

GO VIRAL AND PROSPER Seminar Series

Powered By:



Sponsorship Kit

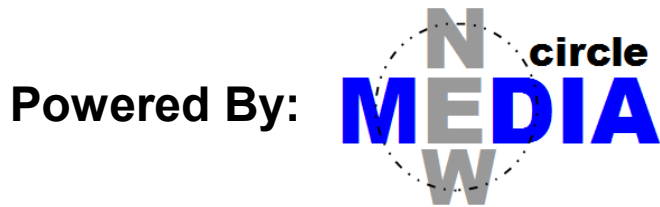
- **Creating Viral Sponsorship Opportunities**
- **Reaching Over 1 Million Households in Houston**
- **Educating and Inspiring Veterans of War**
- **Mentoring Young Entrepreneurs**
- **Empowering Businesses and Entrepreneurs**
- **Providing Credible / Experienced Speakers**

GO VIRAL AND PROSPER Seminar Series



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GO VIRAL AND PROSPER Seminar Series



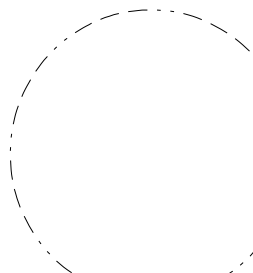
Summary

Thank you for taking the time to review our Sponsorship Kit. The content in this document will explain The Marquee Sponsorship Package, as well as, other sponsorship opportunities for “THE GO VIRAL AND PROSPER” Seminar Series. This document begins with our purpose, the demographics of our audience and the biographies of our speakers. Then it covers the variety of methods we will utilize to promote **GO VIRAL AND PROSPER**. A summary of the methods are below:

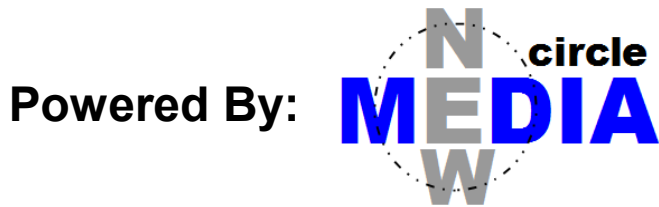
- **Broadcast Media** (TV) (Before Event)
- **Community Recognition and Media Exposure** (Before Event)
- **Print Media** (Before and During Event)
- **Web 2.0 Exposure** (Before, During and After Event)
- **Staff Shirts** (During the Event)
- **Rubber Wrist Bands** (During and After Event)
- **Speaker CD's Ad Placement** (During and After Event)
- **Video Trailers on all Videos Blasted Across Social Platforms** (During and After Event)
- **Name Tags and Lanyards** (During Event)
- **Photo Backdrop** (During and After Event)

And Much More.....

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GO VIRAL AND PROSPER Seminar Series



OUR PURPOSE

Our purpose is to provide our audience knowledge, enlighten their eyes, awaken their potential and inspire them to greatness. Our community deserves the best marketing ideas, strategies and automated systems to drive their business, non profit or new idea. The Go Viral and Prosper Series will provide them with tangible ideas that they will be able to implement immediately to raise money, get more customers, attract new buyers and accelerate their prosperity. It's time to Go Viral and Prosper!

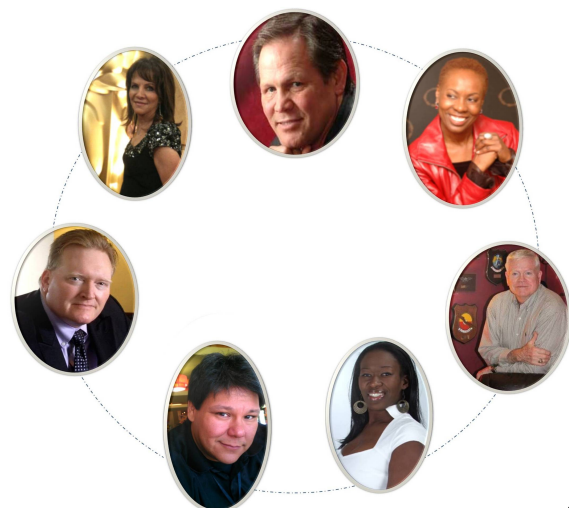
Furthermore, we aim to mentor young entrepreneurs, commemorate the 10th anniversary of 9/11 and assist those that want to expand their reach through the internet. We are empowering citizens to create the prosperity we all desire and deserve.

