



Sponsorship Information

EMPOWERMENT LIVE 2010:
NO LIMITATIONS



THE EVENT





WHO IS WASHINGTON & COMPANY?

Washington & Company is a human capital development firm and proud owner of Empowerment Live, the motivational conference. Washington & Company is certified by the Minority Supplier Development Council and the North Carolina Department of Administration.





WHAT IS EMPOWERMENT LIVE?

Empowerment Live is a motivational conference with dynamic speakers.



Judge Glenda Hatchett
Television Personality



Randy L. Moore
President & CEO
RLM Communications



Sandra Dubose-Gibson
Founder
Alopecia Community
of the Triangle



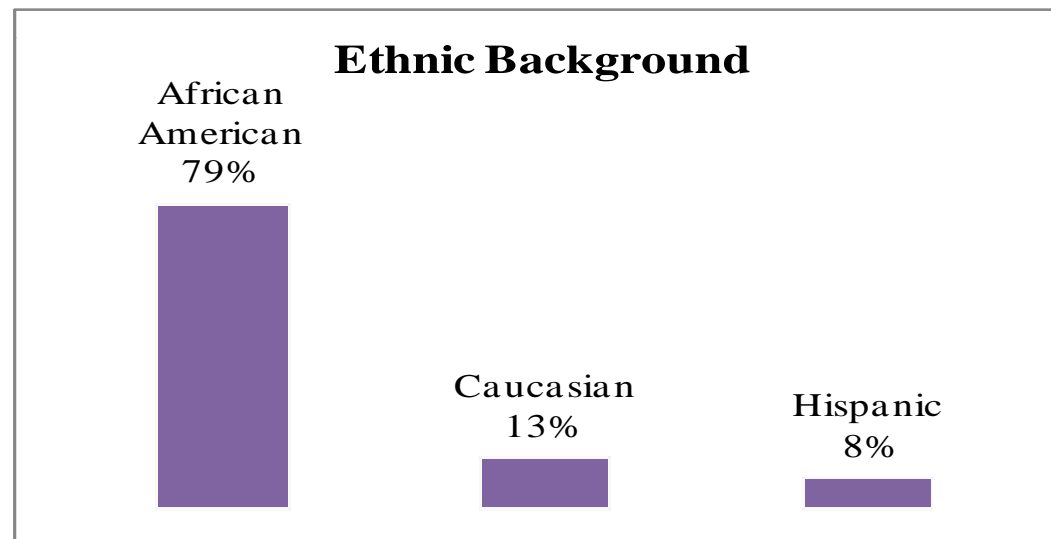
James H. Speed, Jr.
CEO
North Carolina Mutual
Life Insurance Company





WHO IS THE TARGET AUDIENCE FOR EMPOWERMENT LIVE?

Minorities between the ages of 18-35 years old.



The audience of Empowerment Live is 57% male and 43% female.

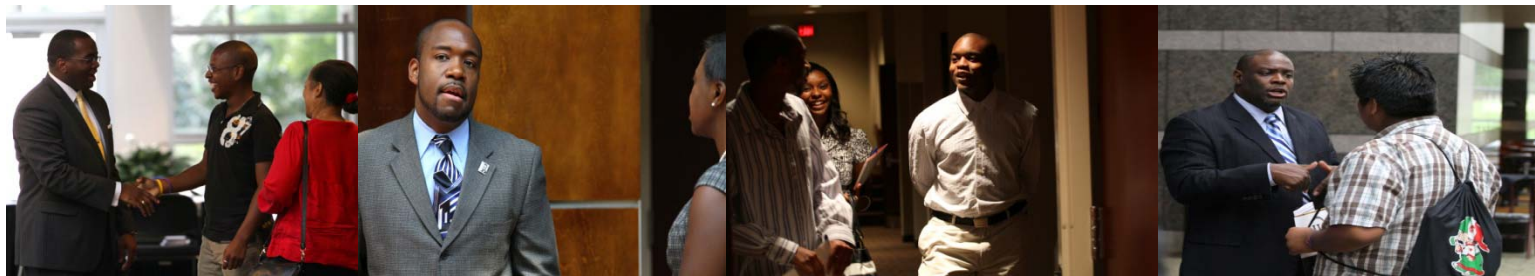




WHAT HAPPENS AT EMPOWERMENT LIVE?

Attendees listen to real life stories of how successful individuals overcome their obstacles, reach triumphs, and exceed in life.

Attendees walk away from these seminars with new found knowledge that will help them take action.



Empowerment Live also has an “Opportunity Fair”. The opportunity fair is a holistic approach to life success. The fair has representatives from educational institutions, corporations, financial institutions and non-profit organizations.

