



**Global
Leadership
Network**

Sponsorship Guide

Updated: Feb. 2022

Who We Are

The Global Leadership Network (GLN) represents a community committed to learning from each other, growing in leadership and using influence to ignite positive transformation globally. No matter where you have influence, when you commit to developing your leadership skills, everyone around you wins—businesses work for good, communities change, and churches thrive!

We are committed to deliver fresh, actionable, and inspiring leadership insights and encouragement at The Global Leadership Summit and year-round through our events, products, and digital platforms in the United States and around the world.

Featured Sponsorship Packages

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GlobalLeadership.org/Sponsorship



The Global Leadership Summit

Session Sponsorship

The Global Leadership Summit premieres live at host site venues across North America and digitally online via our virtual event platform every August. Sponsoring this event puts your organization in front of our largest audience of leaders seeking to improve their leadership skills.

Convening a world-class faculty and producing an event at the highest quality, while still making it as accessible as possible, requires sponsors and partners who stand with us behind a vision to see positive change realized through better leadership in every sector of society. Potential sponsors include organizations like yours who are advocates of the Summit and have experienced positive outcomes as a result. We can customize to make your sponsorship outcomes best suited to your needs.



\$50,000—GLS Session Sponsorship includes:

From the Stage:

- **An on-screen feature** of your organization's name and logo during the Summit.
- **A 30-second verbal from stage at end of the session you're sponsoring**, inviting attendees to connect with you via our virtual sponsor page.

Digital and Print:

- **A prominent feature 2-page spread in the Summit Notebook** linking to your website.
- **A featured section on the virtual Exhibit Hall**, which is promoted to attendees and filled with value-add content as well as your organization's information.
- **Social media posts during the event including** Facebook, Twitter, and Instagram.
- **A prominent mention in our Summit follow-up email after the event**, which will thank and link to all session sponsors.
- **A feature story or leadership article on our website and in our E-Newsletter.**

- **(Optional) Zoom event during lunch.** All attendees will be given the invitation prior to the GLS via your feature on the virtual Summit platform.

Before and After the Event:

- Attendees will receive sponsor information prior to the GLS and be invited to view all sponsor materials.
- Year-round exposure of your organization on our website, GlobalLeadership.org/Partners.

Organizational Benefits:

- **100 tickets** to invite staff, customers, friends or family to the Summit, either digitally or in-person.

Add-On Opportunity:

- **A 30-second walk-in video feature** before a session. (\$10,000)

The Global Leadership Summit: *Special Edition* Session Sponsorship

The Global Leadership Summit: *Special Edition* half-day event takes place online in February each year via our virtual event platform. Sponsoring this event puts your organization in front of an audience of leaders seeking to improve their leadership skills.

Like The Global Leadership Summit premier event, this event convenes a world-class faculty and is produced at the highest quality. Instead of two full days, the GLS: *Special Edition* and programming are shortened for a high-impact three-hour event. To make this event accessible to a wide audience requires sponsors and partners who stand with us behind a vision to see positive change realized through better leadership in every sector of society. Potential sponsors include organizations like yours who are advocates of the GLN. We can customize to make your sponsorship outcomes best suited to your needs.



\$25,000—GLS: *Special Edition* Session Sponsorship includes:

From the Stage:

- **An on-screen feature** of your organization's name and logo during the event.
- **A 30-second verbal thanks from our hosts** inviting attendees to connect with you.

- **A prominent mention in our follow-up email after the event**, which will thank you and link to your website.
- **A feature story or leadership article** on our website and in our E-Newsletter.
- **Year-round exposure of your organization on our website**, GlobalLeadership.org/Partners.

From our Digital Platforms:

- **A featured section in our virtual Exhibit Hall**, reaching 16,000+ attendees.
- **Social media posts during the event including** Facebook, Twitter and Instagram.

Organizational Benefits:

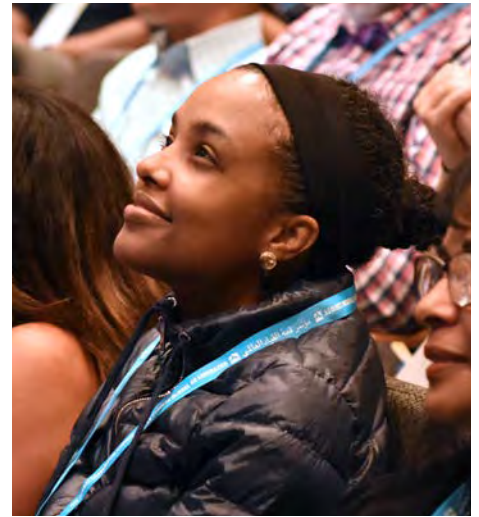
- **100 tickets to offer your staff to attend.**

The GLS*next* Event Series (FREE event)

Session Sponsorship

The GLS*next* Event Series takes place twice a year, featuring one to two world-class Summit faculty for a free, interactive leadership session. This is an opportunity for hosts at venues across the United States to gather people together for learning throughout the year and is also offered online via our virtual event platform. Sponsoring this event puts **your organization in front of an audience of 10,000+ people** seeking to improve their leadership skills.