Finally, the Go Viral and Prosper Seminar Series will raise money for our Armed Forces using Social Media prior to, during and after the event.

Are you ready To GO VIRAL and PROSPER?

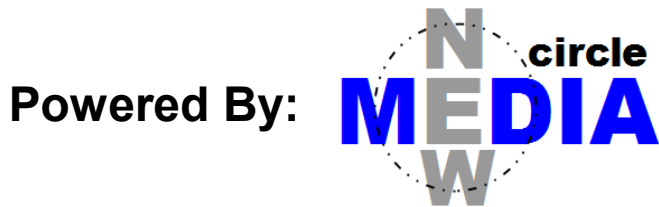
WE ARE...

ALL STAR SPEAKER LINE UP
"The New Media Masters"



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GO VIRAL AND PROSPER Seminar Series



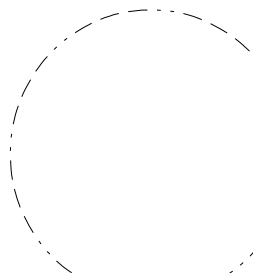
OUR AVATARS

Current **business owners** looking to try centralized and cutting edge marketing tactics; those with time constraints; and those not represented well on the internet. New business owners wanting to get started right.

Young entrepreneurs, ages 14-18, wanting to start a traditional or internet business who don't know quite how to start. They may want to write and publish a book about their parent who was in the military or write a novel.

Successful **Baby Boomers** who are small business owners looking for new ways to grow their business and eventually open a second location. These folks need to find a way to balance their business goals with their parenting responsibilities and social activities.

Military members or veterans seeking to expand his or her expertise and experience and monetizing it by perhaps writing a book, making a product or using the internet to create a passive income for his or her family. They need coaching and guidance from an outside source and our media masters have extensive military experience and specialize in product development.



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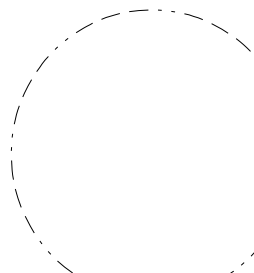
NEW MEDIA MASTER BIO



Sharon Frame - Former CNN news anchor, awarding-winning TV journalist, public speaker and “Your Follow -Through” Coach.

She “Gets You to Follow-Through” on your goals after the thrill is gone and your fizz has gotten flat. Ms. Frame’s secret strategies work to re-charge her clients’ drive for success, and turn motivation into determination. Her mission is to help you Plug In, Power Up and Push Through to Personal Greatness. She has conducted countless power-packed keynotes and seminars on personal and career achievement. Ms. Frame’s book “Wired to Win” was endorsed by world-renowned speaker, Brian Tracy and Marketing Mogul James Malinchak. Her lively, interactive delivery always captivates an audience, calls for action and commands results. Get ready to be inspired, challenged and transformed!

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NEW MEDIA MASTER BIO



TRACY HANES - Over 25 years of Leadership and Training Experience

Mr. Hanes retired from the US Navy in 1998 after a long distinguished career. Personally responsible for training over 880 recruits for the world's finest Navy as a Division Commander. Tracy served in various leadership positions at shore commands around the world, including the Aircraft Carrier USS Carl Vinson (CVN-70) and various aircraft squadrons. Tracy is also a motion picture cameraman, director, still photographer, internet marketer, author of "Internet Secrets for Offline Businesses: Using Video Optimization and Other Techniques", "Facebook for Businesses Made Easy" and others. Upon retirement from the Navy, Mr. Hanes owned and operated several businesses and is the co-founder of the Zero Injury Institute, Inc. He is considered a Master Trainer in the "Zero Injury Leadership Concepts" program, and Media Specialist, a.k.a. "America's Zero Injury Coach". He has been married for 22 years to the former Rosalinda Grueso and they are the proud parents of 2 children. The Hanes family currently resides in Houston, Texas.

