

## 2015 Investment & Sponsorship Package



Investing in The Power Breakfast provides your organization with access to a network of entrepreneurs, business owners, and organizational leaders...

- **ALIGN & MEET** with business thought leaders
- **ACCESS 2,500+** members of social networks
- **REACH 1,500+** invited guests via e-mail
- **ENGAGE 100+** attendees during each Power Breakfast event
- **CONTINUING VISIBILITY** in video and online event archives

## Supercharge your day! at the **POWER BREAKFAST**

**Learn Best Practices – Enjoy Great Networking – Gain Useful Knowledge**

Attended by entrepreneurs, business owners, and organizational leaders  
Features business thought leaders sharing experience and cutting edge strategies  
Incorporates post-event workshops facilitated by local leaders and experts



### AGENDA

**8am – 8:30am Networking & Breakfast**

**8:30am – 9:30am Formal Program**

Video, Welcome, and Introductions  
Regional Business Organization Introduction  
A Word From Our Sponsors  
Introduction of Featured Guest Speaker  
Featured Guest Speaker Remarks  
Questions & Answers  
Wrap-up

**9:30am – 10am Additional Networking**

**10am – 10:45am Post Event Workshops**



*"I have been able to make a greater impact in my organization by implementing ideas from **POWER BREAKFAST** speakers and workshops."*

*"I have done business with several connections made at the **POWER BREAKFAST** and look forward to doing more."*

*"The **POWER BREAKFAST** is **GREAT!** I enjoy hearing the guest speakers and always learn something new. I'm looking forward to the next one"*

*"I've been to many networking events but the **POWER BREAKFAST** is not just any other event!"*

**Northern, NJ Power Breakfast**

Friday, February 6, 2015

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The Newark Club

**Northern NJ – April, June, October**

**New York City – TBD**

**Philadelphia, PA – TBD**

**Pittsburgh, PA – TBD**



**SUPERCHARGE YOUR DAY!**  
Best Practices Great Networking Useful Knowledge



A SERIES OF EVENTS  
FOR ENTREPRENEURS,  
BUSINESS OWNERS AND  
ORGANIZATIONAL LEADERS.



## Attendee Profile\*

**50%** Entrepreneurs & Business Owners

**47%** Organizational Leaders & Managers

## Feedback from Attendees\*

**78%** are **VERY LIKELY** to attend again

**94%** are **LIKELY** to recommend to others

**76%** made 4 or more **new connections**



## Branding Opportunities

1. Marketing Card
2. Press Releases
3. Color Program Booklet
4. Website
5. Floor Stand Signage
6. E-mail Invitations
7. Social Media
8. Slide Show Visuals
9. Remarks from Podium
10. Online Registration Page

Invest in yourself and your organization!  
Invest in the 2015 **POWER BREAKFAST** series.

\* 2012 Power Breakfast attendee survey responses.





### A Trusted Advisor

to help you strategize and achieve your goals

- Business Strategies
- Financial Management
- Insurance and Employee Benefits
- Brain Trust Initiatives



### Introducing a Higher Level of Intellectual Capital

through events, activities, and programs

- Power Breakfast
- Business Brain Trust
- Thought Leaders & Speakers Bureau
- Events Management & Conferences
- Cutting Edge Training & Seminars
- Knowledge Center



### ANDREW FRAZIER, CFA

Business professional with 20+ years delivering superior results

- Advises organizations and individuals on strategies to achieve goals
- Teaches Finance at Berkeley College
- Ambassador for the Newark Regional Business Partnership (NRBP)
- Active member of Meadowlands Regional Chamber of Commerce (MRCC)
- Board Member of businesses and not-profit organizations
- Served as COO of The Executive Leadership Council (ELC)
- Executive at the New York Life Insurance Company
- Served as a US Navy Supply Corps Officer in charge of logistics
- Chartered Financial Analyst (CFA) professional designation
- NYU - Stern MBA in Finance and Management
- MIT graduate with a degree in Mechanical Engineering

