



LEADERCAST

BE THE ONE 05.07.2010



Sponsorship Prospectus

On May 7, 2010, more than 60,000 business professionals will gather to take part in the Chick-fil-A Leadercast one-day leadership event — LIVE via satellite or internet broadcast to more than 500 downlink sites throughout North America. Chick-fil-A Leadercast is a premier leadership collective of brilliant minds intent on communicating the art and science of whole leadership.

An unprecedented speaker line-up featuring renowned leaders from virtually every circle of influence will come together to share their personal leadership experiences and wisdom. The tenth-annual Chick-fil-A Leadercast will provide your company unparalleled promotion opportunity during the largest leadership event of its kind in the world.

The Greater Birmingham Chapter of the American Society for Training and Development (ASTD) is proud to be the host organization bringing this event to Birmingham!

2010 Speaker Lineup



- **Jim Collins** - Author of *Good to Great*, *How the Mighty Fall*, and co-author of *Built to Last*
- **Tony Dungy** - Retired head coach for the Indianapolis Colts
- **John Maxwell** - Leadership expert and best-selling author of *The 21 Irrefutable Laws of Leadership*
- **Dr. Ben Carson** - Neurosurgeon and Professor of Pediatric Neurosurgery at the Johns Hopkins School of Medicine, recipient of the Presidential Medal of Freedom
- **Ed Bastian** - President of Delta Air Lines
- **Dr. Jim Goodnight** - CEO of SAS Institute, Inc.
- **Connie Podesta** - Expert in human behavior psychology and leadership development
- **Steve Uzzell** - Award-winning corporate photographer and former staff member of *National Geographic*
- **Mark Sanborn** - Best-selling author of *The Fred Factor*
- **Chip Heath** - Author of *Made to Stick*, Columnist for *Fast Company*, and Stanford Professor



GiANT Impact
The Producer of Chick-fil-A
Leadercast

Giant Impact is a global leadership company focused on awakening leaders through effective content, powerful brands and world class events. Giant has a presence in more than 20 countries.

Giant Impact produces Chick-fil-A Leadercast. The event was founded by John Maxwell with a mission to develop leaders of excellence and integrity. What began ten years ago as a half day, classroom-format event with John Maxwell has since become a full day, experiential conference featuring several leadership experts and practitioners.

Giant Impact develops thousands of leaders yearly, primarily through its large events, training workshops and high-quality resources in the form of books, audio and DVD training kits, monthly mentoring subscriptions, and small group curriculums.



2009 Attendee Demographics

Average Number of Attendees per Year:

Throughout US	60,000
At Live Atlanta Site	1,500

Average Number of Host Sites:

Throughout US	500
---------------	-----

**Size of Attendee's Organization:
 (Number of Employees)**

1 to 50	45.7%
51 to 100	09.4%
101 to 500	12.5%
501 to 1,000	06.0%
More than 1,000	26.4%

Attendee's Position:

Owner/Principal	13.3%
CEO/President	04.7%
Senior C Level Executive	04.4%
Director/VP	09.5%
Middle Manager	10.2%
Supervisor	10.2%
Team Member/Professional/Consultant	27.4%
Other	12.2%

Attendee's Gender:

Male	50.0%
Female	50.0%

Attendee's Age:

35 or younger	28.6%
36-45	32.1%
46-55	32.1%
56 or older	07.2%

Other Data:

70% attend at least two professional development programs in a year

98% recommend the event to others

Top 3 sources of business news:
 CNN, Fox News, local newspaper

Sponsorship Levels

Platinum Sponsor (one available)

\$5000

- TWO reserved tables for 16 total attendees, including lunch
- Complimentary PREMIUM Expo table
- Company designee to make 3-5 minute podium remarks at lunch
- Copy of conference attendee list
- Designation as the primary sponsor in all marketing materials
 - Birmingham ASTD website, which is the primary portal for registrations
 - Cvent event registration website page
 - On-site signage and banners
 - Press and Media – Company name featured in all media releases as the Premier event sponsor *Note: press coverage not guaranteed*
 - Logo on main screens during lunch hour

Gold Sponsor (five available)

\$2500

- One reserved table for 8 attendees, including lunch
- Complimentary PREMIUM Expo table
- Copy of conference attendee list
- Company name / logo placement in all marketing materials
 - Birmingham ASTD website, which is the primary portal for registrations
 - Cvent event registration website page
 - On-site signage and banners
 - Press and Media – Company name featured in all media releases as the Gold event sponsor *Note: press coverage not guaranteed*

Exposition Table (unlimited)

\$300

(A limited number of PREMIUM tables inside the main ballroom are available for \$500 on a first come basis)

- Includes 6 foot x 30" table with white linen, skirting and two chairs
 - *Electricity may be added at an additional cost of \$65*
- Booth workers will be issued two event tickets and two lunch tickets. Tickets are for the use of the booth workers only!
- Optional: Please bring a door prize worth around \$50.00 in value.

2010 Chick-fil-A Leadercast Sponsorship Form

Yes, _____ (**company**) is proud to be involved with the 2010 Chick-fil-A Leadercast at the following sponsorship level...

PLATINUM SPONSOR	\$5000 _____	Check Enclosed _____	Invoice Me _____
GOLD SPONSOR	\$2500 _____	Check Enclosed _____	Invoice Me _____
PREMIUM EXPO TABLE*	\$500 _____	Check Enclosed _____	Invoice Me _____
EXPO TABLE*	\$300 _____	Check Enclosed _____	Invoice Me _____

(*Electricity can be added to EXPO tables for an additional \$65)

Our primary company contact for this sponsorship will be:

Name: _____

Title: _____

Address: _____

C/S/Z: _____

E-mail: _____

Phone: _____

Fax: _____

The undersigned has the authority to represent our company in this matter.

Name

Date

Payment must be received by April 23, 2010.

Lori Philips
VP-Marketing, Birmingham ASTD
Phone - (205) 919-0697
LLYNPHILIPS@charter.net

Mail this form with a check written to 'Birmingham ASTD'

Greater Birmingham Chapter of ASTD
P.O. Box 19764
Birmingham, AL 35219-0764

