



***Presented By:***



***Saturday, January 17<sup>th</sup>, 2026  
8:30am-3:00pm CST  
Fellowship of the Parks Grapevine  
1901 Hall Johnson Rd.  
Grapevine, TX 76051***

***Welcome Letter from the Host***

Dear Community Leader,

It is with great excitement that I invite you to join us for the inaugural Live2Lead DFW—a world-class leadership experience designed to inspire, equip, and connect leaders from across North Texas.

For years, I've been passionate about helping individuals and organizations grow through purposeful leadership and personal development. Now, through Live2Lead DFW, we have the opportunity to bring that same passion to our own community—right here in the heart of Grapevine.

In partnership with The John Maxwell Company, Live2Lead is a half-day event that features world-renowned speakers, including John C. Maxwell, Valorie Burton, Jesse Cole, and more. This experience blends global thought leadership with local connection, providing a space for professionals, business owners, educators, and community influencers to learn, reflect, and take actionable steps toward greater impact.

This year marks the beginning of what we intend to make an annual DFW leadership tradition—one that unites business, faith, and community around a shared commitment to growth. Our goal is simple: to make North Texas a hub for developing leaders who lead with heart, courage, and purpose.

We invite you to be part of this exciting launch year by becoming a sponsor or community partner. Your support will help us deliver a meaningful experience that empowers local leaders and creates lasting change throughout our region.

Thank you for considering this opportunity to invest in leadership, connection, and transformation. Together, we can make the inaugural Live2Lead DFW 2026 the start of something extraordinary.

With appreciation and enthusiasm,

Scott Bruce  
Host, Live2Lead DFW  
Leadership Ventures  
 [scott@leadershipventures.com](mailto:scott@leadershipventures.com)  
 817-937-5066

## *Event Overview*

### **What is Live2Lead?**

Live2Lead is a half-day leadership experience designed to inspire and equip individuals to lead with purpose, clarity, and confidence. Founded by John C. Maxwell, one of the world's most influential leadership experts, Live2Lead brings together world-class speakers who share proven principles, personal insights, and actionable strategies for growth.

Broadcast to hundreds of host sites across the world, the event empowers attendees to learn from top thought leaders, connect with like-minded professionals, and gain fresh perspectives they can immediately apply to their organizations and communities.

Live2Lead isn't just about motivation—it's about transformation. Each session is designed to help participants strengthen their influence, grow personally and professionally, and become better leaders in every area of life.

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## About Live2Lead DFW

**Live2Lead DFW 2026** marks the **inaugural year** of this incredible experience being hosted in **Grapevine, Texas**, bringing the power of the global Live2Lead event directly to the heart of our local community.

This unique event combines the global simulcast of John Maxwell and other world-renowned speakers with a local leadership experience, featuring:

- **Community speakers** sharing real-world leadership insights
- **Networking opportunities** with DFW-area business and community leaders
- **Interactive discussions and workshops** focused on practical leadership growth

Our goal is to make Live2Lead DFW an **annual tradition**—a flagship event that unites the North Texas community around leadership development, collaboration, and growth.

**Expected Attendance:** 100+ professionals and community leaders

**Target Audience:** Business executives, entrepreneurs, educators, nonprofit directors, church leaders, and influencers passionate about personal and organizational growth.

## *Why Partner with Us?*

Partnering with **Live2Lead DFW** offers your organization the opportunity to be part of something bigger—an event that not only inspires leaders but strengthens the entire DFW business and community landscape.

As a sponsor, your brand will be prominently featured before, during, and after the event, giving you unparalleled visibility among business leaders, entrepreneurs, educators, and community influencers. From digital promotions and on-site recognition to exclusive networking opportunities, your partnership ensures your organization is seen as a leader that values growth, excellence, and community impact.

This isn't just a one-day event—it's an ongoing connection. Through event replays, community workshops, and post-event engagement, your support will continue to make an impact long after the conference ends.

**Partnering with Live2Lead DFW means you'll:**

- Gain **high-profile visibility** across all event platforms—print, digital, stage, and media.
- Build **authentic connections** with professionals and decision-makers who are passionate about leadership and growth.
- **Align your brand** with values of leadership, innovation, and community development.
- Be recognized across **email campaigns, social media, press releases, and event signage**.
- Experience **long-term value** through extended exposure, networking, and community initiatives.

Together, we can equip leaders, strengthen organizations, and make DFW a destination for leadership excellence.

## *Sponsorship Levels*

We invite you to join us as a valued partner in shaping the future of leadership across North Texas. Each sponsorship level offers unique opportunities for visibility, engagement, and impact—allowing your organization to connect directly with an audience of business and community leaders while demonstrating your commitment to growth and excellence.

