

KEYSER INSURANCE GROUP PRESENTS

# IMPACTU

JULY 10 & AUGUST 7, 2019

# IMPACTU

At Keyser we care for our clients like no one else. That means spending time with them to learn about who they are and what they need. It means doing things differently and providing value beyond what they ever pay for.

## What ImpactU Is

ImpactU is an education series we've designed to give our clients, future clients and other leaders a strategic business advantage. Our goal is to provide learning opportunities that enable people to make an immediate and meaningful impact on multiple areas of their business.

## ImpactU 2019

For the first time there are three generations in the workplace: Baby Boomers, Generation X and Millennials. This presents interesting challenges and often leaves leaders with more questions than answers: What makes each generation tick? What do they want? What do they need? How can we help them be and feel successful? Why does any of this even matter?

**On July 10**, nationally-renowned researcher, author and talk show host Chuck Underwood, one of the pioneers who created, developed and popularized the field of generational study, will present an in-depth overview and analysis of the three generations in the workplace — Baby Boomers, Generation X and Millennials — and facilitate an interactive panel discussion featuring members of each generation.

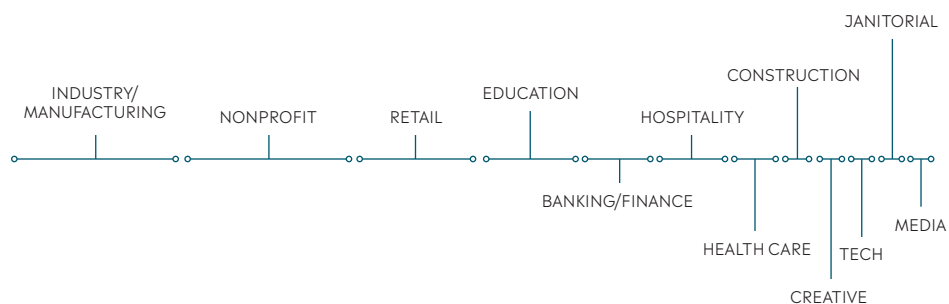
**On August 7**, Underwood returns to teach a leadership training program exclusively for Generation X (people born between 1965 and 1981), the first of its kind in the nation. In this program — designed with this generation's unique characteristics and preferences in mind — members of Gen X (and Gen X only) will learn how to:

- Maximize the strengths of Gen X
- Minimize the weaknesses of Gen X
- Effectively lead other generations
- Effectively lead other members of Gen X

## Who Attends

In 2018 about 75 people attended ImpactU, including C-Suite, upper-level management and decision makers. Of those who completed a feedback survey, 100 percent said they'd attend again.

## Represented Industries



# \$8,000 PRESENTING

## THE OPPORTUNITY ONE AVAILABLE

Three seats at each session

Digital logo recognition at both sessions

**SOLD**

Opportunity to display own banner/signage at both sessions

Verbal recognition at both sessions

Recognition on invitation and promotional materials

Logo recognition on website and social media

**Sponsorship commitments cover both ImpactU 2019 learning opportunities.**



# \$2000 VENUE

## THE OPPORTUNITY ONE AVAILABLE

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Two seats at both sessions

Digital logo recognition at both sessions

Logo recognition on website and social media

Logo on signage at welcome table

**Sponsorship commitments cover both ImpactU 2019 learning opportunities.**



# \$2000 FOOD & BEV

## THE OPPORTUNITY ONE AVAILABLE

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Two seats at both sessions

Digital logo recognition at both sessions

Logo recognition on website and social media

Logo on signage at food and beverage station

**+\$250** Opportunity to have logo on reusable plastic cup

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**Sponsorship commitments cover both ImpactU 2019 learning opportunities.**



# \$500 GENERAL

## THE OPPORTUNITY

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Digital logo recognition at both sessions

Logo recognition on website

**Sponsorship commitments cover both ImpactU 2019 learning opportunities.**



# IMPACTU 2019 SPONSORSHIP AGREEMENT

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CONTACT NAME

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EMAIL

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SPONSORSHIP LEVEL

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SPONSORSHIP AMOUNT

+\$250 ADD ON?  Y  N (BEV SPONSOR ONLY)

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