

# Events by Words First Content for the People

## SPONSORSHIP OPPORTUNITIES

**Thank you for your interest in sponsoring these human-focused content events!**

I'm looking forward to combining forces to offer these collaborative learning events about harnessing the power of our words to drive business results, build connections, advance careers, and create better realities the world at large.

This mission is my passion and I'm thrilled to have your support. Cheers to you!

Bailey Lewis, Words First Founder

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**Tap into an engaged and growing audience of 2000+ and support a more meaningful, connective digital world.**

AUDIENCE

Communicators, creatives & business professionals

All professional stages: early career to C-suite

Local and worldwide audience mix

ENGAGEMENT

5/5 star average events rating

98% lifetime audience retention rate

Top 10% of email subscribers engage with every email

### Sponsor online events:

- Global attendee reach
- Lower investment points available versus in-person
- Association with collaborative learning events that people remember

See sponsorship levels on page 2.

### Sponsor in-person events:

- Targeted local reach
- Low sponsor-to-attendee ratio with direct communication, leading to warmer leads
- Association with collaborative learning events that people remember

See sponsorship levels on page 3.

## ONLINE SPONSORSHIP LEVELS



### Online Mastery Classes ★★★★★ (5/5 stars from attendees)

#### **Premiere Event Sponsor: \$1000 | 1 spot available**

- Invitation to join and speak for 1 minute at start of 60 minute class
  - Brand logo displayed on slide and spoken recognition during the event
  - Everything in Networking sponsor and Recap sponsor levels below
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#### **Breakout Sponsor: \$500 | 1 spot available**

- “Breakout session presented by” recognition for 30-minute post-class discussion and connection groups
  - Choose 1 of 3 breakout room topics for attendees to discuss further in small groups (*topic to be approved by Words First*)
  - Breakout room labeled as “Topic Name - Sponsor Pick!”
  - Recognition in event promos across channels (one solo thank you post per channel: Instagram, Facebook, LinkedIn and feature in email)
  - Name and logo as sponsor listed on the “Classes and Workshops” page of the Words First site and event registration page
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#### **Recap Sponsor: \$250 | 2 spots available**

- Provide a one-page linked handout to send attendees with email recap (*content of your choice and must be approved by Words First*)
- Recognition in one cross-channel post (Instagram, Facebook, LinkedIn, and feature in email)
- Name and logo as sponsor listed on the “Classes and Workshops” page of the Words First site and event registration page

### **Ready to sponsor this event?**

Contact Words First founder Bailey Lewis

[bailey@wordsfirstcontent.com](mailto:bailey@wordsfirstcontent.com)

515-991-3112

## IN-PERSON EVENT SPONSOR LEVELS



### Mini Workshops + Social Hour ★★★★★ (5/5 stars from attendees)

#### Premiere Event Sponsor: \$3000 | 1 spot available

- Two tickets to the limited seating workshop to connect with attendees
  - Speak to attendees at the beginning of event (3 minute max)
  - Branded merchandise included in attendee prizes
  - Everything in Networking sponsor and Recap sponsor levels below (4 pages of handouts and recognition in 5 cross-channel posts)
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#### Champion Sponsor: \$1000 | 1 spot available

- Choose exploration theme for the event's workshop topic (*theme to be discussed with and approved by Words First*)
  - Theme labeled as "Theme Name - Sponsor Pick!"
  - Recognition in event promos across channels (one solo thank you post per channel: Instagram, Facebook, LinkedIn, and feature in email)
  - Name and logo as sponsor listed on the "Classes and Workshops" page of the Words First site and event registration page
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#### Connections Sponsor: \$500 | 4 spots available

- Provide a 1-page handout to be included with attendees' materials (*content of your choice, to be approved by Words First*)
- Recognition in one cross-channel post (Instagram, Facebook, LinkedIn, and feature in email)
- Name and logo as sponsor listed on the "Classes and Workshops" page of the Words First site and event registration page

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# Content for the People | Events by Words First

## READY TO SPONSOR?

**Let's get your spot reserved.**

**Contact: Bailey Lewis, Words First Founder**

**bailey@wordsfirstcontent.com**

**515-991-3112**

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### Combine multiple sponsorships for a discount!

Get 10% off your total sponsorship amount when you commit to sponsoring 3+ events at any level.



### What attendees are saying

**"An hour well-spent."**

**"The class was well organized and was a literal roadmap to success in this area utilizing a solid strategy."**

**"I LOVED the template and thought it was easy to use and super helpful for someone who is struggling to generate content ideas and ensure the content is connecting back to the overarching strategy."**

**"Y'all made this monster topic approachable, human, and fun -- thank you!"**

**"Thank you for all you're doing for communicators!"**

**"Thank you for doing these webinars! I've already signed up for next month's!"**

**"I found the session extremely informative and easy to understand."**

**Your words shape your world.**

**What reality do you want to create?**

[wordsfirstcontent.com](http://wordsfirstcontent.com) | [meetup.com/content-for-the-people](https://meetup.com/content-for-the-people)