



Lurn Center
**SPONSORSHIP
OPPORTUNITIES**

Lurn Series #5
Featuring LES BROWN

LurnTM CENTER
The Transformational Home For **ENTREPRENEURS.**

Table of Contents

- About Lurn 3
- The Singal Foundation 4
- Lurn Series #5
 - *Keynote Speaker: Les Brown* 5
 - *Event Details* 6
- Lurn Series Attendee Demographics 6
- Lurn Series Sponsorship Packages 7
 - *Diamond Package* 8
 - *Platinum Package* 9
 - *Gold Package* 10
 - *Silver Package* 10
- Lurn Center Venue Layout 11
- Contact Information 12



About Lurn™

THE TRANSFORMATIONAL HOME
FOR ENTREPRENEURS.

 EDUCATE
  EMPOWER
  ENABLE

TED TALKS

Inc. 500

THE HUFFINGTON POST

CBS

BusinessWeek

amazon BEST SELLER

abc

Entrepreneur



EDUCATE Students to Create & Grow Passion-Based Businesses...



EMPOWER People With BIG IDEAS To Change The World...



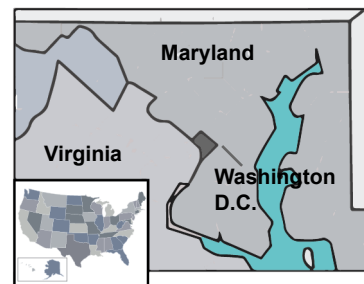
ENABLE Entrepreneurs To Be The Best They Can Be. No Matter Where They Are On Their Journey...



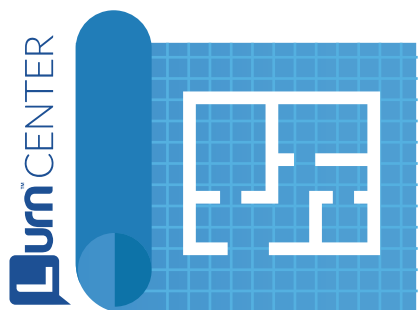
15+ Years
 PROVIDING INFORMATION
 TO ENTREPRENEURS



1,000,000+
 ENTREPRENEURS
 TRAINED WORLDWIDE



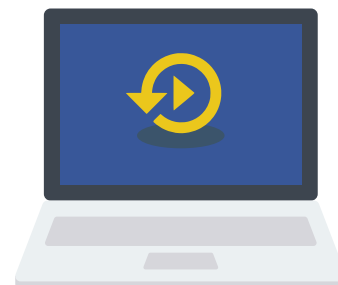
SUPPORTS **16,000+**
 ENTREPRENEURS
 IN THE DMV AREA



26,000 SQ.FT.
 STATE-OF-THE-ART FACILITY



250+ LOCAL
 ENTREPRENEURS
 ATTEND MONTHLY *Lurn Series*



10,000+ WATCH
Lurn Series REPLAYS

The Singal Foundation

Proceeds from our Lurn Series #5 will be donated to **THE SINGAL FOUNDATION***.

Currently The Singal Foundation supports two big projects, which *impact the lives of many Entrepreneurs and children* around the world.

With your Lurn Series Event sponsorship you will be *directly contributing to these two amazing causes:*



VILLAGE ENTERPRISE

Lurn and The Singal Foundation together with Village Enterprise adopt villages in East Africa.

The goal is to fund 50 businesses with a \$500 grant, in one village. This \$25,000 contribution helps raise the standard of living of 1,000+ people by over 40%.

So far, Lurn and The Singal Foundation helped fund two villages in East Africa and are currently in the process of funding a third one.

DREAM CENTRES

Lurn and The Singal Foundation build schools in the slums of Mumbai, India.

Since 2012, we have **built 9 Dream Centres supporting a total of 1,100 kids** who otherwise would receive very little to no education.

All Dream Centre students are currently raising money for a 10th school, which requires \$45,000 to get built.

**The Singal Foundation is a registered 501(c)(3) organization.*



Help others achieve their dreams and you will achieve yours.

— Les Brown

Lurn Series #5 KEYNOTE SPEAKER: LES BROWN



Les Brown is one of the *world's most renowned motivational speakers, a dynamic personality and highly-sought-after resource* in business and professional circles for Fortune 500 CEOs, small business owners, non-profit and community leaders.

For three decades Les has not only studied the science of achievement, he's mastered it by interviewing hundreds of successful business leaders and collaborating with them in the boardroom translating theory into bottom-line results for his clients.

