



Sponsorship Proposal

Positively Powerful Women Celebrate!
Awards Luncheon

Friday May 21, 2010. Phoenix Ritz Carlton

Positively Powerful Women Celebrate! Awards Luncheon

"Keys to Success" Sponsorship Invitation

- Introduction Page 3
- 2010 Program Page 4
- 2008 & 2009 Positively Powerful Award Winners Page 5
- Our Audience Page 6
- 2010 Marketing Opportunities Page 7
- Levels of Sponsorship Page 8, 9
- Other Opportunities Page 10
- Positively Powerful Photos Page 11
- Dr. Joel Martin, Event Producer Page 12
- Endorsements Page 13



Introduction

Thank you for considering our proposal for the 2010 Third Annual Positively Powerful Women Celebrate! Awards Luncheon of May 21st. Triad West would like to be your partner in reaching and engaging influential women and men in the corporate, entrepreneurial, and nonprofit community.

We know your company is dedicated to inclusion and the success of suppliers, employees, and customers. We would like to assist you in achieving this mission. This is our third year, and while there have been many enhancements to this year's Positively Powerful Events, you can count on our commitment to providing transformational tools and empowering people to live their dreams. This Luncheon is our premiere event.

As this may be a new event for your organization, I want you to know how much your support means to us in continuing to establish a quality precedent. We are very appreciative of our 2008 and 2009 Sponsors. We look forward to continuing in this prestigious manner. This can be accomplished through the generosity of you and your corporation. By sponsoring this event your organization will be entitled to a unique opportunity to participate first-hand. Your company can participate at various giving levels, with attractive benefits at each. I would be happy to discuss the specific situation for your company's giving ability. Your support in any way is welcome. Please join us.



Sincerely,

A handwritten signature in black ink that reads "Dr. Joel P. Martin".

Dr. Joel Martin, President Triad West, Inc.
Producer Positively Powerful Event
jpmartin@triadwest.com



The 2010 Program

The awards presentations and panel discussion featuring all of our **Positively Powerful Women** will continue to be the spotlight event.

We will honor outstanding **Positively Powerful Women** who have founded legacy entrepreneurial and nonprofit organizations.

This year, we will announce our first **Positively Powerful Corporate Woman Award** Recipient and our first **Positively Powerful Nonprofit Executive Woman Award** Recipient.

We will have a dynamic key note speaker. We will acknowledge sponsors from the podium, many of who will introduce award recipients.

We will continue to raise funds during the raffles for the **Positively Powerful Nonprofit 501C3** beneficiaries. 100% of these proceeds will benefit their programs. We will also manage funds designated for scholarships so that deserving women who might not otherwise be able to attend can join us on this inspirational day.

And of course we will enjoy a luxurious meal with great company including **Positively Powerful Men**.



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Triad West Inc.

ARIZONA FOUNDATION FOR WOMEN

BREEZE PUBLIC RELATIONS



2008

Positively Powerful Women Inaugural Award Recipients Left to right: **Joanna De'Shay**, founder, Arizona Black Film Showcase; **Ruth Covey**, founder, The Arizona Magic of Music & Dance which produces a theater production program for children and young adults with physical or mental disabilities; and **Susan Ratliff**, founder, Women's Entrepreneurs Small Business Boot Camp. Also **Dr. Joel Martin** Event producer and **Rosemary Price**, eWomen Network ,sponsor.



2009

Left to right: **Dr. Joel Martin** Producer. **Positively Powerful Women Award Recipients: Maria Benson**, Owner and Founder of upscale furnishings boutique, Nyla Simone Home. **Pam Gaber**; President, Founder Gabriel's Angels, that addresses the pressing need to enhance the lives of severely abused children through the application of Pet Therapy; **Choo Tay**, President and CEO of media88, internet marketing firm. Choo Tay helped found the Arizona Asian American Association. And **Fatimah Halim**, President / CEO Life Paradigms Inc. Rites of Passage Programs.

Positively Powerful Women making history!

Our Audience

Today's businesses realize that there is a huge opportunity for present and future growth potential when they leverage the visibility that is possible through inclusive events that bring together influential and diverse people. When including Triad West in your **corporate diversity initiatives** and **target marketing plans** you have a trusted community advocate and savvy partner.

Here are the statistics about the audience our event reaches.

- Influential women and men leading corporations, piloting nonprofits, building communities, and growing their own businesses.
- Women who are among those who influence 83% of all consumer goods and services purchases; who buy 50% of all PCs; who make up 47% of the total workforce; who own 60% of the cars; who are among those who work full time outside the home (Source: WOW & Catalyst).
- Our women are part of the reason Arizona is the fifth fastest-growing state for women-owned businesses (Source: Wells Fargo and the Center for Women's Business Research)
- We are also reaching people of color whose buying power was part of the \$2.4 trillion in 2008 (Source: Selig Institute).



2010 Marketing Opportunities

- Connect with the Positively Powerful Women and Men who attend and are involved in producing events
- Be included in all online, public relations, marketing, and advertising campaigns
- Enhance your image building diversity inclusion campaigns to women, people of color, and members of the community
- Speak from the podium about your organization's commitment, products, and services
- Host VIP tables for employees, clients, and guests
- Distribute information
- Provide samples and premiums
- Donate gifts for raffles to benefit non-profits
- Give Positively Powerful event scholarships



Levels Of Sponsorship

Positively Powerful All-Event Premier Sponsor: \$5,000

You are invited to sponsor the Positively Powerful Women Celebrate! May 2010 event and to become a **Premiere Sponsor of every Positively Powerful event.** As a premiere sponsor, you will receive

- Sponsorship benefits of 2010 Positively Powerful Events
- Positively Powerful Platinum Sponsor benefits for the May 21st event
- Name recognition during appearances by Dr. Joel Martin in the coming year with permission of the sponsoring organization when it is not Triad West/Positively Powerful

Positively Powerful Platinum Sponsor: \$2,000

- Inclusion of name and logo on all marketing, public relations, promotion, and advertising materials
- Mention in media interviews and public relation materials
- Logo placement on signage
- Logo on the Positively Powerful/Insights and Luncheon websites
- Prime table placement for company materials
- 20 Positively Powerful Luncheon reservations
- 10 Triad West workshop or breakfast registrations
- Permission to use Positively Powerful Luncheon name in corporate promotional campaign
- Gift and product sampling opportunities
- One use of data base for company communications
- Introduction from the podium
- Your spokesperson will present one of the Positively Powerful Woman Awards



Levels Of Sponsorship

Positively Powerful Gold Sponsor: \$1,500

- Inclusion of name and logo on all marketing, public relations, promotion, and advertising materials
- Mention in media interviews and public relation materials
- Logo on the Positively Powerful/Insights and Luncheon websites
- Prime table placement for company materials
- 15 Positively Powerful Luncheon reservations
- 5 Triad West workshop or breakfast registrations
- Permission to use Positively Powerful Luncheon name in corporate promotional campaign
- Gift and product sampling opportunities
- Introduction from the podium

Positively Powerful Silver Sponsor: \$750

- Inclusion of name and logo on all marketing, public relations, promotion, and advertising materials
- Mention in media interviews and public relation materials
- Logo on the Positively Powerful/Insights and Luncheon websites
- 10 Positively Powerful Luncheon reservations. 2 Triad West workshop or breakfast registrations
- Permission to use Positively Powerful Luncheon name in corporate promotional campaign
- Introduction from the podium



Other Opportunities

Positively Powerful Women Celebrate! Awards Luncheon

Friday May 21, 2010. Phoenix Ritz Carlton
11:30AM to 2PM

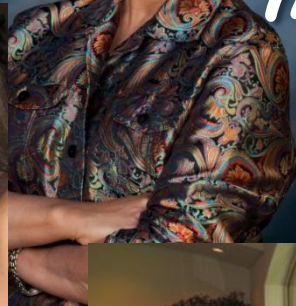
- Community Organization Partnerships
- Media Partnerships
- Gift Basket, Prizes For Raffle
- Scholarship Sponsor
- In-kind Services



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www.positivelypowerful.com/Insights

Introduction to Transformative Leadership Workshop

With Dr. Joel Martin & Diana Gregory
Saturday, April 24, 2010. Phoenix Ritz Carlton
9:30AM Registration to 2PM. Includes Lunch
Featured Sponsor: Southwest Gas Corporation



Dr. Joel Martin

President Triad West Inc. Producer Positively Powerful Events

"I imagine how the world would be if everyone lived her or his dream and work to make this possible."

Author, speaker, **Dr. Joel Martin** is an entrepreneur who understands firsthand what it takes to grow a multi-million dollar business and to successfully deal with change. She was one of America's first women of any race to own and operate a full service advertising agency. She understands firsthand the sweat equity it takes to grow a multi-million dollar business, to inspire a work force, to overcome challenges, and to successfully deal with change.

She is **President of Triad West** specializing in diversity, leadership, and breakthrough performance. She is also the producer of the **Positively Powerful** transformational workshops and events. She works to get people from where they are to where they want to be faster. With her, lives are changed for the better. Businesses and relationships are transformed.

Dr. Joel Martin is considered "*a genuine genius in her approach to personal transformation.*" She is a renowned keynote speaker and master trainer: a sought-after facilitator of business events, corporate panels, retreats, and workshops. She has spoken before and/or trained people of all ages; before corporations, churches, universities, and small businesses; across the U.S. and internationally including China, the United Kingdom, Republic of South Africa, France, Russia, and Finland.

She is a Commissioner on the Human Relations Commission, City of Scottsdale; PowerNetworking Conference Director of Education; Delegate American Homes and Services for the Aging (AAHSA); Board Member American Baptist Homes of the West (ABHOW); NAMD Emeritus Chairperson; and past Board Member American Red Cross Grand Canyon Chapter. She is a Wharton Business School Fellow, and has earned a PhD in Communications, a Masters of Psychology and Bachelors in Education. She lives in Scottsdale, AZ with her husband Bob, a painter. Their daughter Cybel is a New York-based cinematographer.



Endorsements of Triad West Inc.

George Fraser, CEO, PowerNetworking Conference:

When I selected Dr. Joel Martin to design and MC our 1st Phenomenal Women Award for our annual conference, what I didn't realize is that she should have been an awardee as well. What a class act and what a great job she did. Yes, it takes one phenomenal women to know how to lift up the best and brightest women in our community. Thank you Joel!

David Ferguson, CEO, ABHOW:

My expectations were exceeded, but in some sense, my expectations were too low, given past experiences with training programs that purported to change people's attitudes with the end result having been a few days away from work and another manual to add to those on the shelf collecting dust. Based on feedback from residents and families, this training had a major impact on the attitudes of employees that were perceived by the people they served.

Ron Williams, President/CEO Grand Canyon Minority Supplier Development Council:

Only a highly respected person and firm were going to be allowed to perform this confidential activity for our organization. The value she brought to our session is to be highly commended. On a scale of 1 to 5, with 1 low and 5 high, her services rated a 5. I offer my highest recommendation and professional reference for Dr. Joel Martin, Triad West.

Jon Furner, Accenture:

(Now President of Results Positive inc.) Joel is very powerful and impactful. She has the ability to be challenging and supportive all at the same time. She is one of the best facilitators I've ever been exposed to.

Anthony Hatcher, Chairman, American Contract Compliance Association (ACCA):

I would strongly recommend you to any organization that needs a captivating and motivating speaker that will leave a lasting impression on their audience

Manuel V. Cisneros, Arizona Industry Liaison Group:

Dr. Joel Martin is a genuine genius in her approach to personal transformation. I would recommend her to others without reservation.

Essen Otu, Diversity & Cultural Competency Director Mountain Park Health Center:

I would not hesitate to recommend Dr. Martin. Her honesty, sincerity, work ethic are extraordinary and it is because of these traits that others around her can't help but be impacted by her presence. She is truly one of a kind.