

2011 NEXT LEVEL BUSINESS SYMPOSIUM SERIES



GOING FORWARD: BUSINESS UNUSUAL SPONSORSHIP INFORMATION

June 23, 2011

OUTRAGEOUS MARKETING SYMPOSIUM

July 15, 2011

S. FL STATE OF THE BLACK BUSINESS FORUM & RECEPTION

September 29, 2011

LEADERSHIP SYMPOSIUM & AWARDS LUNCHEON

Brought to you by **THE MOSAIC GROUP**
www.upscalebymosaic.com



TAKING YOUR BUSINESS TO THE NEXT LEVEL

The Mosaic Group understands the importance of developing business leaders to create and maintain an actively progressive business environment and sustainable economy. In an effort to foster this growth and development, the **Next Level Business Symposium Series** was created. These events are designed to deliver education and networking opportunities to communities of business. Each event is a day-long featuring breakfast, luncheons, keynote speakers, track session presentations, and many networking opportunities.

The Next Level Business Symposium Series provides a highly focused experience for sponsors and attendees. The *2009 Outrageous Marketing Symposium* was a huge success, drawing over 125 attendees in its first year and a speaker group of subject matter experts, media professionals and senior level decision-makers from 60+ companies. The *2010 Leadership Symposium* had over 100 attendees that experienced a dynamic panel of experts that discussed developing the next generation of leaders in Palm Beach County while honoring four top leaders under the age of 40. The *2010 South Florida State of the Black Business* brought together over 150 business professionals to listen to a distinguished panel of thought leaders that discussed the growth, challenges and future outlook of black businesses.

The 2011 Next Level Business Symposium Series promises to deliver the same high quality content and participation. This year's theme is **"Going Forward: Business Unusual"**. We will kick off the series with the 2011 Outrageous Marketing Symposium June 23, 2011 at the Embassy Suites Hotel in Boca Raton, Florida.



OUTRAGEOUS MARKETING SYMPOSIUM

The **Outrageous Marketing Symposium** is designed to engage non-profits, small and medium size enterprises and corporations in learning and thinking big about strategies to increase public awareness, market share, and their bottom line in the “New Economy”.

Participants will have the opportunity to get pumped up and energized in the opening breakfast with a national keynote speaker, participate in thought provoking concurrent workshops, and culminate the day with a networking luncheon that will feature the highly anticipated “Pitch Off” Business Elevator Pitch Competition. Three contestants will get two minutes to pitch a business idea to a panel of investors, procurement representatives, and loan officers. The person with the winning pitch will receive \$10,000 in marketing services and other prizes.

DATE ~ VENUE ~ TIME ~ ATTENDEE COST

June 23, 2011

Embassy Suites Hotel | 661 NW 53rd Street | Boca Raton, FL

Registration 7:30am | Opening Breakfast & Keynote Presentation 8:30am | Workshops 9:30am | Networking Luncheon & Pitch Off Competition 12:30pm

Early Bird: \$99/person | Regular: \$129/person | Group Rate: 10% off current price for 3 or more participants

Expected Attendance: 150 participants

Seminar Topics include:

Nonprofit Track: Fundraising & Friend-raising with Social Networking
Turning your Board of Directors into your Visibility Team

General Track: Be Visible with Outrageous Marketing Strategies
The Social Media Face-Off

(These workshops repeat) In the News: Are You?
Legal vs. Illegal Marketing Tactics

Opening Breakfast features a dynamic keynote speaker that has a proven track record and have achieved immense success in the Marketing industry.

Business Networking Lunch & “Pitch-Off” Competition– Upscale business lunch mixer, sponsor recognition, 10 featured exhibitors, three contestants for elevator pitch competition, and door prizes.

WHO SHOULD ATTEND

- Non-profit Executive Directors and Development Directors
- Owners of Small – Medium Size Businesses (Entrepreneurs)
- Marketing/Community Relations Directors for Private and Public Corporations

SOUTH FLORIDA STATE OF THE BLACK BUSINESS FORUM & RECEPTION

National Black Business Month (NBBM) is an annual initiative to increase the number and scale of African/Caribbean-American owned businesses in the United States and globally. The NBBM focuses on information, visibility and accountability of black businesses. The State of the Black Business Forum features a panel of thought leaders sharing their insight about the impact of black businesses on South Florida's economy and also the challenges, future outlook, and solutions to creating and growing sustainable black businesses. The Forum is followed by a Networking Reception & Business Expo themed "Celebrating the Creation & Growth of Black Businesses".

