

Global Followership Conference March 24-26, 2023

SPONSORSHIP PACKAGE



CHRISTOPHER NEWPORT
UNIVERSITY

An Invitation

Welcome and thank you for your interest in the Global Followership Conference!

We would like to invite you to participate in the Global Followership Conference, taking place March 24-26, 2023 at Christopher Newport University. We also hope that you will consider supporting the conference financially or through in-kind support.

Followership is increasingly recognized as the complement to leadership - the two form an interconnected social process. Neither leadership nor followership is complete without considering the other, and healthy societies and organizations depend on this inherent duality.

As a sponsor, you have the opportunity to participate in our conference in person through networking with participants, as well as through distribution of promotional materials, tabling, signage, social media, public mentions during plenary sessions, on our website, and in other creative ways.

We invite you to consider our sponsorship package which contains more information about the conference as well as the benefits of partnering with us. If you have any questions, please contact us at questions@followershipconference.com. We look forward to hearing from you.

Sincerely,

Lori Throupe and Lacey Grey Hunter
Conference Co-Chairs

About the Global Followership Conference

Held at Christopher Newport University March 24-26, 2023, the Global Followership Conference explores the dynamic of leading and following in a wide variety of civic and professional contexts. Would it surprise you to learn that followership is linked to improvements of 17% to 43% on most organizational performance metrics? Or that followership is strongly linked to personal evaluations and effectiveness?

The conference promotes the study and practice of followership, leadership, and collaboration. It brings together academics, practitioners, teachers, trainers, employers, students, and HR/OD professionals to share experiences, best practices, case studies, processes, and research with a positive impact on business, organizations, projects, movements, and social causes globally.

Some of what you can expect at the conference:

- Participate in an exchange of knowledge, issues, and challenges about a comprehensive perspective on followership, leadership and interpersonal collaboration.
- Develop new knowledge about theory, research, and practice on topics that promote creative and critical ideas to global issues.
- Take away practical ideas, strategies, and field-tested approaches that can be applied to develop leadership and followership in your organization, with your clients, or with your students.
- Learn from the best followership trainers in the world. This conference will provide a unique experience for students, trainers, teachers, leaders, L&D professionals, and researchers to learn new skills.
- Learn how followership is an integrative discipline with significant implications and applications with leadership, collaboration, teamwork, inclusion and belonging, organizational culture, and more.

Sponsorship Opportunities

Below are some suggestions for sponsorship opportunities. However, we can work with you to co- create a custom plan of participation that fits your objectives.

Harbor Sponsorship	\$100-\$499	<p>What might this sponsorship support?</p> <ul style="list-style-type: none"> ● Food and beverage ● Conference special events ● Technology needs <p>What might this include?</p> <ul style="list-style-type: none"> ● Sponsor logo in conference program and on website
Navigator Sponsorship	\$500-\$1499	<p>What might this sponsorship support?</p> <ul style="list-style-type: none"> ● Audio/video equipment ● Travel expenses ● Programs and printed materials <p>What might this include?</p> <ul style="list-style-type: none"> ● Conference registration(s) ● Verbal acknowledgement at plenary sessions ● Sponsor logo in conference program and on website
Shipwright Sponsorship	\$1500-\$5000	<p>What might this sponsorship support?</p> <ul style="list-style-type: none"> ● Student scholarships ● Book Giveaways ● Speaker Fees <p>What might this include?</p> <ul style="list-style-type: none"> ● Sponsor dinner with conference hosts/speakers ● Sponsor material insert in copies of books ● Conference registration(s) ● Verbal acknowledgement at opening sessions ● Sponsor logo in conference program and on website

Why Sponsor?

The Global Followership Conference is a venue for participants to hear the most recent research in followership, develop skills to support team collaboration, and grow their own leadership skills by understanding the dynamic balance between leading and following. It is also a venue for scholars to connect around common research interests and for practitioners to exchange innovative methods in training and development. The conference is a 100% volunteer-run event and provides opportunities for university students to both participate in the event production and also attend educational sessions designed specifically for them.

Sponsorships help fund meeting spaces, digital registration tools, logistical services, food and beverage, and scholarships for students and others. Contributions from our sponsors support both a meaningful experience for all participants and also the possibility for new collaborations, publications, and knowledge production as a direct result of ideas and connections catalyzed by the conference. Sponsorship demonstrates your commitment to advancing the field of followership and raises your profile in the field.

Connect with Us

To discuss a customized sponsorship agreement for the Global Followership Conference, please reach out to us at questions@followershipconference.com.

A member of our Partnerships Committee will respond to schedule a call. We look forward to talking with you!