



CONSCIOUS RELATIONSHIP SUMMIT

creating awareness · inspiring action

2009 Sponsorship Guide

*Thank you for your support in helping
children and families in need.*

TABLE OF CONTENTS

SECTION I: SUMMIT OVERVIEW AND GENERAL INFORMATION

- **Conscious Relationship Summit Overview** 3
- **Summit Mission** 3
- **Summit Target Audience** 4
- **Summit Web Site** 4
- **Summit Organizer Relationship Coaching Institute** 4
- **Post-Event Audio Recordings** 4
- **Contact Information** 4

SECTION II: SPONSOR INFORMATION

- Sponsor General Information** 6
 - **Why Sponsor?** 6
 - **Benefits of Sponsoring**
 - **Sponsorship Levels** 7
 - **Special Keynote and Session Sponsorships** 7
 - **Prize Partners** 8
 - **Banner Ad Specifications** 8
 - **How You Can Support and Promote the Summit** 8
 - **Post a Summit Banner Ad on your Web Site** 8
 - **Create a Sponsorship Page** 8
 - **Add Summit Logo to Your Employee Email Signatures** 9
 - **Promote the Summit to your Employees, Suppliers, and Clients** 9
- Sponsor Submission Information and Forms** 10

If you have any questions about these materials, or for additional information, please contact any of the individuals on page 4 of this document.

SECTION I: CONSCIOUS RELATIONSHIP SUMMIT OVERVIEW

1. Conscious Relationship Summit Overview

The **Conscious Relationship Summit** (March 30-April 3, 2009) is the first and only international teleconference to focus on *creating the awareness* and *inspiring the action* needed to create conscious relationships in all areas of life. Participants join by telephone or internet webcast from anywhere in the world

The Conscious Relationship Summit brings together the world's leading relationship experts, who will present innovative interpersonal concepts and solutions to a global audience of singles, couples and helping professionals.

The program includes a daily keynote address and 5 key content tracks: Conscious Singles, Conscious Couples, Conscious Parenting, Spirituality in Relationships, and Applied Relationships. In total there are 35 presentations. For detailed information about the programs and presenters go to: <http://www.consciousrelationshipsummit.com/crs/programs.html>

This is a fund-raising event and all proceeds will be donated to charity. We currently support **12 charities** that directly benefit children and families in need. Proceeds will be donated equally amongst the charities supported by the **2009 Conscious Relationship Summit**. For a complete list of these charities: <http://www.consciousrelationshipsummit.com/crs/charities.html>

2. Summit Mission

Many people struggle with how to have a successful relationship, and over 50% of all marriages end in divorce. The marriage rate is declining and more and more couples are co-habiting, believing that if they "test" their relationship prior to marriage they will have a better chance of success. Unfortunately, this is not the case, as the break-up rate for co-habiting couples is close to 80%!

The social and economic impact of relationship break-up is enormous, and adversely affects all areas of life. Relationship failure can result in emotional and mental distress, violence, reduced job productivity, and much more. But, the group most affected is children: Most first-born children are now born to single parents. Statistically, children from single parent homes have more behavioral problems, are more likely to drop out of school and become involved with illegal substances. Many live at, or below the poverty level.

Our societies are in deep trouble and we are challenged to find effective solutions to these critical problems. The facts indicate that people continue to seek a fulfilling life partnership but are not clear about how to do so. They need information, tools, and skills to help them create successful partnerships and keep their families intact.

While the Summit is a fund-raising event to benefit children and families in need, our overriding mission is to increase awareness about how we can create successful, long-term relationships.

3. Summit Target Audience

The Summit has a universal appeal and message that will attract attendees worldwide, from all walks of life, who are interested in learning more about how they can improve their personal and business relationships. The subject matter appeals to singles, couples and parents, as well as helping professionals (therapists, coaches, social workers, counselors, clergy, etc). Continuing Education units are available to those professionals who require CEUs for their professional development.

We expect Summit attendance to be between 5,000-10,000, with a significant after market sales of audio and transcript products.

4. Summit Web Site

The official web site of the Conscious Relationship Summit is:
<http://www.ConsciousRelationshipSummit.com>

5. Summit Organizer

The **Conscious Relationship Summit** is produced and hosted by the [Relationship Coaching Institute](#) (RCI) the world's first and largest relationship coach training organization. Now in its 12th year of operation, RCI is dedicated to creating, preserving and improving relationships by providing effective and empowering support, information, and resources to singles, couples, and helping professionals.

6. Post-Event Audio Recordings

Summit registration includes participation in the live events, as well as access to the post-event audio recordings. Registrants can decide which events they'd like to attend and which they'd like to enjoy later, at their convenience.

Recordings will also be available for sale after the Summit. All proceeds from sales will be donated to charity.