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NEW MEDIA MASTER BIO

Shanna McFarlane - Founder & CEO Shanna McFarlane International Corp. (SMIC).

She is a well-known author, poet, real estate entrepreneur, speaker, and success coach/mentor for entrepreneurs. She is known for her well-sought after expertise in the areas of strategic entrepreneurship & real estate investing as a business.

She has founded several successful & profitable businesses; In just under 18 months she strategically grew her real estate business to a multi-million dollar portfolio.

She has been featured on several real estate programs as well as profiled in the National Canadian Real Estate Investment magazine. As part of her writing exploits, she has written several books including 'Life on the Streets to Owning the Street', 'How to Create Wealth One Home at a Time' and 'Leverage Fear and Achieve SUCCESS'.

Even though this is her life today, it's nowhere close to where this wife, mother & businesswoman started. **Her rags to riches story and life of many adversities will touch your heart, amaze, inspire & empower you; she went from being homeless to building an empire in business and real estate.** Shanna has an extraordinary story and a remarkable ability to touch people's heart and inspires **hope** to all who come in contact with her.

One of the key messages she delivers is always reminding her audience that *'where they stand today, does not determine who they are as an individual, neither does it determine where they'll be tomorrow'*. Because of her own journey and her humble beginnings, this Renaissance Woman has made a commitment to give back globally by giving of herself to help others through sharing her story to educate individuals on the **key steps** to:

- *Living your life on your terms
- *Living your life with passion & purpose
- *Using FEAR to your advantage
- *Self-sufficiency
- *Financial independence
- *Building long-term sustainable Wealth

Get ready to be inspired, influenced & empowered to take your vision & your passion to the next level in achieving YOUR greatness!

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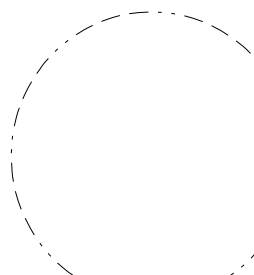
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NEW MEDIA MASTER BIO

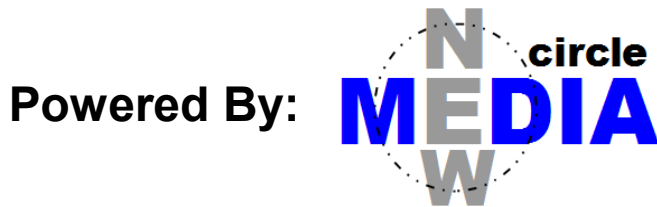


Maurice Watkins, known as TERMITE, was born and raised in Houston, Texas. His father was in the pest control business, which is how Termite acquired the nickname. As a child, Termite was one those kids you would nominate for "most unlikely to succeed," but succeed he did. When he was 10, Termite's dad introduced him to boxing as a way to keep him out of trouble. With a good trainer Termite worked hard to become a very skilled boxer and at 16 years of age became the first and youngest to win the Golden Glove Nationals earning him a spot on the USA Olympic Team. At 17 Termite turned pro and as a professional had a record of 58 wins, 5 loses, 2 draws; wining 48 by knock out. In 2003, Termite was given the opportunity to go to Iraq to support the troops with his knowledge of the pest control business. He jumped at the chance to serve America and thought it was a calling from God. Once there, however, the military coalition found out that Termite was a former boxer and his direction and focus was changed. Termite was challenged to prepare the country of Iraq to qualify and participate in the Olympics. It was a monumental task since Iraq had not been to the Olympic Games in over 35 years and there was a war going on in the country. Once again Termite overcame all odds by taking the Iraqi team to the Olympics. Not only does Termite possess extraordinary courage, his story is just amazing and is still unfolding. Stay tuned for upcoming excitement.

