



"Providing uncommon inspiration, education and tools for remarkable transformation."

Paying for Dynamic Speakers on a Shoestring Budget

Provided by Johnna Johnson & Co.
www.JohnnaJohnson.com

Thank you for inviting Johnna Johnson, of Johnna Johnson & Co., to be a part of your upcoming event! We are honored. To help you create the experience you have envisioned, here are a few ideas to ensure you have the funds to bring Ms. Johnson (and other dynamic speakers) to your upcoming event.

First, and most important, who do you know (people, companies, vendors) that would *benefit greatly* having the opportunity to get their name in front of your specific audience? (Software providers, schools, professionals... the list is endless!)

These large companies and vendors value the opportunity to sponsor speakers/events and here are just a few of the benefits you can offer them in return for their financial support:

- Print their name in all promotional materials that you will be producing anyway!
- Let them post their banner at the event;
- Highlight their name in the event program;
- Provide a vendor booth so they can display their marketing materials, products etc;
- Let the sponsor introduce the speaker they are paying for (and let them give a 60-second commercial before introducing the speaker);
- Post an announcement at the entrance of the room that says "This session has been generously sponsored by XYZ Company";
- Networking opportunities with their ideal clients!

Finding sponsors is very simple and offers *incredible opportunities* for everyone involved! Ensure you have the event you and your audience expect and they will be talking about it long after the event ends – and *you* will be the hero! So, take these great tips and put your ideas into action! We'd love to help make this event perfect! We like to call this **Excellence at Work!** 😊

To book Johnna Johnson today, call 208.376-3634!