



FLOURISH

An Invitation to Lead  
at the Highest Level

Partnership Packages 2026

SEPTEMBER 3-5, 2026  
NAPA VALLEY, CALIFORNIA  
THE MERITAGE RESORT & SPA

# About Flourish

Flourish Summit is a first-of-its-kind executive leadership experience convened by the American Psychological Association.

For more than 130 years, APA has been the world's leading authority on human behavior, cognition, and performance. Flourish brings that scientific foundation directly into the C-suite, translating psychological research into practical frameworks leaders can apply immediately.

**+500**

Senior  
Executives

**2**

Immersive  
Days

**4**

Applied  
Labs

**8**

Curated  
Experiences

# Why Partner with Flourish

## Unparalleled Audience Access

- 500+ senior decision-makers — CEOs, Founders, Board Directors, and C-Suite executives
- Leaders from Fortune 500 enterprises, PE-backed companies, healthcare systems, and high-growth ventures
- Spanning 9 major industries — from Technology & AI to Energy & Infrastructure
- Direct influence on organizational strategy and budgets at scale

## Authentic Thought Leadership

- Association with APA's 130+ year scientific authority
- Positioned as educator and expert — never a vendor
- Your methodology showcased to highly qualified decision-makers

## Deep Engagement

- Face-to-face access over 2 fully immersive days in Napa Valley
- Interactive labs and applied sessions vs. passive booth conversations
- Curated dinner conversations with ideal prospects
- 8 curated networking experiences across the summit

## Long-Term Partnership Potential

- Gateway to APA Labs research collaborations
- Access to APA Learn corporate programs
- Post-summit engagement report with partner metrics
- Multi-year partnership relationships

# Who Is in the Room

Your brand will be in the room with +500 senior executives who hold ultimate accountability for organizational performance.

These are leaders navigating complexity at scale, driving transformation, and making decisions that shape industries. Attendance is intentionally limited and by invitation only — meaning every person in the room is exactly who you want to reach.

## Leaders from Across Industry

- Technology & AI Native
- Financial Services
- Healthcare & Life Sciences
- Professional Services
- Consumer & Retail at Scale
- Media & Entertainment
- Energy & Infrastructure
- Transportation & Logistics
- Manufacturing

## Job Titles

- CEO & C-Suite
- President
- Founder / Co-Founder
- Executive Chairman
- Managing Director
- Managing Partner
- Independent Board Director
- Board Chair
- Lead Independent Director

## Organization Types

- Fortune 500 Enterprises
- Large Enterprise
- Private Equity Backed Companies at Scale
- Publicly Traded Mid-Market
- Large Professional Services / Consulting Firms
- Healthcare Systems
- Growth & Founder-Led • Venture Backed
- Family Owned Enterprise

# The Summit Experience

Over 2 immersive days in Napa Valley, attendees move through curated keynotes, applied leadership labs, peer dialogue, and high-stakes simulations — every session designed for application, not observation.

Day 1	Thursday, September 3
3:00 – 4:00 PM	Welcome to Flourish — Opening Session
4:15 – 5:00 PM	Opening Keynote: Leading with Signal, Not Noise
5:00 – 9:00 PM	Taste of Napa Welcome Event — Vineyard Terrace & Wine Cave

Day 2	Friday, September 4
6:30 AM	Morning Renewal: Vineyard Run, Sunrise Yoga, or Personal Time
8:30 – 9:30 AM	Networking Breakfast
9:45 – 10:30 AM	Keynote: Building Executive PsyCap
10:45 – 11:30 AM	Applied Lab: Activating Your PsyCap
12:00 – 2:00 PM	Chatham House Lunch: Candid Peer Dialogue
2:00 – 2:45 PM	The Flourishing Leader Framework: A New Performance Strategy

Day 2	Friday, September 4, cont
2:00 – 2:45 PM	The Flourishing Leader Framework: A New Performance Strategy
3:00 – 3:45 PM	Crisis Lab: Leading Through AI Disruption
6:30 – 8:30 PM	Executive Dinner: Building Strategic Peer Capital
8:30 – 11:00 PM	After Party at Crush

Day 3	Saturday, September 5
8:00 – 9:00 AM	Breakfast on the Terrace — Napa Valley Views
9:00 – 9:45 AM	Executive Panel: Measuring What Matters
10:00 – 10:30 AM	Summit Synthesis: The Blueprint Session
10:45 – 11:15 AM	Closing Keynote: The Competitive Advantage of Organizational Flourishing
11:15 – 11:30 AM	Closing Commitment: Defining Your Leadership Intent
12:00 – 2:00 PM	Farewell Lunch Celebration

# Partnership Philosophy

Flourish Learning Partners are positioned as trusted thought leaders, not vendors. Every tier is designed for deep, authentic integration into the attendee experience through education, tools, and interactive experiences.

## Integrated Learning

Sponsors facilitate sessions, provide content, and lead hands-on experiences

## Interactive Engagement

No traditional booths – interactive experiences and curated learning stations

## Content Contribution

Partners co-create the summit experience through workshops, tools, and resources

## Authentic Value

Every partnership enhances attendee learning and application of the 0.001% mindset

# Tier 1: PsyCap Catalyst

## TIER 1: PSYCAP CATALYST

**\$50,000**

*Limited to 1 Premier Learning Partner*

- ✓ Lead one 30-min interactive PsyCap workshop
- ✓ Co-facilitate an Applied Lab with practical frameworks
- ✓ Signature tool or assessment featured in attendee welcome materials
- ✓ Opportunity to Co-author post-summit insights report with APA
- ✓ Premium Learning Station in PsyCap Studio
- ✓ Host curated dinner conversation (12–15 attendees)
- ✓ 4 complimentary all-access summit passes
- ✓ VIP reception access + one keynote speaker meet-and-greet
- ✓ Attendee contact list (opt-in) + post-event engagement report
- ✓ Premier logo placement: website, app, all materials
- ✓ 3 dedicated social media posts
- ✓ Verbal acknowledgment during plenary sessions

# Tier 2: Applied Learning Partner

## TIER 2: APPLIED LEARNING PARTNER

**\$30,000**

*Limited to 3–4 Core Learning Partners*

- ✓ Facilitate one 45-min interactive breakout session
- ✓ Practical tool or resource featured in session materials
- ✓ Option to lead a morning renewal practice session
- ✓ Interactive Learning Station in PsyCap Studio
- ✓ 3 complimentary all-access summit passes
- ✓ VIP reception access
- ✓ Logo on website, app & session materials
- ✓ 2 dedicated social media posts
- ✓ Attendee contact list (opt-in, basic info)

# Tier 3: Experience Partner

## TIER 3: EXPERIENCE PARTNER

**\$20,000**

*Limited to 3–4 Core Learning Partners*

- ✓ Choose one: Morning Practice Lab, Lunch & Learn, or Peer Lab co-facilitation
- ✓ Sponsor a signature experiential element (refreshments, resource library, or charging station)
- ✓ 2 complimentary all-access summit passes
- ✓ Opening reception access
- ✓ Logo on website, app & summit signage
- ✓ Social media mention



FLOURISH

# An Invitation to Lead at the Highest Level

SEPTEMBER 3-5, 2026

NAPA VALLEY, CALIFORNIA

THE MERITAGE RESORT & SPA

[workplacewellbeing.apaservices.org/flourish-summit-2026](https://workplacewellbeing.apaservices.org/flourish-summit-2026)