured by December 29, 2025.

EXCLUSIVE LEGACY LEADERSHIP RECEPTION PARTNER \$7K

While all sponsors receive access to the VIP Leadership Legacy Reception, only one brand will own it. This is the final, high-impact brand touchpoint of the event — and the most memorable.

Includes:

- Branded signage throughout the reception venue
- Branded barware (napkins, cups, cocktail menus)
- Premium placement in post-event recap
- 5-minute welcome speech during the reception
- Verbal and digital promotion across reception materials
- Category exclusivity

Note: This sponsorship is automatically reserved for Platinum sponsors until December 29, 2025.

If no Platinum tier is secured by that date, this asset will be released and made available to other core-tier sponsors

starting December 3, 2025.

LANYARD/BADGE SPONSOR \$2500

Your logo on every attendee — all day, every interaction, every photo. This is the highest-frequency brand exposure available across both events.

Includes:

- Logo printed on all attendee lanyards and badges (250+ units)
- Front-line visibility at registration, in event media, and throughout the venue
- Exclusive brand ownership — only your logo appears on the printed item

Note: This sponsorship is already included in the Platinum tier.

If no Platinum sponsor is secured by December 29, 2025, this asset will be made available to core-tier sponsors starting December 30, 2025.

LEADERSHIP BOOK SPONSOR \$6500

Be the only brand connected to the event's most lasting asset — the take-home leadership book placed in the hands of all 250+ attendees.

Includes:

- Custom-branded bookmark or sticker inserted in each book
- Verbal recognition during book distribution
- LED screen placement
- Category exclusivity (1 sponsor only)
- Title may feature Maxwell Leadership or the host's upcoming release (subject to availability)
- This sponsorship ensures your brand leaves the room with every attendee.

BREAKOUT SESSION SPOTLIGHT PARTNER \$5k

Already included in the Platinum tier, this high-impact asset delivers full brand integration during the event's most interactive segments — between each rebroadcast keynote.

Includes:

- Logo placement on breakout slides and printed materials
- Verbal recognition before each breakout segment
- LED screen exposure during transitions
- Embedded visibility throughout the event's engagement rhythm
- Exclusive to one brand only (covers both Atlanta + Nashville)

Note: This sponsorship is already included in the Platinum tier.

If no Platinum sponsor is secured by December 29, 2025, this asset will be made available to core-tier sponsors starting December 30, 2025.



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STRATEGIC CONTRIBUTOR OPPORTUNITIES

SOLO SPEAKER SHOWCASE \$2500

Limited: 2 total slots | 1 Atlanta & 1 Nashville

Solo Speaker Showcase

Investment: \$2,500

Limit: 1 speaker only (per city)

Segment: 20-minute individual session

Includes:

- Solo facilitated talk (20 minutes)
- 2 VIP Tickets
- Inclusion in event program and digital marketing
- On-screen branding and speaker graphic
- Post-event highlight in recap + photo coverage

This slot is exclusive and will be filled on a first-come, approved basis. (With option to earn free pass by referring 1 secured sponsor.)

BREAKOUT FACILITATOR OPPORTUNITY \$195

This opportunity is now fully separated from stage time. It's for participants who want visibility, networking, and leadership proximity — not a speaking segment.

Available to: Past speakers or qualified new applicants

No speaking time included

No cost to apply — but selection required

Discounted ticket: \$195 (with option to earn free pass by referring 3 paid attendees)

Assigned roles may include: breakout table leader, event registration, social capture, directional guidance

Commitment required for full-day presence + 1 prep call
All facilitators agree to submit a post-event (under 60 sec) video testimonial

LEADERSHIP LEGACY PANEL CONTRIBUTOR \$1250

Limit: Up to 7 contributors (Atlanta & Nashville)

Segment: 35–40 minutes total (5 minutes per contributor)

Moderated panel + pre-set questions

Includes:

- 5-minute featured insight + panel Q&A
- 2 VIP Tickets
- Name + brand in event program and panel screen
- Post-event highlight + group photo promo
- Exclusive recognition as a Leadership Contributor

Early Access Price: \$995 (before December 29, 2025) (With option to earn free pass by referring 1 secured sponsor).

Standard Rate: \$1,250 after deadline

Final panelist roster confirmed on approval

EMERGING LEADER CONTRIBUTOR SCHOLARSHIP \$55 CO-INVESTMENT

\$55 Co-Investment. Scholarship reduces participation cost to \$55, covering materials, workbook, and lunch

A curated access path for high-potential students and early-career professionals pursuing a leadership track in real estate or business.

Includes

- full-day General Admission event access + behind-the-scenes leadership exposure
- Application and selection required based on leadership alignment, readiness, and initiative
- Must join 1 prep call and serve in an assigned event support role (check-in, directional guidance, attendee hospitality, and digital/social media capture)
- Submit a 60-second video testimonial pre- and post-event
- Referral Bonus: Bring 3 full-price attendees and earn a full refund of your \$55 co-investment

Limit: 15 Contributor Scholarships per city

Note: Selection is competitive and based on value alignment and commitment to serve

ABOUT THE EVENT



LIVE2LEAD

LIVE2LEAD is an annual broadcast developed by Maxwell Leadership. Marking its 12th anniversary this year, Live2Lead 2026 will share leadership and personal growth principles with a live audience at over 300 simulcast locations worldwide. This in-person event is a leader development experience designed to provide attendees with new perspectives, practical tools, and key takeaways. Attendees will learn from renowned world-class leadership experts, gain fresh insights on relevant topics, and leave prepared with practical tools to maximize their leadership abilities and trajectories. They will return to their offices with renewed passion and commitment, ready to implement new action plans and create meaningful change. This event will also feature expert speakers and CEOs who will add immense value to both your personal and professional life.

ABOUT YOUR HOST STEPHANIE PURYEAR HELLING



Leading People and Teams to Success through Transformational Leadership, Change Management Strategies, Cultivating a Culture of Resiliency, and Improving the Overall Customer Experience. SPH Services supports businesses with Customized Leadership Consulting Services, Leadership Training and Facilitation, including DISC and CliftonStrengths Assessments and Workshops, and high-energy, Motivational Presentations. Stephanie presents on the topics of self-leadership, self-awareness, and the importance of a positive growth mindset. Stephanie is a John C. Maxwell Leadership Certified Team Member, Maxwell DISC Consultant and Maxwell Mentorship Team Member. As a Maxwell Leadership Executive Program Director, Stephanie is licensed to offer exclusive Maxwell Leadership Programs and Masterminds.

Keynote and workshop topics include:

The Power of Strengths Based Leadership
Lead the Change, Don't Let It Lead You
Developing Your Teams to Success
Do You Have The Right People In Your Boat?
The Leadership Game Experience
The 15 Invaluable Laws of Growth
Everyone Communicates, Few Connect

Building Your Resiliency Muscle
Creating a Culture of Resiliency
Customer Experience Leadership
Leadership Gold
High Road Leadership
The 21 Irrefutable Laws of Leadership
Leadershift

- Download your free e-book and Leadership Newsletter at www.leadingpeopleandteamstosuccess.com/contact



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NEXT STEP: SPONSORSHIP ALIGNMENT CONVERSATION

To confirm availability or discuss custom alignment, contact:

Stephanie Puryear Helling

sph@leadingpeopleandteamstosuccess.com

Sponsorships are confirmed on a first-to-commit basis.