DATE ~ VENUE ~ TIME ~ ATTENDEE COST

July 15, 2011

Renaissance Ft. Lauderdale-Plantation Hotel | 1230 South Pine Island Rd | Plantation, FL

Registration 2:00pm | State of the Black Business Forum 3:00pm | Networking Reception & Business Expo 5:30pm

Cost: FREE & Open to the General Public (*all persons are welcome to attend and share input*)

Expected Attendance: 300 participants

State of the Black Business Forum Topics may include:

- Economic Impact of the Black Business in South Florida
- Challenges for the Black Business in the New Economy
- Future Outlook for Black Businesses in South Florida
- How to Create and Grow Sustainable Black Businesses
- What you can do to ensure the growth of Black Businesses in your community

WHO SHOULD ATTEND

- Entrepreneurs/ Owners of Small – Medium Size Businesses
- Elected Officials & Community Leaders
- Professional & Civic Associations
- Students
- Corporate & Governments Entities (Supplier Diversity Managers)

2010 THOUGHT LEADERS:

John Templeton, Founder, National Black Business Month (*featured in Black Enterprise Magazine*)

The Honorable Alcee Hastings, United States Congress

Beatrice *Louissaint*, President, Southern Florida Minority Supplier Development Council

Bill Diggs, President, Miami-Dade Chamber of Commerce

Jerome Hutchinson, President/CEO ICABA Media Holdings, Inc

Lia Gaines, Executive Director, Center for Enterprise Opportunity

The Honorable Mack Bernard, Florida State House of Representatives

Suzan McDowell, President/CEO, Circle of One Marketing

The Honorable Pricilla Taylor, Commissioner, Palm Beach County

LEADERSHIP SYMPOSIUM & NEW. NEXT. NOW. LEADERSHIP AWARDS

The 2011 Leadership Symposium "Leadership from the Top" promises an exciting venue for attendees to partake in one of three leadership tracks to fit their current professional level, networking with seasoned and emerging leaders, and the opportunity to learn how to cultivate leadership skills that can benefit all aspects of life. Participants will also have the opportunity to participate in **one-on-one private Career and Business Coaching sessions**. The highlight of the day is the *"New. Next. Now" Leadership Awards Luncheon* - 10 emerging leaders from 10 different industries will be recognized and receive the 2011 "New. Next. Now" Leadership Award.

DATE ~ VENUE ~ TIME ~ ATTENDEE COST

September 29, 2011

Northwood University | 2600 N. Military Trail | West Palm Beach, FL 33409

Registration 7:30am | Opening Breakfast & Panel Discussion 8:30am | Workshops 9:30am | 2011 New. Next. Now. Leadership Awards Luncheon 12:30pm

Early Bird: \$99/person | Regular: \$129/person | Group Rate: 10% off current price

Expected Attendance: 150 participants

ABOUT THE TRACKS

The Emerging Leader track is a series of innovative workshops geared towards entry-level and first line managers/supervisors. We encourage organizational leadership to send their "Next Gen" staff to participate as a long-term investment in their organization and in retaining quality staff members. The objectives for the track include self-reflection, encouraging involvement, providing networking opportunities, increasing self-awareness, and understanding leadership in inclusive environments. This Sessions topics include:

- I. Becoming a Person of Influence
- II. Leader vs. Manager

Leadership at the Top track is a series of workshops designed for those in mid-management to high-level leadership roles or those preparing for such roles. These leaders will learn new methodology and strategies to improve the organization's performance and have a profound impact on growth and profitability. Workshops will include lively discussions, team-based activities and the opportunity to see best practices in action. Sessions topics include:

- I. Leveraging Diversity & Inclusion
- II. Ethics & Corporate Social Responsibility

Transitional Leadership track is a series of workshops designed for senior executives, business owners and the directors and managers responsible for or involved in the development of talent and succession planning within their organization. All organizations are facing the approaching "baby-boomer" retirement wave, thus making succession planning a top priority. In this track, leaders will learn to go beyond focusing on replacing individuals and engage in strengthening and developing leadership talent at all levels of the organization. The Transitional Leadership track will teach leaders how to ensure a smooth transition by transferring knowledge and insight while preparing for the sustainability of their organization. Sessions include:

- I. Passing the Baton: Grooming the Next You
- II. Preparing you Organization for Leadership Change

HOW YOU CAN BE A DRIVING FORCE AT THE SYMPOSIUM? BECOME A SPONSOR TODAY!

