

# **LIVE2LEAD**

## **SPONSORSHIP GUIDE**

### **2025**



# LIVE2LEAD



JOHN C. MAXWELL

## SAVE THE DATE – October 16th, 2025

### A WORLD CLASS LEADERS DEVELOPMENT EXPERIENCE

Live2Lead is a 1 Day Leadership Conference and Personal Growth Event broadcasting live from Atlanta. This simulcast event is an annual leadership gathering developed by Maxwell Leadership.

Prepare to accelerate your own leadership abilities during this event that is jam-packed with leadership principles and personal growth techniques from their time-tested teaching.

Whether you lead a large organization or want to be a better mentor to those around you, Live2Lead 2023 will give you meaningful and relevant insights so you can implement a new action plan and lead with renewed passion and commitment!

#### LEARN FROM WORLD-CLASS LEADERS.

You will learn from elite thinkers, including the #1 leadership expert in the world, John C. Maxwell, and gain leadership principles and personal growth techniques from their time-tested teaching.

#### IMPACT YOUR SPHERE OF INFLUENCE.

Whether you lead a large organization or want to be a better mentor to those around you, you will gain meaningful and relevant insights so you can return home ready to implement your new action plan and lead with renewed passion and commitment.

#### MAKE MEANINGFUL CONNECTIONS.

This event is an opportunity for you to network with like-minded leaders who share your passion for leadership and learning. Make new connections or build on the ones you have during this event.

#### What others are saying

Experiencing Live2Lead was mind-blowing...to

have that kind of access to these individuals and hear their words...close up. The content was the best part.

John has a way of mixing humor with practical advice and tools to help me both in my business and my personal life. This is a class I would

never miss!"

– Karen Smyth,



**Past speakers include John C. Maxwell, Angela Ahrendts, Marcus Buckingham, Steve Harvey, Daniel Pink, Tyler Perry, Patrick Lencioni, Carly Fiorina, Ed Mylett, Doris Kearns Goodwin, and more.**

# CONFERENCE OVERVIEW

Example from 2024 (2025 speakers will be released in August)



**JOHN C. MAXWELL**  
#1 Leadership Expert and  
Best-Selling Author

**Live2Lead** is an annual leadership gathering developed by Maxwell Leadership. Marking its 11th anniversary this year, Live2Lead has shared leadership and personal growth principles to live audiences and over 300 simulcast locations around the world.



**CRAIG GROESCHEL**  
Host of the Craig Groeschel Leadership Podcast and Pastor of Life.Church

Attendees learn from renowned leadership experts in various industries, gain new perspectives on relevant topics, and leave prepared with practical tools to maximize their leadership abilities and trajectories. Our attendees leave equipped and excited to lead and create change with renewed passion and drive.

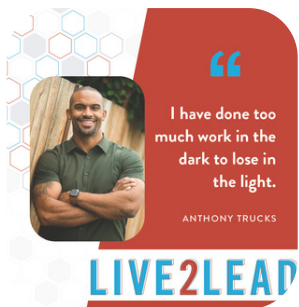


**TIFFANY BOVA**  
Global growth evangelist and author of The Experience Mindset

This year Live2Lead will host ambitious leaders and teams in industries ranging from healthcare, education, law enforcement, small business, financial services and more.

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**ANTHONY TRUCKS**  
Former NFL player and transformational identity coach

Past Speakers include: Simon Sinek, Dave Ramsey, Steve Harvey, Ed Mylett, Jamie Kern Lima, and more!

Check out our sponsorship packages below, and put your brand in front of leaders determined to grow their business and influence.



# PARTNERSHIP PACKAGES

## PLATINUM PARTNERSHIP \$5,000

- Exhibitor booth at event
- Largest Logo on all Promotional Materials
- Additional promotional items welcome: pens, etc
- 2 hr Leadership Session for your team (worth \$3000)
- 3 VIP Tables - 18 reserved tickets
- Opportunity to highlight your business from the stage!

## GOLD PARTNERSHIP \$3,000

- Exhibitor booth at event
- 2nd largest logo on all flyers and media promotion and mention from the stage.
- Additional Promotional Items Welcome
- 2 VIP Tables - 12 reserved tickets
- Logo on promotional materials
- Maxwell DISC Indicator Report and Debrief for 2 leaders in your organization

## SILVER PARTNERSHIP \$2000

- 6 Reserved Tickets (1 VIP Table).
- Logo on website and social media
- Mention from the stage during event
- Exhibitor booth at the event
- 

## BRONZE PARTNERSHIP \$1500

- 4 Reserved Tickets (1/2 VIP Table)
- Mention from the stage
- Logo on website and socials
- Exhibitor booth at event

**We kindly ask that all sponsors provide the names and contact information of their guests by no later than September 15th, 2025**

**LIVE2LEAD**





# LIVE2LEAD

## Contact Information:

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