As a premier Keynote Speaker and leading authority on achievement Les Brown energizes people to meet the challenges of the world around them. He skillfully weaves his compelling life story into the fabric of our daily lives.

Les Brown is committed to motivating and training today's generation to be achievers and leaders.

With past clients including Fortune 500 companies such as:

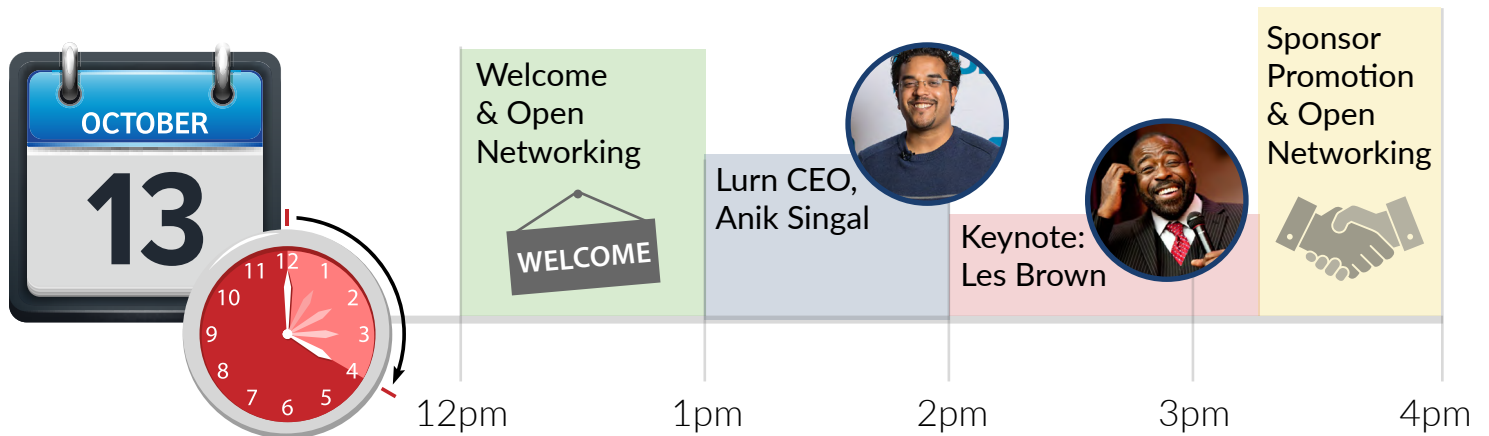


and many more...

Lurn is excited to bring this powerful Keynote Speaker to local Entrepreneurs in the DMV area.

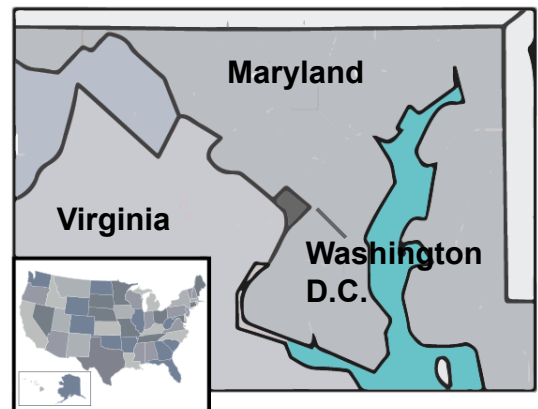
Lurn Series #5 EVENT DETAILS

Saturday, October 13, 2018 FROM 12pm - 4pm



Lurn Series ATTENDEE DEMOGRAPHICS

76%
ACTIVE ENTREPRENEURS
IN THE DMV AREA



67% Have An
ONLINE Business



27% Have An
OFFLINE Business



52% NEW BUSINESS
Owners (0-1 Years)



17% OWN BUSINESS
for Over 6 Years



Lurn Series SPONSORSHIP PACKAGES

Choose from one of our available Lurn Series Sponsorship Packages below. Here's what you get with each package at a glance:

Sponsorship Level	 DIAMOND \$7,500	 PLATINUM \$3,500	 GOLD \$1,500	 SILVER \$750
Availability	1	2	3	3
Ad Engagement	200,000	---	---	---
Special Mentions	<ul style="list-style-type: none"> • #1 Logo Spot on Event Registration Page • Appreciation Mentions in Emails • Special On-Stage Mention • Welcome Video at Live Event 	<ul style="list-style-type: none"> • #2 Logo Spot on Event Reg. Page • Appreciation Mention in Emails • On-Stage Mention 	<ul style="list-style-type: none"> • Logo on Event Reg. Page • Appreciation Mention in Email 	---
Call To Actions	<ul style="list-style-type: none"> • Your Call To Action Included in All Pre- & Post-Event Mailings • Special Call To Action During Live Event 	<ul style="list-style-type: none"> • Call To Action During Live Event 	---	---
Lurn Center Table Placement	In Front	In the Lobby	In Hall / Near Overflow	Networking Area
Flyer	Handout at Welcome	---	---	---
Number of Free Tickets	7	3	2	2
Photo Opp & Book Signing	2	1	---	---
Tickets to Lunch with Keynote Speaker	2	1	---	---
Your Logo Displayed	On Monitor in Lecture Hall	In Welcome Video	---	---
Replay Mention	In Beginning of Replay	---	---	---

Lurn Series DIAMOND Package



1 AVAILABILITY: Our Diamond sponsorship package is available to one exclusive Lurn Series Event sponsor.

ADS AD ENGAGEMENT: With the Diamond sponsorship package you can expect for your company to receive over 200,000 ad engagements as Lurn will be investing a minimum of \$5,000 in social media ad spend for this Event. With this ad spend we expect to generate about 1,000,000 impressions and over 200,000 ad engagements - *i.e. 200,000 people will view, share, like and/or comment on our Lurn Series Event ads.*

@ MENTIONS: As our exclusive Diamond Sponsor you will receive the following mentions leading up to this event, during the event, as well as after the event:

- Your logo will be placed on the top spot on our event registration page
- Appreciation Mentions in over 15 emails that our email subscribers will receive prior to the event (email list of over 16,000 subscribers)
- Special Mention During Welcome Video at the Live Event
- On Stage Mention and special Call To Action

CALL TO ACTION: With our Diamond Sponsorship package we will include your desired Call To Action into all emails that will be sent regarding this Lurn Series Event. Additionally our CEO will provide a special Call To Action live from stage on your behalf during our event.

LURN CENTER PLACEMENT: As our exclusive Diamond Sponsor your table will be placed where we expect the most traffic and congregation of people to enhance your presence at our Lurn Series Event. Please see [Lurn Center Venue Layout](#) page for more information.

FLYER: As our exclusive Diamond sponsor, we will be handing out a flyer on your behalf upon registration. All flyers and handouts must be provided to the Lurn Team at least 24 hours prior to the Lurn Series Event.

NUMBER OF FREE TICKETS: With the Diamond Sponsorship package you will receive 7 free tickets to this Lurn Series Event.

PHOTO OPP & BOOK SIGNING: As our Diamond Sponsor, you will get 2 tickets for a photo opp and book signing with our Keynote Speaker, Les Brown.

TICKETS TO LUNCH WITH KEYNOTE SPEAKER: With the exclusive Diamond Package you will receive 2 tickets to lunch with our Keynote Speaker.

YOUR LOGO: As our exclusive Diamond Sponsor your logo will be displayed on the main screen during the entire event.

REPLAY: With the Diamond sponsorship, you will receive a special mention at the beginning of the replay which approximately gets viewed by 10,000 LurnNation members.

The Diamond Sponsorship package is a \$7,500 contribution to The Singal Foundation.

Lurn Series PLATINUM Package



2 AVAILABILITY: Our Platinum Sponsorship package is available to two Lurn Series Event Sponsors.

@ MENTIONS: As our Platinum Sponsor you will receive the following mentions leading up to this event and during the event:

- Second logo placement on Event Registration Page
- Appreciation Mentions in over 15 emails that our email subscribers will receive prior to the event (email list of over 16,000 subscribers)
- On-Stage Mention during the Lurn Series Event

📣 CALL TO ACTION: With our Platinum Sponsorship our CEO will provide a Call To Action live from stage on your behalf during our event.

📍 LURN CENTER PLACEMENT: With the Platinum sponsorship you will receive a table in our lobby. This is a great placement that will receive a lot of traffic during the event. Please see [Lurn Center Venue Layout](#) page for more information.

