

Wayfinders *summit'24*

June 13-15, 2024 · Toulouse, France

Sponsorship & Representation





We're empowering women worldwide to design the life they want - and this is your opportunity to be part of it

We're breaking free from the norm and hosting a creative, dynamic and immersive experience to remember, one that will provide attendees with the knowledge and confidence on how to design a life they want. **Do you want in?**

Making a Difference

Let's start by saying that the Wayfinders Summit is not your average conference.

It is three days of over 200 like-minded and brilliant women coming together to:

- Be part of unforgettable immersive experiences to enhance self-development.
- Watch inspirational speakers that will motivate personal and professional change.
- Participate in masterclasses on how to define life goals and build the financial foundation to achieve them.
- Benefit from an amazing group of motivational trailblazers and queens.

We said the summit was different, and there are plenty of opportunities for you to generate a buzz about your brand here.

Why become a Wayfinders sponsor?

- > **Increase your brand awareness.** Through strategic brand placement you will target an audience of professional women who are seeking to design the life they want and have a desire to build a sustainable future.
- > **Build your profile.** Depending on which option you choose, you can elevate your profile by taking to the stage to present a TEDx style talk, present a masterclass or host a meet & greet.
- > **Global media promotion.** Benefit from a global marketing campaign that will include exposure across a variety of channels targeting influential and distinguished individuals.
- > **Network with industry leaders.** Engage with a number of trailblazing and leading businesses and brands to expand your professional community.
- > **Promote your brand as a part of the mission to change the world.** Showcase your values by demonstrating your support in contributing to the UN Sustainable Development Goals (SDGs) and taking tangible actions towards creating a more diverse, equitable and inclusive world to live in.

Your Sponsorship Levels

When you sponsor the Wayfinders Summit you are showing your support for a community of professional women around the globe and being an advocate for change.

You have the opportunity to become involved in a number of different ways. Choose the level of sponsorship that works best for you.

- 1 **WAYFINDER: Take Action!**
- 2 **JET SETTER: Show & Tell**
- 3 **GLOBETROTTER: Meet & Greet**
- 4 **EXPLORER: Media Only**
- 5 **ADVENTURER: Founders Unite**

Sponsorship Overview

	1 WAYFINDER Take Action!	2 JET SETTER Show & Tell	3 GLOBETROTTER Meet & Greet	4 EXPLORER Media Only	5 Adventurer Founders Unite
In the run up to the Summit:	Pricing TBD	From €5,000	From €5,000	From €2,500	From €1,000
Complimentary event registrations (number of individual tickets)	2	2	2	1	1
20% discount on a number of tickets for your network or team to attend	10	10	10	2	2
Company featured across the event channels	✓	✓	✓	✓	✓
Company featured across founders' social media channels	✓	✓	✓	✓	✓
Company logo on Wayfinders Summit website	✓	✓	✓	✓	✓
Company logo featured in event agenda online and on-site	✓	✓	✓	✓	✓
Company logo featured in email communications	✓	✓	✓	✓	✓
Spotlight on the website page	✓				
At the Summit:					
Exhibition space: 6 sqm area + a table and two chairs	✓	✓	✓	✓	
A promotional product included in the onsite promo-goody-bag	✓	✓	✓		
Company logo on stage	✓	✓	✓		
Present a TED-style talk on the main stage	✓				
Support or host an immersive activity	✓				
Present a masterclass or host a panel		✓			
Host a meet & greet			✓		

1

Wayfinder Sponsorship

TAKE ACTION: From €TBC | Benefit from maximum exposure and everything that comes along with it. Take to the stage or lead an immersive experience that will allow you to showcase your expertise and boost your profile.

Wayfinder highlight:

1. Present a TED-style talk on the main stage

Includes:

- Main hall setting, up to 200 people
- Content related to the topics of lifestyle design and/or financial planning*

2. Support a planned immersive activity

(e.g. masterclasses, wine tasting, free diving)* or suggest and organise different activities* (e.g. music, entertainment, games)

Includes:

- Intimate setting, 20-50 people
- Content related to the topics of lifestyle design and/or financial planning*

What is in it for you?

At the summit:

- Take to the stage and present a TED-style talk to the audience
- Featured in summit agenda promotion on-site
- Relevant activity publicised to all attendees
- One of your company's products included in the attendee goody bag*
- Promotional material to distribute to attendees at the summit*
- Company logo included on-screen on the main stage
- Company logo included on promotional materials in the networking areas
- We welcome two representatives from your firm to attend free of charge

In the run-up to the summit and after its conclusion:

- Spotlight and feature on the Wayfinders Summit website
- Support from the Wayfinders team to align key messages and objectives
- Your company's logo (clickable) is featured on the Wayfinders Summit Website
- Your company's logo included on email signatures before and after the summit
- A guest profile in targeted e-mail campaigns featuring the activity or speaker
- Your company is featured across the summit and founders' social media channels
- Inclusion of your company and talk in the publicised agenda for the summit
- Invite your colleagues and/or clients at a discount of 20% per ticket
- Continued support and advocacy from the Wayfinders team
- Continued support through partnership opportunities

2

Jet Setter Sponsorship

SHOW & TELL: From €5,000 | If you're looking to share your expertise, but need the right forum, then this could be it. Ideal for a masterclass or to host a panel.

