



Sponsorship Guide 2023

Updated: Mar. 2023

Who We Are

Global Leadership Network (GLN) is a transformational leadership development organization focused on personal growth that leads to a world that's changed for the better.

We fulfill this by inspiring, equipping, and connecting pastors, church and business leaders, the next generation, the marginalized, and community leaders through dynamic experiences and resources on multiple platforms. Our products bring together the best of marketplace practices with the best of ministry wisdom so leaders in both can learn from each other and use those insights to change their communities and world for the better.

The opportunities represented in this sponsorship guide will allow you and your organization to connect with our audience in an impactful way. What are you waiting for?

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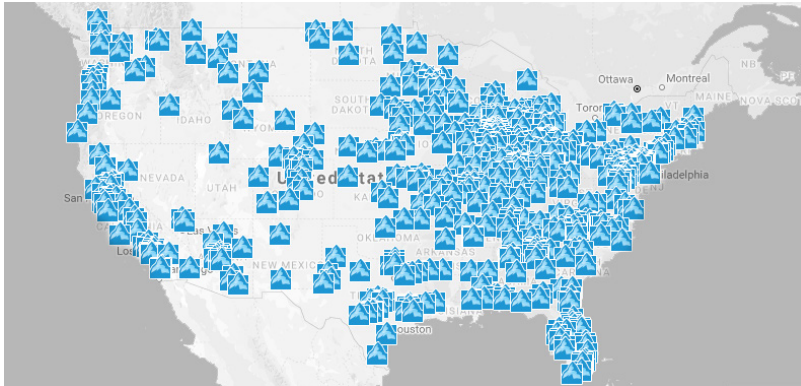
GLN Digital Opportunities—**PAGE 6**

For More Information or to Express Interest Email:
glanmarco@globalleadership.org



Our Audience

While our organization and events include a global expression, our current sponsorship opportunities are targeted toward our United States audience.



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%

Locations

400+
Local, hosted sites

Attendees

60,000+
online and at a local site

Gender

59% female
41% male

Age

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

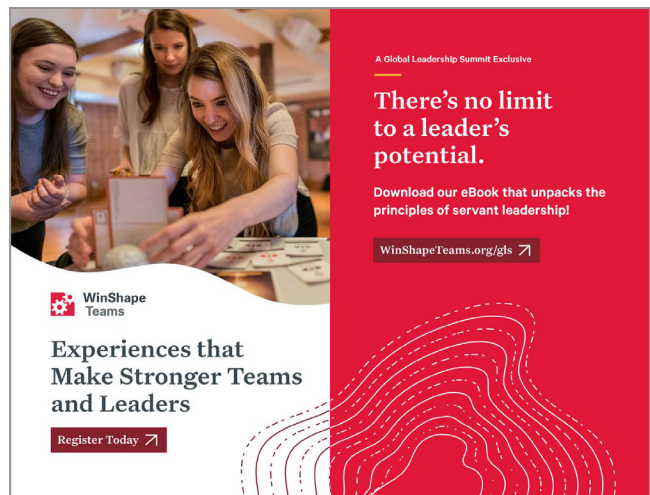
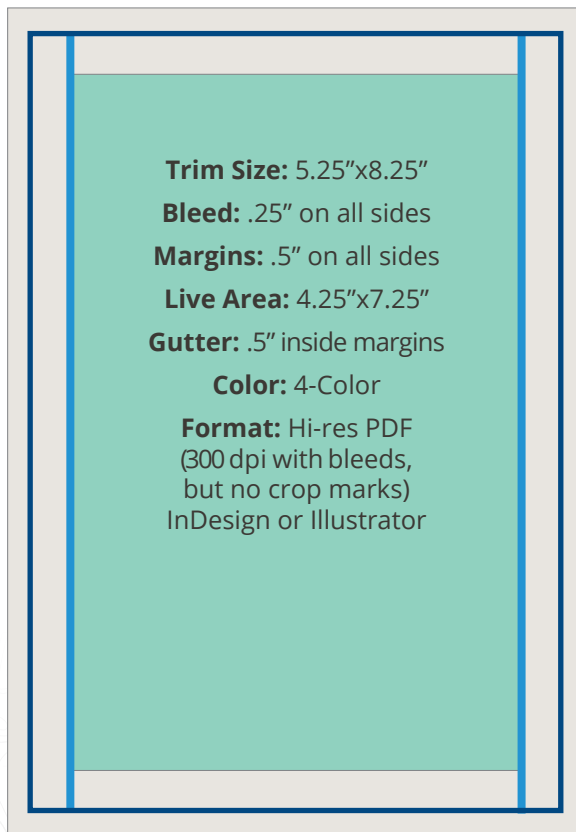
The Global Leadership Summit Notebook Sponsorship

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. In 2023, an expected 60,000+ leaders will receive the Summit Notebook, giving them access to your ad to drive them to your website or landing page. In addition, your sponsorship will be featured on our website.

Summit Notebook Page

Cost: \$5,000

Artwork Due: June 1



The Global Leadership Summit

Notebook Sponsorship (Cont.)

