

COLORADO COUNSELING ASSOCIATION

Presents

Shawn Achor

The Happiness Advantage:
Linking Positive Brains to Performance



Sponsorship Packet

Wednesday, October 21st, 7pm – 9pm

Paramount Theatre, Denver, CO

VIP Only – 5pm – 6pm

Doors Open to General Public at 6pm

Event Manager: SBoyd@ColoradoCounselingAssociation.org

Dear Friend,

The Colorado Counseling Association is a professional mental health community representing more than 20,000 providers here in Colorado. We are committed to advocating on behalf of all mental health providers and those we serve, our communities in both rural and urban regions of Colorado.

In the last year, our membership has grown more than 100%, which has strengthened our resources and legislative advocacy efforts. We plan to use our growing resources to increase education, grants and scholarships, and legislative advocacy at the state and federal level.

The following materials outline our available sponsorship levels which are intended to help you market your services while at the same time support the Colorado Counseling Association, a 501(c)3 non-profit.

Please send me questions at SBoyd@ColoradoCounselingAssociation.org.

Thank you in advance for your consideration of these sponsorship opportunities.

Warmly,

Sean Boyd, MA, LPC

Executive Director,

Colorado Counseling Association

About the Event

Featured Speaker, Shawn Achor

(Achor is pronounced A-kor, like a core of an apple)

Shawn Achor is the *New York Times* bestselling author of *The Happiness Advantage* and *Before Happiness*. He spent 12 years at Harvard, where he won over a dozen distinguished teaching awards, and delivered lectures on positive psychology in the most popular class at Harvard. Shawn graduated *magna cum laude* from Harvard and earned a Masters from Harvard Divinity School in Christian and Buddhist ethics.

Shawn has since become one of the world's leading experts on the connection between happiness and success. Shawn has now worked with over a third of the Fortune 100 companies, and with places like the NFL, the Pentagon and the U.S. Treasury. To do his work, Shawn has traveled to 51 countries, speaking to farmers in Zimbabwe, CEOs in China, doctors in Dubai and schoolchildren in South Africa. Earlier this year, Oprah Winfrey did a two hour interview with Shawn on the science of happiness and meaning. His research on happiness made the cover of *Harvard Business Review*, his TED talk is one of the most popular of all time with over 10 million views, and his lecture airing on PBS has been seen by millions.

Program

Peak Performance

The Happiness Advantage: Linking Positive Brains to Performance

Most companies and schools follow this formula: if you work harder, you will be more successful, and then you will be happy. This formula is scientifically backward. A decade of research shows that training your brain to be positive at work first actually fuels greater success second. In fact, 75% of our job success is predicted not by intelligence, but by your optimism, social support network and the ability to manage energy and stress in a positive way. By researching top performers at Harvard, the world's largest banks, and Fortune 500 companies, Shawn discovered patterns which create a happiness advantage for positive outliers—the highest performers at the company. Based on his new book, *The Happiness Advantage* (September 2010 from Random House), Shawn explains what positive psychology is, how much we can change, and practical applications for reaping the Happiness Advantage in the midst of change and challenge.

Reviews of Shawn Achor

“Our expectations for Shawn’s talk at our recent H.R. Conference was quite high, given what I had seen of his “TED” talk and having read much of *The Happiness Advantage* – and all those expectations were exceeded! While I knew the content would be powerful and anticipated the delivery would be engaging, I underestimated the positive impact it would have on the audience beyond the conference. The attendees have been quite energized and have begun taking actions to be happier and more grateful in their own lives. Further, while the learning will be applicable at our workplace, I think the attendees felt the impact was transferable to all aspects of their lives (and their families).”

The Wendy’s Company

"We have used Shawn globally to deliver workshops for our Managing Director and Executive Director audiences (both individuals and intact teams); as an estimate he has presented to close to 1000 people at this level at UBS. We are pretty selective about whom we would put in front of this level of audience but Shawn never disappoints. The feedback from the seminars he has run for us is amongst the best across any of the training courses we deliver (from memory over 95 per cent of this audience would recommend the training to peers). Shawn has partnered exceptionally well with UBS to tailor his materials and research to our needs. He is always open to feedback and ideas."

UBS

“Shawn Achor is a talented and engaging speaker. He has the ability to reach his audience through a unique combination of humor and real life experiences intertwined with results from his extensive research on happiness that brings credibility and validity to his message, which should resonate with any individual or company that values continuous improvement and strives for peak performance. I highly recommend Shawn Achor as both a speaker and an author. I am happier as a result of Shawn's positive influence on my life and family.”

Corning Credit Union

"Shawn's presentation on happiness was absolutely amazing! Funny, engaging, smart, optimistic, and practical, Shawn inspired us to shift the way that we look at the world, and to make simple yet powerful changes in our own lives. His uplifting message had a positive impact on those who attended – the feedback we've received has been extraordinary, and people are still talking about his presentation!"

Goodwin Procter LLP

“Shawn Achor brings the science, research, and factual data behind why happiness happens and teaches how to reproduce happiness. Shawn will bring a new perspective on happiness by presenting a new lens that eliminates traditional “normal” worldly view on why we are happy, in exchange for a scientific, fact based, process any person can use to create real happiness in their own life.”

Jimmy John’s

About the Paramount Theatre

1621 Glenarm Place
Denver, CO 80202

The Paramount theatre is conveniently located in the heart of downtown Denver, steps from the 16th Street pedestrian mall, Denver Pavilions, and a host of fine restaurants and bars.

The venue has a total seating capacity of 1865.

Website: ParamountDenver.com

Sponsorships

Increase your visibility, build brand awareness and create new leads.

From 5:00pm – 6:00pm, we will host a private VIP event at the venue, which will offer VIP ticket holders a drink comp voucher, food (cash-bar), and exclusive networking with sponsors.

Doors Open to General Public at 6:00pm

Title Sponsor: \$10,000 (One Available)

- 10 VIP Seats
- Access to entire contact list of audience
- Standard Size Booth Table for Marketing Display
- 2-3 minutes with entire audience at start of program to market services
- Introduction of Shawn Achor
- Power-point slide advertisement displayed to audience
- Recognized on Event Post-Card Mailer (21,000 Addresses)
- 220x220 banner ad on website with link to your site

Gold Sponsor: \$2,500 (Five Available)

- 10 VIP Seats
- Standard Size Booth Table for Marketing Display
- Power-point slide advertisement displayed to audience
- Recognized on website and social media

Silver Sponsor: \$1,000 (Seven Available)

- 5 VIP Seats
- Power-point slide advertisement displayed to audience
- Recognized on website and social media

Bronze Sponsor: \$500 (Ten Available)

- 2 VIP Seats
- Power-point slide recognition of company logo displayed to audience
- Recognized on website and social media

Essential Information

Booth Set Up

Title and Gold Level Sponsors are permitted to set up their booth beginning at 4:00pm the day of the event. This is a total of 6 sponsor booths available for these two levels, promoting greater visibility.

VIP Event

5:00pm – 6:00pm, day of event

Location of Expo

Pre-function space outside of theatre seating area

Contact Information

Sean Boyd

SBoyd@ColoradoCounselingAssociation.org

Important Dates

June 15th, 2015

Sponsorships available.

August 1st, 2015

Deadline for Title Sponsorship if wanting to be included in post-card mailer to 21,000 addresses.

October 10th, 2015

Deadline for all Sponsorship levels.