Convening a world-class faculty and producing an event at the highest quality, while also allowing these one-session events to continue to be free and accessible, requires sponsors and partners who stand with us behind a vision to see positive change realized through better leadership in every sector of society. Potential sponsors include organizations like yours who are advocates of the GLN and have benefited from our events and leadership offerings. We can customize to make your sponsorship outcomes best suited to your needs.



\$10,000—The GLS*next* Event Series Session Sponsorship includes:

- **An on-screen feature** of your organization's name and logo during the Summit.
- **A verbal thanks from our event hosts at end of the session** inviting attendees to connect with you via the virtual tradeshow.
- **A featured section on the virtual event platform**, which is seen by all attendees.
- **A prominent mention in our follow-up email after the event**, which will thank you and link to your website.
- **Year-round exposure of your organization on our website**, GlobalLeadership.org/Partners.

Overview of Sponsorship Elements



GLS Notebook
(Print & Digital)
\$5,000
80K+ Reach



Podcast
\$600-\$2,500
30K+ Monthly Reach



E-Newsletter &
News Post
\$5,000-\$8,000
170K+ Reach



Spotlight Email
\$8,000-\$10,000
214k+ Reach



Twitter
\$3,500-\$5,500
67K+ Followers



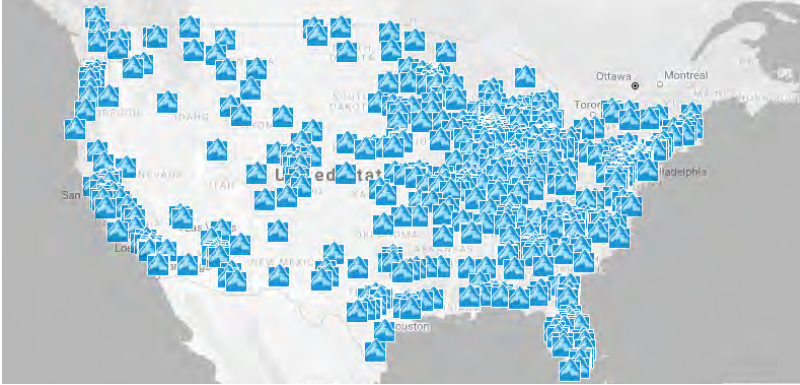
GLS Online Platform
\$7,000
80K+ Reach



Facebook/Instagram
\$6,000-\$8,000
169K+ Followers



The Global Leadership Summit 2022 Audience North America



Locations

500+
Host Sites across
the United States

Attendees

80,000+
people expected
online and in-person

Sector

Business: 41%
Not-for-Profit: 15%
Healthcare: 10%
Education: 9%
Church volunteer: 8%
Government/Public Service: 5%
Other: 4%
Retired: 4%
Elder/Deacon/Church Board: 2%
Student: 1%
Missions: 1%