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NEW MEDIA MASTER BIO



Ed Garza - “Mr. Pitchman” is a Promoter, Networker and Marketing Ace

Ed is currently a media buyer and marketing ace with clients that span a wide variety of industries, including healthcare, restaurants, leisure, direct marketing and more.

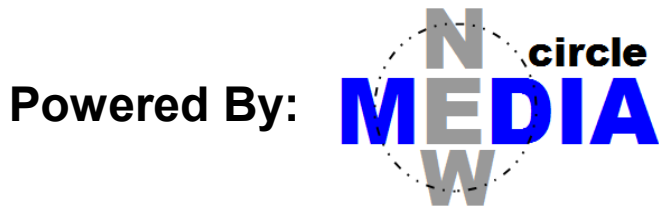
His sweet spot in marketing is promotions for events, fundraisers and new products using NEW MEDIA and WEB 2.0. With his knowledge of marketing, he brings an entire suite of services to the table when developing the perfect pitch for a product, service or cause. From Printing Solutions, Web 2.0, Media Buying, Public Relations , Social Media 2.0 and Video Production.

Ed has a diverse background and was actually a minister in his first career. After serving in ministry for over a decade, Ed went back to school, re-educated himself and became the businessman he is today. He has spoken to groups of tens, hundreds and thousands in his career in different settings including church events, workshop venues and international conference calls. He has a passion for to teaching, training, coaching and helping others.

Ed's other areas of expertise include: Event Planning, Web Site Planning and Design, Development and Execution of Marketing Plans, Marketing Budget Maximization, Discount Printing Solutions, Public Relations, Social Media Action Plans and Motivational Speaking. In addition to all of that, Ed is also an Executive Life Coach with an AIM to Break Through, Strategic Ideas - Outside of the Box.

Ed is a native Houstonian and currently resides in Southeast Houston, TX.

GO VIRAL AND PROSPER Seminar Series



NEW MEDIA MASTER BIO



Gwen Field - produced the highly successful documentary series **CHARLTON HESTON PRESENTS THE BIBLE** for A & E Networks, which sold 50,000,000 video units, under her supervision.

Gwen Field began her film career in France as Jean-Louis Trintignant's driver on Michel Deville's **LOVE AT THE TOP**. Directly afterwards, she became an assistant director on John Frankenheimer's **FRENCH CONNECTION II**, which was shot in Paris and Marseilles. Lonesome for hamburgers and apple pie, Ms. Field returned to California, where she became a "Directing Fellow" and then a "Producing Fellow" at the American Film Institute.

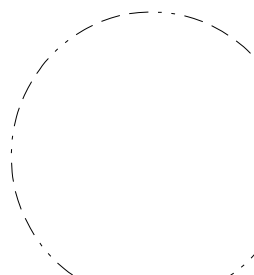
After producing Paul Schneider's **SWEETWATER** (starring Diane Ladd), at the American Film Institute, Ms. Field worked with Martin Scorsese, Sam Peckinpah and Gene Wilder.

In January 1999, Ms. Field founded BoldFace Films. Under that banner, she raised \$20 million and developed Tony Bill's **HARLAN COUNTY WAR**, starring Holly Hunter and Stellan Skarsgaard; and produced **YOUNG BLADES**, a fresh look at The Three Musketeers, starring Hugh Dancy, Callum Blue and Ben Cross.

Her current projects include the television series **CLOCKWORK** and the romantic comedies **LAURA & SAL** (produced by Luis Guzman) and **DEAD & KICKING** (directed by Elizabeth Pena.)