**Andrew Frazier**  
President & COO  
A & J Management

<b>POWER BREAKFAST Advisory Board Members</b>
<b>Joseph Burton</b> , President & COO, Social Chorus
<b>Stanley Dobbs</b> , Superintendent, Hayward Unified School District
<b>Laurana Edwards</b> , Principal, E-Profit Marketing
<b>David Greene</b> , President, Urbanomics Consulting Group
<b>Lyneir Richardson</b> , Chief Executive Officer, Brick City Development Corp (BCDC)
<b>Dante Rivera</b> , CEO, Born to Speak, LLC
<b>Michael Robbins</b> , President, AJM Agency
<b>Chris Sullivan</b> , Principal, CC Sullivan Strategic Communications
<b>John Webb</b> , CEO and Managing Partner, Quantum Reach

To learn more go to: [www.The-Power-Breakfast.com](http://www.The-Power-Breakfast.com)

To Invest in the Power Breakfast, contact:

Andrew@The-Power-Breakfast.com, 973-851-6382, 862-220-4880 fax

# Sponsorship / Investment



Invest in yourself and your organization!  
Sponsor the 2015 **POWER BREAKFAST** series.

Power Breakfast Series Sponsorship Options						
	Table	Workshop		Regional		Global
	Reserved or Display	Event Sponsor	Series Sponsor	Event Sponsor	Series Sponsor	Series Sponsor
<b>Investment Amount</b>	<b>\$500</b>	<b>\$750</b>	<b>\$3,750</b>	<b>\$1,250</b>	<b>\$7,500</b>	<b>\$15,000</b>
<b>Package Includes</b>						
Location(s)	NJ	NJ	NJ	NJ	NJ	NY, NJ, PA
Power Breakfast Events	1	1	4	1	4	7+
Guest Speaker Opportunity						1
Workshop Speaker Opportunity		1	1		1	1
Guest speaker input					Yes	Yes
Workshop Speaker Input			Yes		Yes	Yes
Mention in Press Releases			Yes	Yes	Yes	Yes
Visual in Promo Video			Yes		Yes	Yes
Logo on Marketing Card					Yes	Yes
Logo w/ Link on e-mail invitations					Yes	Yes
Logo on floor stand signage						Yes
Logo w/ Link on homepage						Yes
Logo w/ Link on Sponsor Page				Yes	Yes	Yes
Name w/ Link on Sponsor Page		Yes	Yes			
Post-Event VIP luncheon	1	1	1	2	2	2
Remarks from Podium				1-2 Minutes	1-2 Minutes	1-2 Minutes
Event Registrations	8 (Table)	1	1	2	2	8 (Table)
Display Table at Breakfast				Yes	Yes	Yes
Slide Show Visuals at Breakfast	Yes					
Program Booklet Ad	Half Page	Half Page	Half Page	Full Page	Full Page	Full Page

Program Booklet Ad Sponsorship						
	Total	Ad Size				
	# Events	Name Listed	Business Card	Quarter Page	Half Page	Full Page
Global Series (NY,NJ,and PA)	7+	\$125	\$275	\$500	\$850	\$1,500
Regional Series (NJ)	4	\$75	\$150	\$300	\$500	\$1,000
Single Event (NY, NJ, or PA)	1	\$25	\$50	\$100	\$175	\$300

# Sponsorship Confirmation



## Sponsorship / Advertising Form

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### 2014 Series Sponsorship

Global	\$15,000	_____
Regional	\$7,500	_____
Workshop	\$3,750	_____
Full Page Ad	\$1,000	_____
Half Page Ad	\$500	_____
Qtr Page Ad	\$300	_____
Bus Card Ad	\$150	_____

### Single Event Sponsorship

Breakfast	\$1,250	_____
Workshop	\$750	_____
Reserved Table	\$500	_____
Full Page Ad	\$300	_____
Half Page Ad	\$175	_____
Qtr Page Ad	\$100	_____
Bus Card Ad	\$50	_____

**TOTAL** \$ \_\_\_\_\_

Payment Enclosed \_\_\_\_\_

Payment to Follow \_\_\_\_\_

Send Invoice \_\_\_\_\_

Make checks payable to: **A & J Management**  
373 Orange Rd, Montclair, NJ 07042

**Thank you!**

To learn more go to: [www.The-Power-Breakfast.com](http://www.The-Power-Breakfast.com)

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