Sponsoring puts you front and center with an experienced audience of CEOs, VPs, Executive Directors, Entrepreneurs, Industry Experts and thought leaders. Your company will have a voice in panels discussing topics of vital concern to these high-caliber, qualified, decision-makers. Sponsorship Opportunities are as follows:

SYMPOSIUM SERIES TITLE SPONSOR \$12,000 – (*Category Exclusivity for all 3 events*)

- Ten (10) Full Symposium Registrations for each event
- Two (2) booths strategically positioned for maximum exposure by attendees
- Presentation Opportunity for a Workshop or Panel Discussion
- 2-3 minute presentation at Keynote Breakfast/Luncheon
- Company literature placed in all registration packages
- Banner prominently displayed at each event
- Branding opportunities throughout event venue (i.e. registration, luncheon, workshop)
- Logo placed on Leadership Awards & Pitch Off Competition Award
- Full page Ad- inner front cover of each event program booklet
- Recognition in media promotions & press release
- Logo and/or company name on, promo materials and event signage
- One complimentary email blast to the Mosaic Email Network (over 10,000 subscribers) and Symposium Series attendees
- Copy of Symposium Series attendees list per event

PLATINUM \$7,500 (*three events*)

- Six (6) Full Symposium Registrations for each event
- One (1) booth strategically positioned for maximum exposure by attendees
- Presentation Opportunity for a Workshop or Panel Discussion
- 1 minute “Sponsor Moment”
- Company literature placed in all registration packages
- Banner prominently displayed at each event
- Full page Ad- inner back cover of each event program booklet
- Recognition in media promotions & press release
- Logo and/or company name on, promo materials and event signage

GOLD \$5,000 (*three events*)

- Four (4) Full Symposium Registrations for each event
- One (1) booth strategically positioned for maximum exposure by attendees at each event
- Company literature places in all registration packages
- Full page Ad in each event program booklet
- Recognition in media promotions & press release
- Logo and/or company name on, promo materials and event signage

SILVER \$2,500 *(two events)*

- Four (4) Full Symposium Registrations
- One (1) booth strategically positioned for maximum exposure by attendees
- Company literature places in all registration packages
- Recognition in media promotions & press release
- Full page Ad in event program booklet
- Logo and/or company name on brochures and event signage

BRONZE \$1,500 *(two events)*

- Two (2) Full Symposium Registrations
- One (1) booth strategically positioned for maximum exposure by attendees
- Recognition in media promotions & press release
- Full page Ad in event program booklet
- Logo and/or company name on brochures and event signage

PARTNER \$1,000 *(one event only)*

- Two (2) Full Symposium Registrations
- One (1) booth strategically positioned for maximum exposure by attendees
- Recognition in media promotions & press release
- Full page Ad in event program booklet
- Logo and/or company name on brochures and event signage

SUPPORTER \$500 *(one event only)*

- One (1) Full Symposium Registrations
- One (1) booth strategically positioned for maximum exposure by attendees
- Recognition in media promotions & press release
- Half page Ad in event program booklet
- Logo and/or company name on brochures and event signage

EXHIBITOR \$200 *(one event only)*

- One (1) booth strategically positioned for maximum exposure by attendees
- Listed in event program booklet

PROGRAM BOOKLET SPONSOR *(per event)*

\$100 Full Page Ad | \$50 Half Page Ad

*Sponsorship Opportunities may be customized to meet your marketing objectives.
Payments plans are also available for sponsorships over \$1,000.*



NEXT LEVEL BUSINESS SYMPOSIUM SERIES SPONSORSHIP RESERVATION

PLEASE FAX OR EMAIL THIS RESPONSE FORM

SPONSORSHIP BENEFITS WILL BE BASED UPON OPTIONS AVAILABLE AT TIME OF RESERVATION

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

My company would like to sponsor the NEXT LEVEL BUSINESS SYMPOSIUM SERIES at the following level (Please check appropriate box):

- | | | |
|--------------------------|---|----------|
| <input type="checkbox"/> | NEXT LEVEL SYMPOSIUM SERIES TITLE SPONSOR | \$12,000 |
| <input type="checkbox"/> | PLATINUM | \$7,500 |
| <input type="checkbox"/> | GOLD | \$5,000 |
| <input type="checkbox"/> | SILVER | \$2,500 |
| <input type="checkbox"/> | BRONZE | \$1,500 |
| <input type="checkbox"/> | PARTNER | \$1,000 |
| <input type="checkbox"/> | SUPPORTER | \$200 |
| <input type="checkbox"/> | EXHIBITOR | \$200 |
| <input type="checkbox"/> | FULL PAGE AD | \$100 |
| <input type="checkbox"/> | HALF PAGE AD | \$50 |

Please make your check payable to:

The Mosaic Group
2930 Okeechobee Blvd, Ste 205
West Palm Beach, FL 33409
P. (561) 531.4046 | F. (866) 711-0987

I prefer to pay by: _____ Visa _____ MC _____ AMEX _____ Discover

Credit Card# _____ Exp. _____ / _____ Auth ID _____

Authorized Representative Signature _____ Date _____

Please print corporation/business name as it should appear on promotional media. Please provide your company logo/camera ready ad in jpeg or pdf format for the program booklet. Email jpeg to Ann Marie Sorrell at asorrell@upscalebymosaic.com. Ads: Full Page 8.5 x 5.5 Half Page 4.25 x 5.5

Thank you for your support!