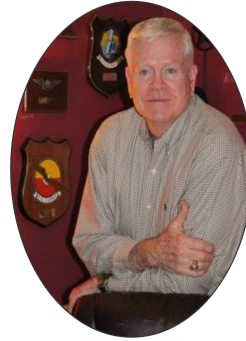
Gwen has been actively involved in the direct marketing industry for nearly a decade and has been able to successfully build her marketing career while continuing her entertainment activities.

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NEW MEDIA MASTER BIO

Bennett Ghormley - Over 35 years experience in training, education and business administration.

He is experienced in development of technical training documents, white papers and presentations. Mr. Ghormley has served before the Workers' Compensation Commission, EEOC, OSHA, Employment Commission and civil courts and has served as a seminar lecturer and guest speaker across the United States.

Mr. Ghormley is a certified instructor in secondary education in high school and colleges in the State of Texas.

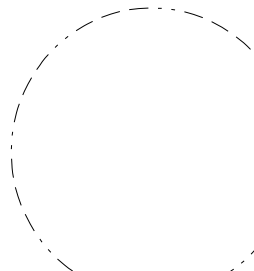
Mr. Ghormley is also Co-Founder of the Zero Injury Institute and has been instrumental in assisting many companies achieve the highest levels of quality, efficiency and safety.

Mr. Ghormley has held many interesting positions throughout his career; He has been CEO, Chairman of the Board of Directors, Vice President and Director at a variety of companies. He is also an inventor and holds several patents through the US Patent Office.

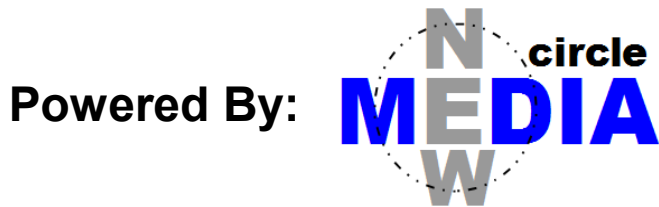
Career Highlights include:

- TSA Professional of the Year
- Three time nominee for SPY Award
- Chairman of the Board of Directors, TSA
- Chairman, Board of Directors, Houston Area Safety Council, 2003, 2006, 2009, 2013
- Founder/CEO, GAF, Inc.

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MARQUEE SPONSORSHIP OPPORTUNITY

The marquee sponsorship for our event will provide our sponsor with a wide variety of “positive influence,” branding and promotional opportunities.

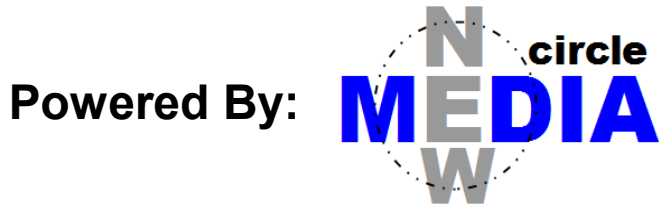
These include premium placement for your brand throughout the event including stage, registration and presentation during lunch with a key note speaker.

In addition, all media online and off will include your brand's logo and website.

The following media mix will be used to promote this event:

- Broadcast TV
- Web 2.0
- Social Media 2.0
- Online Videos
- Facebook
- Twitter
- LinkedIn
- Print

GO VIRAL AND PROSPER Seminar Series



MARQUEE SPONSORSHIP Broadcast TV

The Marquee Sponsor will benefit from the production of a custom :30 TV commercial promoting the GO VIRAL and PROSPER seminar series, sponsored by (Your Brand and Company)

This commercial will be distributed via broadcast TV in the Houston Market, reaching over 1 million households.

New Media Circle will place this media buy and will provide affidavit reports to the Marquee Sponsor.

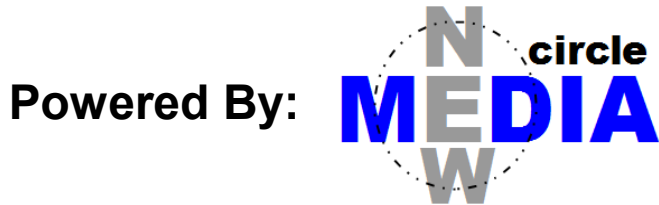
300 Total Spots that will run 6AM to Midnight prior to event.