Whether you choose to become our **exclusive Presenting Sponsor** or support through one of our **Gold, Silver, Bronze, or Community Partner** levels, your investment will help create an inspiring experience that equips leaders, strengthens organizations, and builds lasting community connections.

Together, we can make the **inaugural Live2Lead DFW 2026** an unforgettable event—and establish a leadership tradition that continues to grow year after year.

### **Platinum – Presenting Sponsor (2 Available)**

- “Live2Lead DFW Presented by [Company Name]” branding on all materials
- Logo on stage, print, digital, and press
- 35 event tickets
- Prime exhibitor space
- 5 minutes of stage time for remarks
- Private replay event for up to 50 guests
- Feature ad and company highlight in event program
- Recognition in all press and promotions
- Post-event leadership workshop with one of our speakers

### **Gold Sponsor**

- Logo on select print, digital, and stage materials
- 20 event tickets
- Premium exhibitor space
- Half-page feature in the event program
- Recognition on social media and website
- Option to host a breakout or table discussion

### **Silver Sponsor**

- Logo on digital and program materials
- 10 event tickets
- Standard exhibitor table
- Social media mention and on-site recognition

## *Sponsorship Levels cont.*

### **Bronze Sponsor**

- Logo listed on event website and program
- 5 event tickets
- Recognition on event day signage

## **Community Partner / In-Kind Sponsor**

- Donation of goods or services (e.g., food, printing, decor, media)
- Recognition in program and event signage

In addition to the core sponsorship levels, **Live2Lead DFW** offers several **add-on opportunities** that allow your organization to further enhance its visibility and impact. These customizable options are perfect for businesses looking to leave a lasting impression on attendees, support community access, or elevate their brand presence throughout the event experience.

Whether it's sponsoring attendee materials, providing hospitality, or helping extend leadership development to students and nonprofit leaders, these add-ons offer meaningful ways to engage with our audience and align your brand with purpose.

### **Available Add-Ons Include:**

- **Program Advertisements** – Showcase your business with a full, half, or quarter-page ad in the official event program distributed to all attendees.
- **Sponsored Attendee Bags or Notebooks** – Place your logo directly in attendees' hands through branded event materials they'll use long after the conference.
- **Coffee or Lunch Sponsorships** – Gain high-visibility recognition as a hospitality sponsor, with signage and mentions during key networking breaks.
- **Scholarship Ticket Sponsor** – Help make leadership development accessible by sponsoring tickets for students, educators, or nonprofit leaders.
- **Exhibitor Booth Upgrades** – Enhance your presence with premium booth placement and additional branding opportunities in high-traffic areas.

These add-ons are limited and offered on a first-come, first-served basis—ensuring exclusive exposure for each sponsor.

**Please Contact Us for more details: [info@live2leaddfw.com](mailto:info@live2leaddfw.com)**

# *Marketing and Promotion*

Your partnership with **Live2Lead DFW** comes with powerful visibility through a comprehensive, multi-channel marketing strategy designed to reach business professionals and community leaders across North Texas. Our promotional efforts begin months in advance and continue through event day and beyond, ensuring consistent exposure for our sponsors.

## **Event Promotion Will Include:**

- **Email Campaigns** – Targeted outreach to business and leadership networks, chamber members, professional associations, and past event attendees.
- **Social Media Promotion** – Engaging content across **LinkedIn, Facebook, Instagram, and X (Twitter)** highlighting sponsors, speakers, and event milestones.
- **Community Partnerships** – Collaboration with local **chambers of commerce, professional organizations, and media outlets** to extend event visibility and credibility.
- **Press Releases & Media Coverage** – Announcements distributed to regional publications and news platforms to generate awareness and excitement.
- **Online Event Listings & Websites** – Promotion on **event platforms, partner sites, and leadership forums**, maximizing reach and registration potential.

Each sponsor will be recognized throughout these channels, ensuring your brand is seen by a highly engaged and leadership-minded audience before, during, and after the event.

## **Audience Demographics**

The **Live2Lead DFW** audience represents a diverse cross-section of **professionals, executives, and community influencers** who share a common passion for leadership growth and positive impact.

## **Our Attendees Include:**

- **Professionals:** Approximately **60% mid-to-senior level leaders**, including executives, managers, and directors seeking to strengthen their leadership impact.
- **Industries Represented:** **Corporate, education, healthcare, nonprofit, and faith-based sectors**, reflecting the broad appeal of leadership development across industries.
- **Geographic Reach:** Attendees primarily from the **DFW Metroplex**, with growing interest from surrounding North Texas cities including **Grapevine, Keller, Southlake, Fort Worth, and Arlington**.

This blend of professional experience and community engagement creates the perfect environment for **meaningful networking, collaboration, and brand exposure** for sponsors.

*Join Us as a Sponsor!*

**Contact:** Scott Bruce, Leadership Ventures

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