Jet Setter highlight:

Choose from

1. Host a masterclass on a topic aligned to our topics

Exhibition space: 6 sqm area with a table and two chairs to showcase exhibition materials provided by the sponsor. Exhibition stands will be set up alongside the presentation space, in the back of the "Vertigo" room or the Terrasse Couverte next to the main hall

2. Host a panel linked to your topics*

Includes:

- Intimate setting
- 20-50 people
- Content related to the topics of lifestyle design and/or financial planning*

What is in it for you?

At the summit:

- Lead a masterclass or host a panel, publicised to all attendees.
- Featured in summit agenda promotion on-site
- One of your company's products included in the attendee goody bag*
- Promotional material you can distribute to attendees at the summit*
- Your company logo is included on-screen on the main stage
- Your company logo included on promotional materials in the networking areas
- We welcome two representatives from your firm to attend free of charge

In the run-up to the summit and after its conclusion:

- Highlight on Wayfinders Summit webpage
- Support from the Wayfinders team to align key messages and outcomes
- Your company's logo (clickable) is featured on the Wayfinders Summit Website
- Your company's logo included on email signatures before and after the summit
- A guest profile in targeted e-mail campaigns featuring the activity or speaker
- Your company is featured across the summit and founders' social media channels
- Invite your colleagues and/or clients at a discount of 20% per ticket
- Continued support and advocacy from the Wayfinders team

3



Globetrotter Sponsorship

MEET & GREET: From €5,000 | Perhaps you're launching a new product, have a story to share or want to engage with this specific audience of professional women, this level allows you to host a small, intimate gathering. The Coco Universe is the ideal blend of modern meets chic with a number of gorgeous meeting rooms that are perfect for hosting a meet & greet.

Globetrotter highlight:

Host a meet & greet in the Coco Universe*

Includes:

- Intimate setting
- Seating up to 20 people
- Exhibition space: 6 sqm area with a table and two chairs to showcase exhibition materials provided by the sponsor. Exhibition stands will be set up alongside the presentation space, in the back of the "Vertigo" room or the Terrasse Couverte next to the main hall
- Value-added content relevant to lifestyle design and/or financial planning*

What is in it for you?

At the summit:

- Host a meet & greet to a small group, or we'll help you to publicise it further for bigger numbers.
- Featured in summit agenda promotion on-site
- One of your company's products included in the attendee goody bag*
- Promotional material you can distribute to attendees at the summit*
- Your company logo is included on-screen on the main stage
- Your company logo included on promotional materials in the networking areas
- We welcome two representatives from your firm to attend free of charge

In the run-up to the summit and after its conclusion:

- Highlight on Wayfinders Summit webpage
- Support from the Wayfinders team to align key messages and outcomes
- Your company's logo (clickable) is featured on the Wayfinders Summit Website
- Your company's logo included on email signatures before and after the summit
- A guest profile in targeted e-mail campaigns featuring the activity or speaker
- Your company is featured across the summit and founders' social media channels
- Inclusion of your meet & greet in publicised agenda for the summit
- Invite your colleagues and/or clients at a discount of 20% per ticket
- Continued support through partnership opportunities

4

Explorer Sponsorship

MEDIA ONLY: From €2,500 | This is an ideal package if you're starting out and looking to grow your audience and increase brand recognition, or have a new product to shout about. Your exhibition stand allows you to display your products and be in prime position for holding conversations with attendees who can find out more about you and who you are.

Explorer highlight:

Includes:

- **Exhibition space:** 6 sqm area with a table and two chairs to showcase exhibition materials provided by the sponsor. Exhibition stands will be set up alongside the presentation space, in the back of the "Vertigo" room or the Terrasse Couverte next to the main hall

What is in it for you?

At the summit:

- Your company logo is included on-screen on the main stage
- Your company logo is included on promotional materials in the networking areas
- We welcome one representative from your firm to attend free of charge

In the run-up to the summit and after its conclusion:

- Your company's (clickable) logo is featured on the Wayfinders Summit Website
- Your company's logo included on email signatures before and after the summit
- A guest profile in targeted e-mail campaigns featuring the activity or speaker
- Your company is featured across the summit and founders' social media channels
- Continued support through partnership opportunities
- Invite your colleagues and/or clients at a discount of 20% per ticket

5

Adventurer Sponsorship

FOUNDERS UNITE: From €1,000 | The summit is not just for CEOs and big well-known brands; everyone is welcome here and we believe that founders and entrepreneurs who are just starting out need a seat at the table too. This option allows you to take your product or idea to an external audience and connect with others.