15 Day run of 20 spots a day, running on two networks chosen by marquee sponsor.

Valued at \$30,000

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MARQUEE SPONSORSHIP Web 2.0

The Marquee Sponsor will benefit from our mass syndication of videos (20) with a trailer across 70 plus sites, video, social bookmarking, article, podcasts and blog talk radio. We call this our **Market Dominance Package**, which creates massive reach across the internet before and after the event for many years.

This package normally forces SEO companies to be fired once a business understands its influence. Due to the exposure potential of Mass Media , Internet and video blasts targeted key words, you could be exposed to 100's of thousands of people. And the best part is the videos last forever. So the lifetime value is priceless.

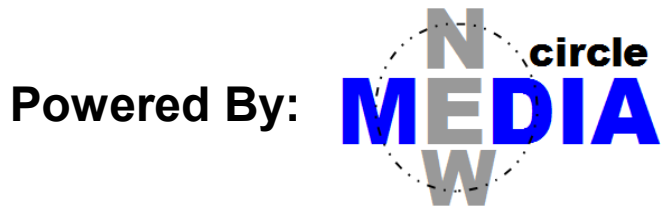
Your brand will also be included on **banner ads placed on event pages and Eventbrite.**

Press releases and video interviews will be distributed with your brand as well.

Valued at \$20,000

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MARQUEE SPONSORSHIP Print

The Marquee Sponsor will benefit from all of our print media for the event. This includes stage presence, workbook and table presence in front of the attendees eyes.

Each of the 7 featured speakers plus the lunchtime speaker will have printed material that will be kept throughout the event and for years after.

Due to the educational nature of the material, attendees typically make notes and document reference information on the materials, which increases the likelihood of long term retention.

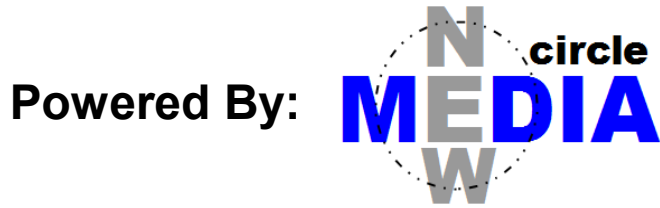
Another type of print for the event, the Press Releases, will generate opportunities for publicity in printed mediums. Each press release that we write will include your brand. The Press Releases will be distributed to our media contacts. We distribute press releases to journalists at newspapers, magazines, trade journals, TV, radio, blogs and online news sites. In addition to reaching journalists, all press releases are automatically posted to thousands of online news sites.

Additional printed mediums include such items as Postcard Invites, Letters, Fliers, Handouts, Banners, Name badges, Table Tents, etc.

Valued at \$100,000

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MARQUEE SPONSORSHIP Key Note Lunch Speaker

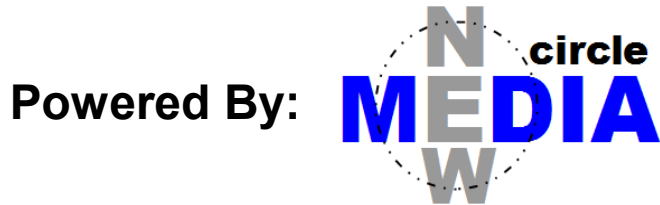
The Marquee Sponsor will introduce the Key Note Lunchtime speaker from the stage. The Key Note speaker will be chosen from our database of relevant and interesting speakers.

The lunch itself will also be credited with sponsorship by the Marquee Sponsor.

Valued at \$10,000

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MARQUEE SPONSORSHIP ADDED VALUE

The entire event will be beneficial for the Marquee Sponsor

Videos will last a lifetime. Not only marketing videos that we are doing prior to event, but the actual event itself will videotaped and made into a DVD program that will be sold. The Marquee Sponsor gets to benefit from this product as well.