Gender

59% female
41% male

Age

Under 16: 0.5%
16-36: 22%
37-53: 40%
54-72: 35%
73+: 2.5%

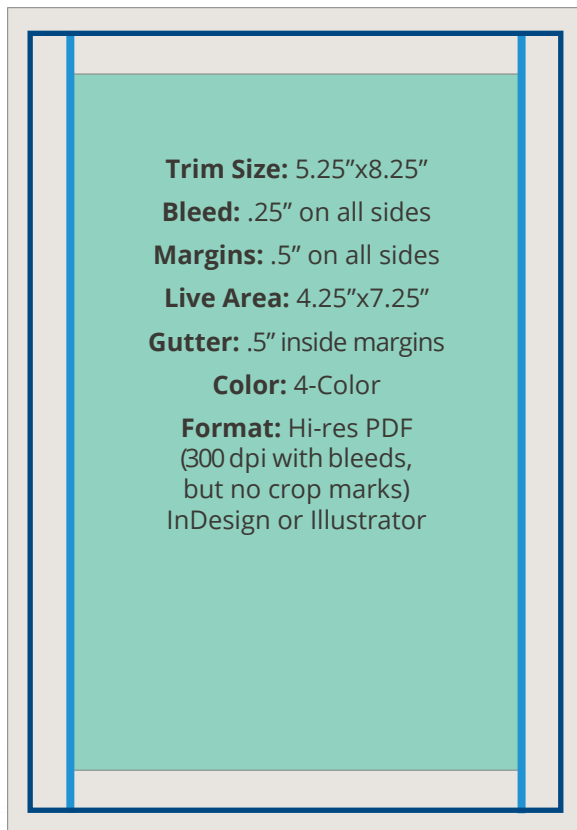
GLS22 Notebook Sponsorship

The Summit Notebook is an incredible tool to position your message with leaders throughout North America. Every guest attending The Global Leadership Summit will receive the Summit Notebook, whether in print, or digitally (depending on their viewing experience). In 2022 an expected 70,000+ leaders will receive the Summit Notebook, giving them access to your ad to drive them to your website or landing page.

Summit Notebook Page

Cost: \$5,000

Artwork Due: June 1

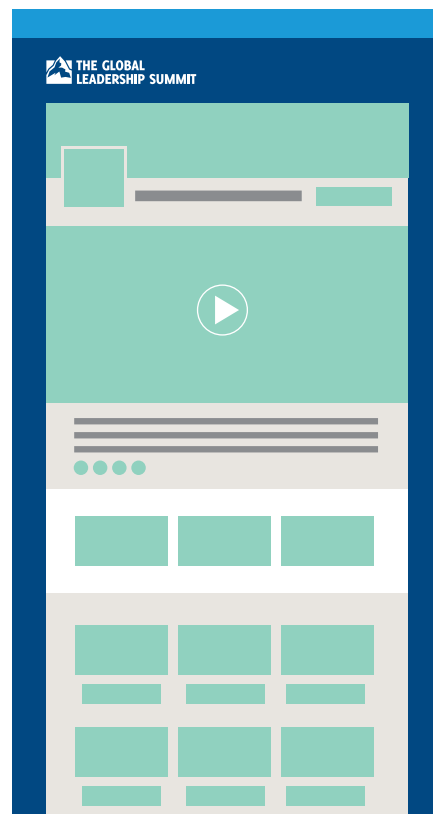


Digital Sponsorship Opportunities

GLS22 Online Platform: \$7,500

Exposure of your organization through our digital event platform will be live one week prior to the Summit and filled with value-add content including an Exhibit Hall where your organization can be featured. Since the digital event platform is promoted to all attendees, whether they attend in-person or virtually, your organization will get premium attention before, during, and after the event.

- **Pre-event:** Before the event, the platform will be live for registrants to become familiar with the event space including viewing your ad or video with a link to bring them to your landing page/website.
- **During the event:** You could choose to leave up the ad or video from the pre-event, or you could have us include a link that allows guests to connect with you live on your own platform (Zoom, Teams, GoToMeeting etc.) during one of the breaks.
- **Post-event:** After the event, while people are enjoying the Video-On-Demand period included with their ticket, attendees can learn more about you and be directed to your website.



E-Newsletter

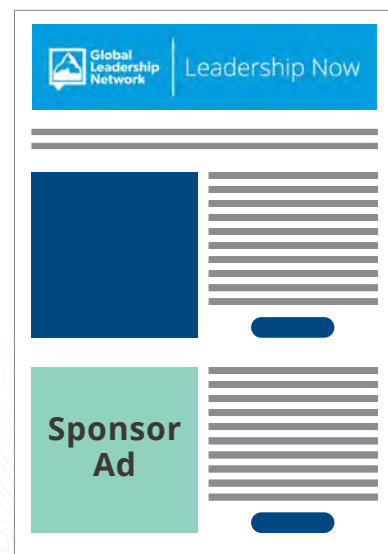
Grow your audience reach through ads on the Global Leadership Network e-newsletter, *Leadership Now*. Our bi-monthly (twice a month) e-newsletter reaches 175,000+ dedicated subscribers who've made leadership development a priority for themselves throughout the year.

Email image size: 600x600 pixels

Cost: July-September—\$8,000

October-June—\$5,000

Note: Only static .jpg and .gif files accepted. Rich media is not accepted for email advertisements. Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content. Provide copy in 3rd person form at a 75-100 word maximum, with CTA link to a blog post hosted on our website where copy can be expanded to 200-700 words and include a link to your website (see blog article information below). The GLN reserves the right to edit copy to adjust for our audience to maximize exposure. Further instruction, including deadlines, etc. will be provided upon agreement confirmation.



Digital Sponsorship Opportunities (Cont.)