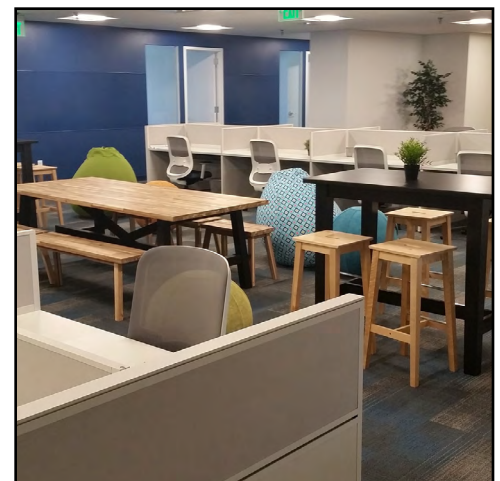
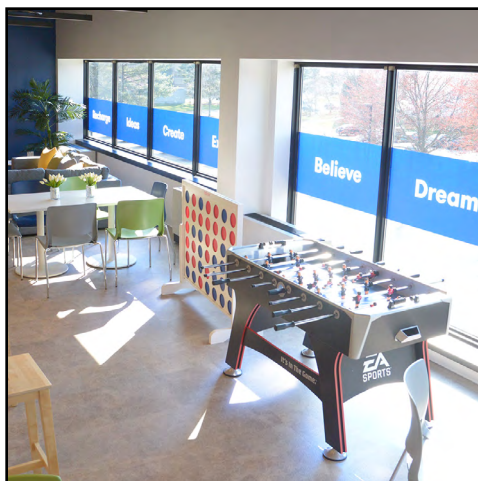
🎫 NUMBER OF FREE TICKETS: With the Platinum Sponsorship package you will receive 3 free tickets to this Lurn Series Event.

📷 PHOTO OPP & BOOK SIGNING: As our Platinum Sponsor, you will get 1 ticket for a photo opp and book signing with our Keynote Speaker, Les Brown.

🍴 TICKETS TO LUNCH WITH KEYNOTE SPEAKER: With our Platinum Package you will receive 1 ticket to lunch with our Keynote Speaker.

📷 YOUR LOGO: As our Platinum Sponsor your logo will be displayed during the Lurn Series Event Welcome Video.

The Platinum Sponsorship package is a \$3,500 contribution to The Singal Foundation.



Lurn Series GOLD Package



3 AVAILABILITY: Our Gold Sponsorship package is available to three Lurn Series Event Sponsors.

@ MENTIONS: As our Gold Sponsor you will receive the following mentions leading up to this event, during and after the event:

- Logo placement on Lurn Series Event Registration Website
- Appreciation Mentions in over 15 emails that our email subscribers will receive prior to the event (email list of over 16,000 subscribers)

📍 LURN CENTER PLACEMENT: With the Gold sponsorship you will receive a table in the hall. This is a good placement which will receive a lot of traffic as you will be near the overflow rooms for the Lurn Series Event. Please see [Lurn Center Venue Layout](#) page for more information.

🎫 NUMBER OF FREE TICKETS: With the Gold Sponsorship package you will receive 2 free tickets to this Lurn Series Event.

📄 YOUR LOGO: As our Gold Sponsor your logo will be included in the post-event Thank You Email going out to all event attendees.

The Gold Sponsorship package is a \$1,500 contribution to The Singal Foundation.

Lurn Series SILVER Package



3 AVAILABILITY: Our Silver Sponsorship package is available to three Lurn Series Event Sponsors.

📍 LURN CENTER PLACEMENT: With the Silver sponsorship you will receive a table in our networking area. Please see [Lurn Center Venue Layout](#) page for more information.

🎫 NUMBER OF FREE TICKETS: With the Silver Sponsorship package you will receive 2 free tickets to this Lurn Series Event.

The Silver Sponsorship package is a \$750 contribution to The Singal Foundation.

“When life pushes you, stand straight, smile & push it the heck back.”

- Anik Singal, CEO & Founder of Lurn, Inc. -

Lurn Center VENUE LAYOUT

LEGEND:

- D - Diamond Table
- P - Platinum Table
- G - Gold Table
- S - Silver Table



CONTACT Information

For any questions or to book your sponsorship for this Lurn Series, please reach out to Shannon Moran:



SHANNON MORAN
*Series Sponsorship Coordinator
& Executive Assistant*

EMAIL: shannon.moran@lurn.com

PHONE: (301) 928-4664

LURN CENTER HEADQUARTERS:
2098 Gaither Road
Rockville, MD 20850

*We are looking forward to partnering with
you on this Lurn Series Event!*



LurnTM CENTER

The Transformational Home For **ENTREPRENEURS.**