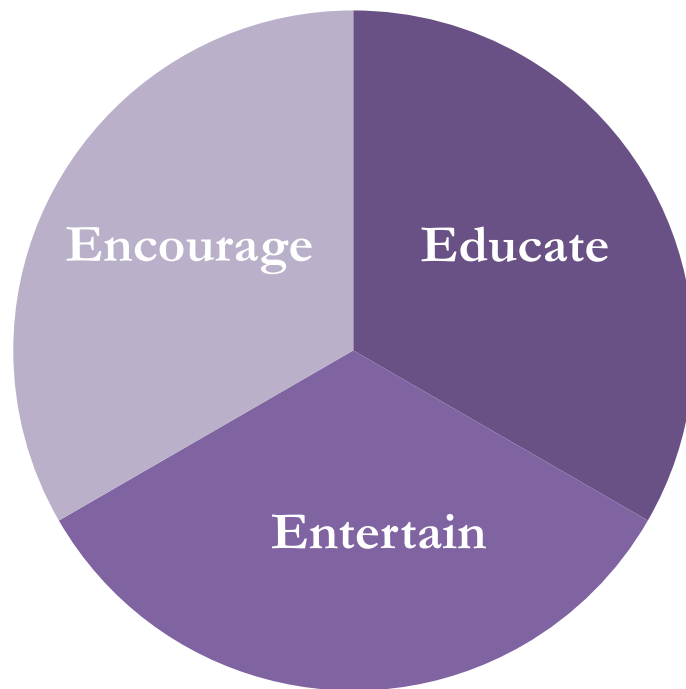




WHAT IS THE METHODOLOGY OF EMPOWERMENT LIVE?

Empowerment Live is focused on making a meaningful impact in the lives of our attendees by telling our stories. Stories can capture the imaginations and make things real in a way that cold, hard facts cannot.

Triple E



We accomplish this impact by using our methodology of “Triple E”

Encourage- We provide relevant examples of life stories that are uplifting and motivating

Educate-We provide practical advice for achieving success

Entertain-We present the information in a fun and exciting manner





WHAT IS THE IMPACT OF EMPOWERMENT LIVE?

Statements from the attendees:

“I enjoyed the conference very much. It is great to hear the life stories of our people...Keep up the great work and may God continue to bless your work.”

“Good speakers, informative, empowering, motivating... Good job, job well done.”

“This was an amazing experience and I am so glad to take part in such a wonderful event.”

“Great, I am looking forward to the next event.”





SPONSORSHIP





WHAT MAKES EMPOWERMENT LIVE DIFFERENT?

We understand the need of our sponsors to get the most for their investment. Therefore, our marketing strategy uses multiple venues to get maximum exposure for our sponsors.

COMPARISON

	Website	Print Materials	Television	Media Coverage	Video-On Demand
Empowerment Live	X	X	X	X	X
Traditional Event Sponsorship	X	X			





WEBSITE

Empowerment Live.com provides a platform for our sponsors to be seen domestically and abroad. Since its inception Empowerment Live.com has had over 13,000 hits.

	Page Views	Hits
United States	2,170	13,726
International	247	609





TELEVISION

All Empowerment Live commercials are broadcast during primetime with a viewership of over **128,000** households on the following networks:



Commercials on TV One for Empowerment Live reach an additional **825,000** households

Sponsors are prominently displayed in commercials.





EMPOWERMENT LIVE TELEVISION

In addition to cable network channels, Empowerment Live has a Video-On Demand channel that provides information about the event 24 hours a day with spots for our sponsors.



Based on a 6 week format, our sponsors can be seen **2,016** times.





MEDIA COVERAGE

Empowerment Live has been featured by



News 14 Carolina
Viewership:
531,000 households



The Chapel Hill News
Readership:
39,000 readers



WSHA 88.9 FM
Listenership:
24,000 listeners



The Triangle Tribune
Readership:
10,000 readers





SPONSORSHIP RATES

The benefits of advertising with Empowerment Live are multi-fold. We ensure our sponsors receive the absolute best exposure, coverage and representation.

CORPORATE	\$5,000	Placement in commercial ads and video-on demand channel
		Logo on seminar homepage
		Logo on seminar program booklet
		Exhibit space
		50 word description in program booklet or company ad
NONPROFIT	\$1,000	Logo on seminar homepage
		Logo on seminar program booklet
		Exhibit space
EDUCATIONAL INSTITUTION	\$750	Logo on seminar homepage
		Logo on seminar program booklet
		Exhibit space





WHEN IS THE NEXT EMPOWERMENT LIVE?

Friday, November 5, 2010

John D. Fuller, Sr. Recreational Athletic Complex

Fayetteville, NC

7:00 pm to 10:00 pm

Featured Speaker:
Judge Glenda Hatchett





S PONSORSHIP CONTACT & COMPANY INFORMATION

Dr. David Washington
Washington & Company
4819 Emperor Blvd, Suite 400
Durham, NC 27703
919.313.4628

Email: david@dwashingtonllc.com
www.empowermentlive.com

THANK YOU FOR YOUR SUPPORT