News Post

On our website, feature your organization via a News Post. Your News Post will be searchable by our website audience seeking more information about leadership growth opportunities. If the news post is linked to the e-news feature or email spotlight, this is a place where broader information can live and be sought out.



News post image size: 1200x600 pixels

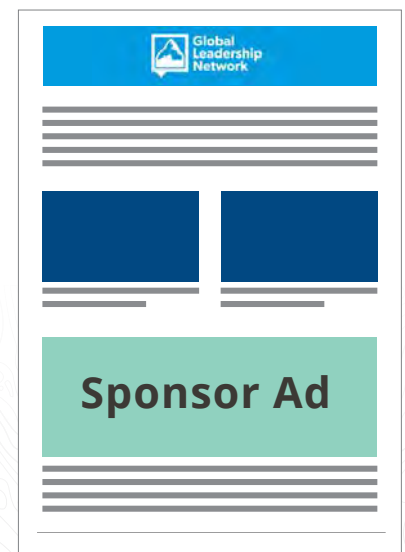
Headshots/Logos: 600x600 pixels

Cost: July-September—\$5,000 (or included with E-News feature)
October-June—\$3,000 (or included with E-News feature)

Note: Only static .jpg and .gif files accepted. Rich media is not accepted for email advertisements. Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content. Provide copy in 1st or 3rd person form at a 200-700 word maximum. If written in 1st person, GLN will write an intro with the Sponsor listed as the author. If written in 3rd person, the GLN will be listed as the author. The GLN reserves the right to edit copy to adjust for our audience to maximize exposure. Further instruction, including deadlines, etc. will be provided upon agreement confirmation.

Spotlight Email

A spotlight email is an opportunity to get maximum exposure to our full marketing list. Spotlights can be featured just once a month and will give you a reach of 214k+ on U.S. marketing list.



Email image size: 1200x400 pixels

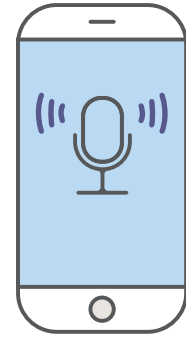
Cost: July-September—\$10,000
October-June—\$8,000

Note: Requirements to be featured as a GLN spotlight include being able to offer a freemium leadership element in your promotion. 200-300 words of copy should be written in 3rd person, as the email will be coming from the GLN and sent to our audience. Additionally, the GLN reserves the right to edit copy to adjust for our audience to maximize exposure. Include a link to your website with a catchy call to action. This link can also go to our own website where your News Post is located. Further instruction, including deadlines, etc. will be provided upon agreement confirmation.

Digital Sponsorship Opportunities (Cont.)

Podcast

Share your message on one of the most popular leadership podcasts in the world, which includes listener downloads of over 30,000 each month. Our podcast features our current or former world-class GLS faculty and is promoted on our social media channels with a combined reach of over 250,000 followers.



COST: Pre-roll (15 sec/40 words) \$900
Mid-roll (30 sec/85 words) \$1,500
Post-roll (60 secs/170 words) \$600
Discounted rate for all three rolls: \$2,500

Note: Each roll should be written in 3rd person to be read by the host. The script must be approved by the GLN creative team to ensure it aligns with our audience values. You may review and sign off on any edits made to the script before it goes to production. Please also note that the podcast host may add their own twist to the script if they happen to have a personal connection to the sponsor.

Social Media Opportunities

Leverage the Global Leadership Network's social media following through social media posts.

Facebook/Instagram

TEXT AND IMAGE

Cost: During GLS—\$6,000
All other dates—\$5,000

Boost: Any amount of additional funds can be used to boost reach

Text: 50-100 characters (+ link)

Image: 504x504 pixels

Note: Please provide a click-through link

TEXT AND VIDEO

Cost: During GLS—\$8,000
All other dates—\$7,000

Text: 116 characters (including link)

Video File Type: MP4

Recommended Aspect Ratio: 4:3

File Size: 1.75 GB max

Length: 3 min max



Twitter

TEXT AND IMAGE

Cost: During GLS—\$4,500
All other dates—\$3,500

Text: 116 characters (including link)

Image: 880x440 pixels or a 2:1 ratio

Link: link-shortener (such as bit.ly) recommended

TEXT AND VIDEO

Cost: During GLS—\$5,500
All other dates—\$4,500

Text: 116 characters (including link)

Video File Type: MP4 and MOV

Length: 30 sec or less

File Size: 512 MB

Minimum Resolution: 32x32

Maximum Resolution: 1920x1200 & 1200x1900

Aspect Ratios: 1:2.39 - 2.39:1 range (inclusive)

Maximum Frame Rate: 40 fps

Maximum Bitrate: 25 Mbps