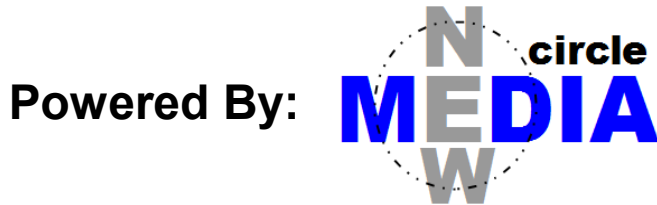
Picture during the event will also turn into viral videos that will be shared across Facebook and Twitter after the event. The Marquee Sponsor will benefit from this viral video aspect of our campaign.

We have two radio programs scheduled to be aired and we will offer this time to our Marquee Sponsor as well to help promote the event and YOUR BRAND.

Value (Priceless)

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MARQUEE SPONSORSHIP Total Value

Broadcast TV	\$30,000
Web 2.0	\$20,000
Print	\$100,000
Key Note/Lunch	\$5,000
Added Value	Priceless

TOTAL VALUE OVER \$150,000

MARQUEE SPONSORSHIP COST

\$ _____

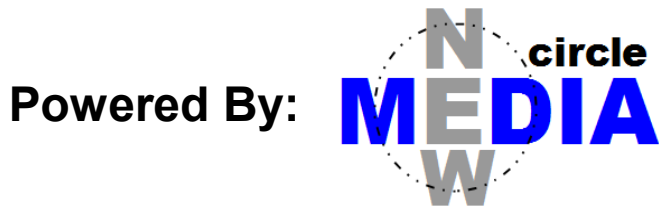
The average family spends \$2,668 a year on Eating out.
150 attendees x \$2,668 = \$400,200 in value potential (restaurants)

The average family spends \$5,267 a year on Healthcare
150 attendees x \$5,267 = \$790,050 in value potential (Health facility)

The average family spends \$1,200 a year on Cell Phone Service they switch on average 4x.
150 attendees x \$1,200 = \$180,000 (Cell Phone Carrier)

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FUTURE EVENTS AND BOOTCAMPS

2012 Topics

Go Viral and Prosper Using Groupon and similar discount sites

Go Viral and Prosper: Social Cause Marketing

Go Viral and Prosper: Become A New York Best Selling Author

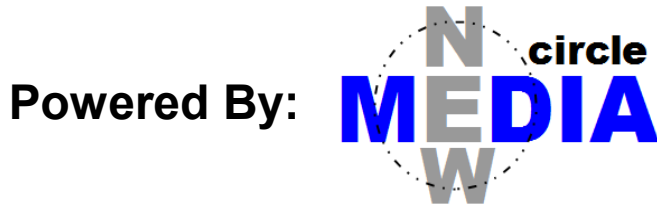
Go Viral and Prosper: Video Marketing Using the Internet

(Subject to Change)



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Additional Vendor Sponsorship

Continental Breakfast Sponsor

Showcased at Event Intro with Ad Placement on Projector Screen
Banner at Event

Color Guard Sponsor

Sentinels of Freedom Gulf Coast
Banner at Event

Lunch and Keynote Lunch Speaker Sponsor

Showcased at Event Intro with Ad Placement on Projector Screen
Introduction of Special Speaker
Gift Presentation After Lunch Presentation
Banner at Event

Audio Visual Sponsor- Banner at Event

Live Stream Of Event Throughout North America and Europe (During Event)

Video Sponsor- Banner at Event

CD Sponsor- Ad Placement on CD(Printed) and On CD(Audio)

DVD Sponsor- Back Of Case (Print)

Name Badges / Lanyards Sponsor- Logo on Name Badge and website on Lanyard

Pop Up Banners Sponsor – Logo on Banner

Golf Shirts Sponsor – Logo on Right Sleeve

Reminder Bracelets Sponsor - Website