Adventurer highlights:

Includes:

- Assigned space at the Mos Talosa event space, to enable 1-2-1 meetings with attendees
- Attendees can book you directly through Wayfinders Calendly bookings

What is in it for you?

At the summit:

- Deliver 1-2-1 coaching
- Benefit from pre-bookings
- We welcome one representative from your firm to attend free of charge

In the run-up to the summit and after its conclusion:

- Your company's (clickable) logo is featured on the Wayfinders Summit Website
- Your company's logo included on email signatures before and after the summit
- A guest profile in targeted e-mail campaigns featuring the activity or speaker
- Your company is featured across the summit and founders' social media channels
- Continued support through partnership opportunities
- Invite your colleagues and/or clients at a discount of 20% per ticket

Dive into the detail

For all interactive activities, you will have complete support and advice from the Wayfinders team to align on key messages.

> Host a meet & greet

Represent your brand with a social event or session where attendees can meet & greet your company leaders or influencers.

Provide attendees with a chance to briefly meet the guest of honour, engage in casual conversation, take photographs, and conduct personalised interactions.

Create a memorable and personal gathering for attendees, fostering a sense of connection and excitement.

> Present a TED-style talk on the main stage

The stage is yours for 10-15 minutes to deliver a relevant and thought-provoking talk.

Communicate a complex idea, share an educational story, or convey valuable insights in a concise and accessible manner.

Inspired by the popular TED conferences, this is your chance to shine and ensure that the attendees remember your message through this powerful tool for sharing knowledge and providing an invaluable takeaway.

> Present a masterclass

- Host an in-depth and focused educational session or workshop.
- Whether the masterclass is led by yourself or another expert from your organisation, you can provide participants with a unique opportunity to learn advanced techniques and refine their skills in life design or building wealth.

> Host a panel

Invite a panel of experts to join us on-site to lead and moderate a discussion on a relevant topic.

Facilitate the conversation and encourage your group to ask thought-provoking questions, and ensure that the panellists engage in a meaningful and informative exchange of ideas.

Create an environment to explore different viewpoints, and deepen understanding, fostering a dynamic and engaging discussion that educates, entertains, and inspires the attendees.

> Support or host an immersive activity

Go beyond traditional passive experiences and support one of the many immersive activities on site, or create and host one yourself.

Support or host an immersive activity that stimulates attendees' senses, emotions, and creativity.

The aim here is to fully absorb participants in a captivating and interactive environment that results with an impactful learning moment.

*Requirements:

All content is subject to approval by event organizers.

Sponsor to provide approved logo and information.

Sponsor can provide optional promotional products, e.g. something useful to attendees such as free app subscriptions, phone covers, gadgets, journals, etc.

No sales pitches or product promotion.

A Perfect Venue to Access

An unforgettable venue perfect for a global gathering, **Mas Tolosa** is a unique venue space with exceptional character.

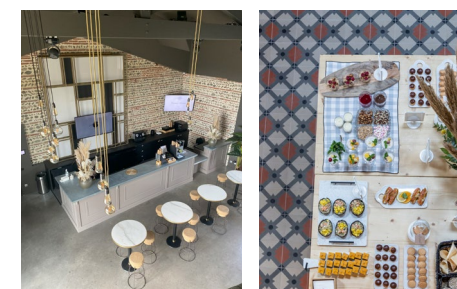
Located on the outskirts of Toulouse, it is ideally suited to host the Wayfinders Summit in 2024.

This fully renovated French farm estate combines the authenticity and character of the buildings with modern facilities.

There are rooms and spaces for every sponsor to best represent themselves during the summit and showcase their creativity. **It won't disappoint.**



The Space



About us

We are three women who love the idea of actively designing our lifestyles and taking the leap – be that moving countries, building our careers, or connecting with inspirational humans.

We believe empowerment, inspiration, and actionable knowledge are the key to financial freedom. **Add a dash of fun, and you're onto a real winner.**

When you opt to sponsor the Wayfinders Summit, you are instantly gaining new advocates and we will work alongside you and your team to shape your sponsorship.

With decades of experience in business, coaching, event management, marketing and data analytics, we will deliver a memorable, entertaining, and thought-provoking transformative journey for our attendees.

Contact us to discover the level of engagement that's right for you:

sponsor@wayfinderssummit.com



> Raj Hayer

TEDx Speaker. TEDx Speaker.
CEO & founder. Executive coach
Queen of connection!



> Maren Seitz

Marketing magician.
Strategy creator. Public speaker.
Explorer of boundaries.



> Victoria Gibson

Journalist. Award-winning
marketing expert. Media and
brand consultant. Travel autho.