7. Contact Information

Conference Contacts:

Co-ordinator: Amy Cisernoz

Email: Amy@consciousrelationshipsummit.com

Tel: 1-408-905-1755

Fax: 408-228-0884

David Steele

Email: David@consciousrelationshipsummit.com

Tel: 1-408-866-8809

Fax: 408-228-0884

Frankie Doiron

Email: Frankie@consciousrelationshipsummit.com

Tel: 1-905-453-7451

Fax: 408-228-0884

Mailing Address:

Conscious Relationship Summit
c/o Relationship Coaching Institute
P.O. Box 111783
Campbell, CA, USA 95011

SECTION II: SPONSOR INFORMATION

1. Why Sponsor?

We expect the Summit to be a historical global event that will attract thousands of singles, couples, parents, helping professionals (therapists, coaches, counsellors, social workers, clergy, etc.), and the media. Pre and post event mailings will go to an estimated audience of 2 Million + individuals.

With your participation we know that the Conscious Relationship Summit will be a huge success and elevate the world's consciousness about relationships, as well as raise funds for organizations that support children and families in need.

Your sponsorship as an affinity partner will demonstrate your alignment with our mission to create, preserve and improve relationships, and to affect positive change in the world.

We offer a number of sponsorship opportunities at all levels of contribution, to fit within your promotional budget.

Benefits of Sponsorship:

- Obtain better returns through affinity marketing with a social cause (than through affiliating with other, more clearly commercial ventures):
 - improve overall corporate reputation as a company that understands the social and economic significance of successful interpersonal relationships;
 - differentiate your brand;
 - attract the interest of targeted consumers – pre and post event mailings will go to an estimated audience of 2 Million +;
 - stimulate brand preference and loyalty;
 - attract loyal employees who are socially conscious and seeking the same in their corporate leadership;
 - ultimately, increase profits and stock prices.
- Alignment with a social cause that has far-reaching global impact and significance, both socially and economically;
- Make a tangible difference for children and families in need around the world;
- 12 months of continued post-event exposure as we promote the conference recordings and next year's conference;
- Multiple opportunities for exposure - during live events, in press releases, on the Summit website, in recordings, email broadcasts, etc.

2. Sponsorship Levels

	Diamond (1 Available)	Emerald (3 Available)	Gold (5 Available)	Silver (7 Available)	Friends of CRS (Unlimited)
Rate	\$10000	\$5500	\$3500	\$1500	Up to \$1500
Web Site Banner Ads until January 2010	- Fixed position Vertical Banner ads on Home and Program pages above fold and on all other site pages	- Rotating Vertical Banner ads on Home and Program pages - Rotating Banner ads on other site pages	Rotating Square Banner ads on site pages (does not include home or programs pages)	Rotating Square Banner ads on site pages (does not include home or programs pages)	N/A
Name Branded Keynotes	- Verbal Sponsorship recognition for all Keynotes and Keynote audio recordings; - Logo on Keynote web pages	N/A	N/A	N/A	N/A
Listing in 2009 Promotional Brochure	- Logo included (largest Sponsor logo)	- Logo included	Logo included	Listing Only	N/A
Listing on Web Site on “Our Sponsors” page	- Logo included (largest Sponsor logo)	- Logo included	Logo included	Listing Only	Listing Only
Listing in 2009 Summit Media Kit	- Logo included (largest Sponsor logo)	- Logo included	Logo included	N/A	N/A
Listing on Web Site on Media” page	- Logo included (largest Sponsor logo)	- Logo included	Logo included	N/A	N/A
Summit Mailings	Mention in Pre & Post mailings	Mention in Pre & Post mailings	Mention in Pre & Post mailings	Mention in Pre or Post mailings	Pre and Post mailings will Link to Sponsors page

3. Individual Session Sponsorships

Sponsors at the Diamond, Emerald, Gold and Silver levels may also purchase exclusive branded Session sponsorships, which include 2 sponsorship mentions during the presentation. (Example: “This session is sponsored by “Your Organization”). Sponsorship mentions are also included in the audio recordings of the sessions. **Your logo and website link will be featured on your sponsored session program pages.**

	Diamond	Emerald	Gold	Silver
Presentation Sponsorship	\$ 500 each	\$ 750 each	\$ 1000 each	\$ 1250 each

4. Prize and Media Partners (In-Kind Donations)

In-Kind donations are welcome for prizing and media advertising and promotion.

Recognition for in-kind contributions will be dependant upon the value of the contribution provided. Please contact David Steele for more information.

Note: Sponsors who wish to provide prizes or other in-kind donations may contact David Steele for information about how prizing value may be applied to offset your sponsorship fees.

Email: David@consciousrelationshipsummit.com

Tel: 1-408-866-8809

Fax: 408-228-0884

5. Banner Ad Specifications

Your Banner ad must meet the following specifications. If you require assistance developing your banner ad, please contact us for a quote.

Vertical Ad: 120 px W X 250 px H

Square Ad: 120 px W x 147 px H

Banner Ad Content:

It is recommended that your ad reflect the spirit of the event and words like “We Support...”; “Proud Sponsor of...” are more appropriate than a marketing call to action that you might typically use in your advertising messages.

6. How You Can Support and Promote the Summit

As a sponsor, you are an important member of this event and will help us achieve our overall objectives to raise awareness and support some very worthy causes. There are a number of ways you can leverage your sponsorship of the Summit and help us to increase awareness:

a. **Your Website:**

- **Post a Summit Banner Ad** (with a link to the Summit web site) on your website home page to demonstrate your support of the event. These banners are also available as animated gifs. See examples below:



