



NorthBay biz MAGAZINE PRESENTS

YOU ARE A BADASS AT MAKING MONEY

FEATURING **BADASS** AUTHOR
JEN SINCERO
+ ROUND TABLE MONEY TALKS

THURSDAY, APRIL 5, 2018, 8AM TO NOON • GRATON CASINO BALLROOM, ROHNERT PARK

Got a business that can help women with financial success?

Join us for the money event of the year — designed to inspire and educate women about money and success. We're looking to showcase your company as a Round Table Money Talk sponsor or as an event sponsor.

It's a success-packed morning with an inspirational book talk from Jen Sincero, author of the book *You Are a Badass* which sold over a million copies and stayed on the *New York Times* Bestseller list for months. Attendees enjoy breakfast, the inspirational book talk, receive a copy of Jen's book, *You Are a Badass at Making Money* for the book signing PLUS the opportunity to connect with you and learn about financial and success opportunities at the Round Table Money Talks (like financial speed dating, allowing each attendee to visit five tables of her choice throughout the morning).

TOPICS MIGHT INCLUDE:

saving for retirement or college • buying a home or investment property • starting or running a business • investing wisely • establishing accounts and budgeting • personal coaching and lifestyle options, and much more!

WHAT INFORMATION CAN YOU BRING TO THE TABLE?



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THURSDAY, APRIL 5, 2018, 8AM TO NOON
GRATON CASINO BALLROOM, ROHNERT PARK

Badass at Making Money Bronze Level Sponsor \$950

- One Round Table for Money Talk. Five sessions. Featured table sign.
- Named in program and in full page event ad in *NorthBay biz Magazine*
- Opportunity to insert gift or offer into event gift bag given to attendees
- Two (2) tickets to event, each with copy of book *You Are a Badass at Making Money* (Valued at \$120)
- Sponsor provides one presenting staff person per table.

INTERESTED?

Please complete the info below and the Round Table Money Talk form!

Company Name: _____

Service or Product: _____

Contact Name for Event Staff: _____

Contact email and phone: _____

Company mailing address: _____

Billing information for Table Sponsors:

Please charge my credit card \$950.

Card number _____ Exp. _____ CVV _____ Zip Code _____

I prefer to pay by check. Please invoice me.

Please return this form to your NorthBay biz Magazine or Amaturo Sonoma Media Group sales rep.
Or fax to 707-571-1097.

Will you have a gift or offer to insert into the 700 attendee gift bags? This is part of your sponsorship. If yes, you have until March 23 to prepare this. We'll contact you.

Interested in other underwriting opportunities? This will be added to your credit card or invoice total. Thank You.

NorthBay biz MAGAZINE PRESENTS

YOU ARE A BADASS

AT

MAKING MONEY

FEATURING **BADASS** AUTHOR

JEN SINCERO

+ ROUND TABLE MONEY TALKS

THURSDAY, APRIL 5, 2018, 8AM TO NOON
GRATON CASINO BALLROOM, ROHNERT PARK

Badass at Making Money Silver Level Sponsor \$2,750

- One Round Table for Money Talk. Five sessions. Featured table sign.
- Named in program and in full page event ad in *NorthBay biz Magazine*
- Opportunity to insert gift or offer into event gift bag given to attendees
- Two quarter page ads in NorthBay biz Magazine (Valued at \$2,000)
- 30 broadcast radio ads (30 seconds) M-Su 5a-12m to run on any of ASMG's five radio station by April 2018 (Valued at \$1,500)
- 50 streaming ads (30 seconds) to run on the same stations streaming feed M-Su 5a-12m (Valued at \$250)
- Four (4) tickets to event, each with copy of book *You Are a Badass at Making Money* (Valued at \$240)

Total Value \$5,000+

Note: sponsor ads/spots cannot replace already scheduled ads/spots.

INTERESTED?

Please complete the info below and the Round Table Money Talk form!

Company Name: _____

Service or Product: _____

Contact Name for Event Staff: _____

Contact email and phone: _____

Company mailing address: _____

Billing information for Table Sponsors:

- Please charge my credit card \$2,750.

Card number _____ Exp. _____ CVV _____ Zip Code _____

- I prefer to pay by check. Please invoice me.

Please return this form to your NorthBay biz Magazine or Amaturro Sonoma Media Group sales rep.
Or fax to 707-571-1097.

Will you have a gift or offer to insert into the 700 attendee gift bags? This is part of your sponsorship.
If yes, you have until March 23 to prepare this. We'll contact you.

Interested in other underwriting opportunities? This will be added to your credit card or invoice total.
Thank You.

YOU ARE A BADA\$\$ AT MAKING MONEY

Badass at Making Money Gold/ Presenting Sponsor \$6,500 (4 available)

- Featured as presenting sponsor in program and in full page event ad in *NorthBay biz Magazine*, as well as presentation in event signage and from stage.
- Two Round Table Money Talks. Five sessions. Featured table sign. (Valued at \$1,900)
- Two half-page ads in *NorthBay biz Magazine* to be used at sponsor's discretion by Summer 2018 (Valued at \$4,000)
- 50 broadcast radio ads (30 seconds) M-Su 5a-12m to run on any of ASMG's five radio stations by June 2018 (Valued at \$2,500)
- 50 streaming ads (30 seconds) to run on the same stations streaming feed M-Su 5a-12m (Valued at \$250)
- Six (6) tickets to event, each with copy of book *You Are a Badass at Making Money* (Valued at \$360)

Total Value \$9,710+

Note: sponsor ads/spots cannot replace already scheduled ads/spots.

YES, WE'RE IN! WHAT'S NEXT?

Please complete these next steps ASAP.

1. Send your logo to **vicki@allthingsbook.org**. Vicki DeArmon (707-776-7284) will assist with the benefits of your sponsorship.
2. Complete the Table Sponsor form for each table.
3. Submit payment. Credit cards accepted or we can invoice you. Payment due upon receipt of invoice.
4. Your NorthBay biz Magazine and Amaturro Sonoma Media Group reps will contact you to help set up your discretionary ad schedule.

Please complete the following information for our event team:

Company Name: _____

Service or Product: _____

Event Contact Name: _____

Email and phone: _____

Website: _____

Company address: _____

- Will you have a gift or offer to insert into the 700 attendee gift bags? This is part of your sponsorship. If yes, you have until March 23 to prepare this. We'll contact you.

Interested in other underwriting opportunities?

Note which below. Please add to your payment total.

YOU ARE A **BADA\$\$** AT MAKING MONEY

Badass at Making Money Platinum Title Sponsor \$9,500

- Featured as title sponsor in all event references, including program and in full page event ad in *NorthBay biz Magazine*.
- Two Round Table Money Talks. Five sessions. Option up to four tables. Featured table sign. (Valued at \$950 per table. \$3,800 for four tables.)
- Featured stage sign at event and acknowledgement from stage. Option to have sponsor speaker make introductory remarks.
- Featured on gift bags given to all attendees. May insert offer or gift. (Valued at \$700)
- Mention in daily event promotional radio advertising (Valued at \$6,000)
- Four half-pages ads in *NorthBay biz Magazine* to be used at sponsor's discretion by Summer 2018 (Valued at \$8,000)
- 80 broadcast radio ads (30 seconds) M-Su 5a-12m to run on any of ASMG's five radio station by June 2018 (Valued at \$3,200)
- 80 streaming ads (30 seconds) to run on the same stations streaming feed M-Su 5a-12m (Valued at \$400)
- Twelve (12) tickets to event, each with copy of book *You Are a Badass at Making Money* (Valued at \$720)

Total Value \$22,820+

Note: sponsor ads/spots cannot replace already scheduled ads/spots.

YES, WE'RE IN! WHAT'S NEXT?

Please complete these next steps asap as we want to incorporate you into as many promotional ads as possible.

1. Send your logo to **vicki@allthingsbook.org**. Vicki DeArmon (707-776-7284) will work with you on the many benefits of your sponsorship.
2. Complete the Table Sponsor form for each table you desire (up to four).
3. Submit payment. Credit cards accepted or we can invoice you. Payment due upon receipt of invoice.
4. Your NorthBay biz Magazine and Amatturo Sonoma Media Group reps will contact you to help set up your discretionary ad schedule.

Please complete the following information for our event team:

Company Name: _____

Service or Product: _____

Event Contact Name: _____

Email and phone: _____

Website: _____

Company address: _____

- Will you have a gift or offer to insert into the 700 attendee gift bags? This is part of your sponsorship.

If yes, you have until March 23 to prepare this. We'll contact you.

Interested in other underwriting opportunities?

Note which below. Please add to your payment total.

YOU ARE A BADA\$\$ AT MAKING MONEY

Other Meaningful Underwriting Opportunities:

As a Sponsor, you're invited to make a difference and add to your visibility

\$250 STAGE PRIZE

Five prizes awarded from the stage during the event. Yours could be one of them. Includes on stage mention and a special invitation to your table.

\$1,000 YOU ARE A BADASS BUTTON

Give attendees a You are a Badass button for her desk. If she's needing a boost, she pushes the button and hears the reminder "You are a Badass!" Awarded to the first 100 women who show up at the event. Featured in radio promotional spots leading up to event with your acknowledgement.

\$1,200 FLASHDRIVE SPONSOR

Sponsor the flash drives given to every attendee with the summary of Round Table Money Talks info. Your organization will have a primary feature on the drive and have branding on the drive itself.

\$1,500 SCHOLARSHIPS

Sponsor 25 women who might not otherwise be able to attend due to finances. Sponsor is credited in the program and in signs and thanked on stage. The \$60 ticket includes breakfast, the book *You Are a Badass at Making Money*, and access to the Round Table Money Talks.

YOU ARE A BADA\$\$ AT MAKING MONEY

Round Table Money Talk

What is a Round Table Money Talk? Round Table Money Talks are a kind of financial speed dating, allowing each attendee to visit five tables throughout the morning based on the topics that interest her. Attendees visiting your table will hear your advice regarding money and success. We invite all aspects of this conversation from saving for retirement or college, to buying a home or investment property, to starting or running a business, to investing, to establishing accounts and budgeting, to personal coaching and lifestyle options. Whatever helps women become more successful essentially.

There are five sessions that are a half hour each. For you, they are repeats of the same session but a different set of nine attendees opt in at your table at each session throughout the morning. This is a perfect opportunity to collect pre-screened customers for your business or service. As a table sponsor, we also promote your business to up to 700 event attendees and to the greater community through our ads naming you in *NorthBay biz Magazine*.

WHAT DO YOU BRING TO THE TABLE?

Just complete the following. This information will be used in the event program.

Company Name: _____

Service or Product: _____

Contact Name: _____

Email and phone: _____

Website: _____

Company address (optional): _____

NAME OF SESSION

(also appears on your table signage):

Please boost your session's title by framing it like these examples:

- How to buy investment property in today's market
- Five tips on how to best manage your money that everyone should know
- Three steps you can take now to build your business
- The mental mindset you need to make money
- Dressing for success on a small budget

Your session's title (feel free to adapt any of the above):

Your presenter:

EVENT STAFF NOTES:

Table Assignment Checklist:

Program _____

NorthBay biz Magazine ad _____

Table Signage _____