Summit Notebook Spread (two single page ads, side-by-side)

Cost: \$9,000

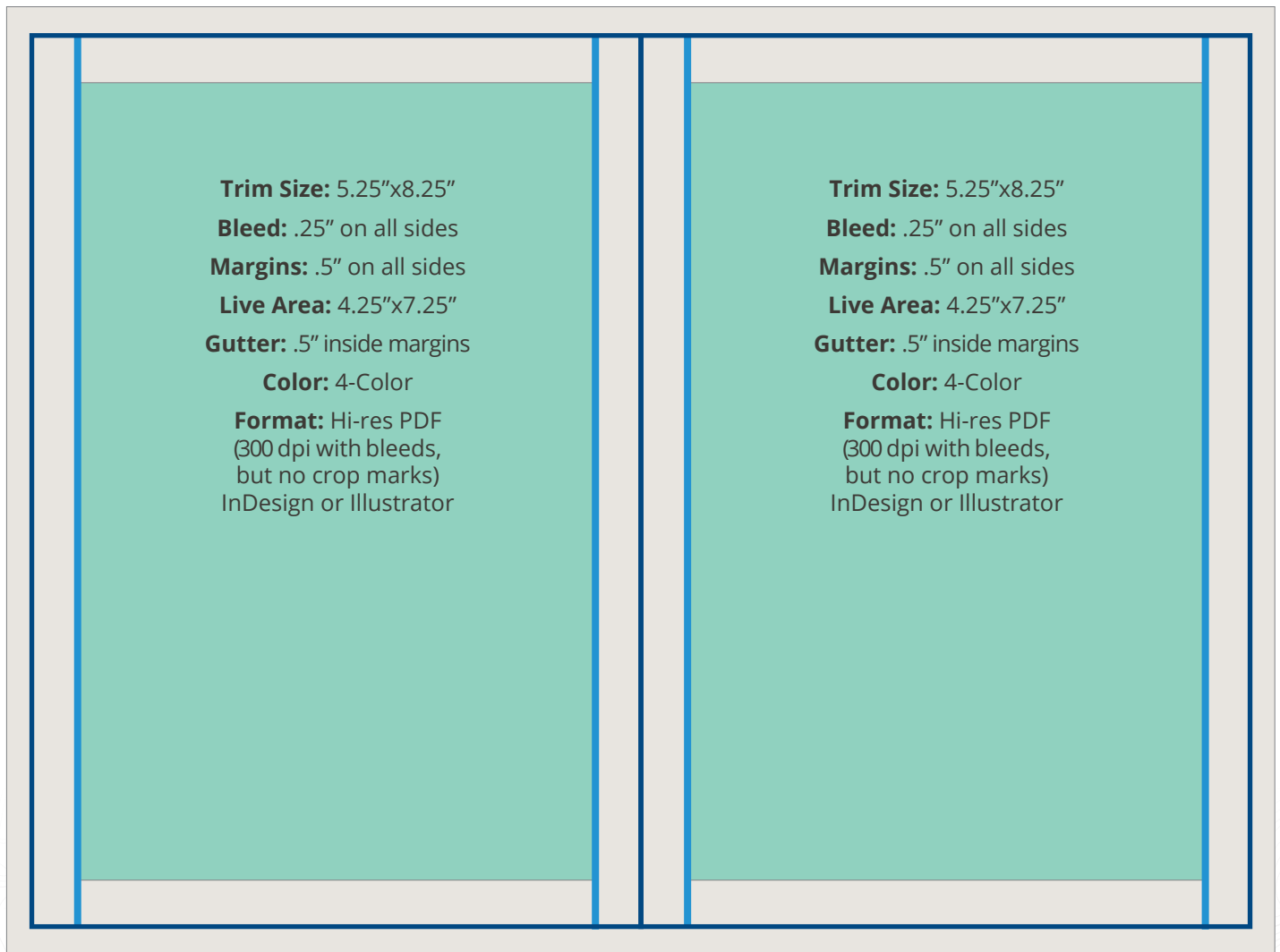
Artwork Due: June 1

 bleed

 live area

 trim

 gutter



GLN Digital Opportunities

Throughout the year, the GLN is reaching and impacting guests from around the country. This is done through a variety of digital mediums, each representing different audiences.

Spotlight Email

A spotlight email is an opportunity to get maximum exposure to our audience through one of our email marketing lists. There is only one spotlight email distributed each month. When selecting this option, you will need to choose one of the following lists:

1. National Marketing—396K contacts
2. National Church Leaders—1500 contacts
3. National E-Newsletter Subscribers—129K contacts

Email Image Size:

No larger than 1200 x 400 pixels

Cost:

Date	National Marketing	Church Leaders	E-Newsletter Subscribers
June – September	\$6000	\$2500	\$5500
October – May	\$4500	\$2000	\$4000

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. Further instruction, including deadlines, will be provided upon agreement confirmation.

Podcast

Share your message on our internationally recognized podcast, the Global Leadership Podcast, which includes audio listener downloads of over 30,000 each month. It features authentic conversations with our former GLS faculty, detailing their leadership journey, advice, and tips. Our podcast is also promoted on our Facebook and Instagram platforms.



Cost Per Episode:

- Pre-roll (15 sec/40 words) \$900
- Post-roll (60 secs/170 words) \$600
- Discounted rate for both rolls: \$1,350

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.