



20
24

SPONSORSHIP PROPOSAL

THE FACE OF ILLNESS CO-OP PRESENTS:

OPERATION IMPACT



A 501(C)(3) CHARITABLE ORGANIZATION
IRC SECTION 170(B)(1)(A)(VI)

WWW.OPERATIONIMPACTTOUR.ORG

A FIRST-OF-ITS-KIND SPEAKER SUMMIT AND TOUR
WITH DIRECT COMMUNITY BENEFIT

PREPARED BY
CHERI SOTELO

ABOUT THE EVENT



EVENT FOCUS TOPICS

- Business Development & Entrepreneurship
- Wellbeing & Psychological Success Strategies
- Technology & Resources
- Corporate Social Responsibility & Leadership
- Personal Development
- Becoming a Coach
- Transformation & Empowerment
- Women In Business
- Expert Panel: Joint Ventures

EVENT LOCATIONS

Las Vegas, NV

Los Angeles, CA

San Diego, CA

Phoenix, AZ

Santa Fe, NM

San Francisco, CA

Chicago, IL

These 7 cities will each host a speakers summit & training event.

A Fundraising Awards Gala will be held in Las Vegas, NV for Sponsors, Donation Recipients, and Honorable Mentions.

A Finale Veterans Ball will be held in Las Vegas, NV.

LEADING FROM THE LAST BREATH

SPEAKER HIGHLIGHT - MARK RODRIGUEZ



Imagine hearing on Christmas Day, “I’m so proud of you, brother.” from your hero, the one person you aspired to be like all of your life. What a priceless gift to receive. Then four hours later, answering the phone to hear the most breathtaking news. Your older brother, your idol, passed away sometime after you just spoke to him. The very condition that you shared as a result from lifelong careers as stonemasons finally consumed him. Silicosis fibrosis is a type of pulmonary fibrosis, a lung disease caused by breathing in tiny bits of silica, a common mineral found in sand, quartz and many other types of rock. Silicosis mainly affects workers exposed to silica dust in jobs such as construction and mining. Over time, exposure to silica particles causes scarring in the lungs, which can harm your ability to breathe. This is untreatable by most standards of medical care. Lung transplants are the best-known intervention to date.

Mark Rodriguez, a lifelong Santa Fe, New Mexico resident, and one of nine siblings is the only known living two-time double lung transplant stonemason. Like his older brother, he too has silicosis fibrosis. This once celebrated collegiate athlete hinges on life's scoreboard of reality every day. On Christmas day, Mark felt one of the biggest losses since he had his first set of lungs removed. Mark’s oldest brother elected to not have the lung transplant when it was recommended after diagnosis.

Devastated by losing his mother and now his brother within the same year, Mark stands stronger than ever and stated that he is ready to take on stages nationwide and dispel the myth that illness holds you back. As a featured speaker and the catalyst for the development of The Operation IMPACT Tour, Mark will unveil an unprecedented, first-hand account of life’s transformation post-surgery.

Mark not only speaks to the physical trauma and recovery of enduring two lung transplants but also the psychological toll it takes on a person that knows that they are fleeing from death’s grasp. Remarkably, there isn't the somber sound hovering over the ears of the captivated audience as he tells of the steps as he walked towards heaven’s gates. Rather, you will see an impacted crowd ready to take action over their own lives because Mark inspires and empowers the Warrior within each person.

Just as important as the message to the people that attend his talks, Mark has decided that it is time to integrate safety measures and education for companies regarding silicosis fibrosis. Mark, his older brother Ronnie, and countless others have acquired this life-threatening condition through doing nothing more than being a dedicated worker throughout their adult life. This is far too common of an occurrence in these industries.

Mark will be leading the way to igniting changes in safety and awareness for companies to ensure that their workers and their families do not have to feel the impact of such a tragedy of a permanent diagnosis. And for those that are already living with these, and similar, type of conditions, Mark created a one-of-a-kind transformational stage presentation and coaching program that brings life and purpose back to what may once have felt like a hopeless trail of defeat.

In Honor of Ronnie “Rondo” Rodriguez, Operation IMPACT has added a permanent Memorial Scholarship Award that represents the “Courage, Bravery, and Dedication” of the Rodriguez brothers. For more information about where to hear Mark Rodriguez, visit www.operationimpacttour.org.

The Operation IMPACT Tour is brought to you by The FACE OF ILLNESS CO-OP, a 501(c)(3) organization. If you are interested in contributing to the Ronnie Rodriguez Scholarship Award, please email info@operationimpacttour.org . Contributions are tax deductible under IRC 170(b)(1)(A)(vi).

EIN 92-3966987



WHO WE ARE AT OPERATION IMPACT

WE ARE:

Thought Leaders:

- Operation IMPACT is driven by thought leaders who bring a wealth of knowledge and expertise in various fields.
- Speakers are recognized for their innovative thinking and contributions to their respective industries.

Mentors:

- Every person involved in Operation IMPACT serves as a mentor, actively engaging with the community to provide guidance and support.
- Speakers act as mentors, sharing their experiences and insights to inspire and empower attendees.

Entrepreneurs:

- The collective force behind Operation IMPACT includes entrepreneurs who have demonstrated success in business and have a passion for community development.
- Speakers, many of whom are entrepreneurs, contribute not only financially but also share entrepreneurial wisdom and strategies.



WHO WE ARE AT OPERATION IMPACT

WE ARE:

Difference Makers:

- Operation IMPACT is a collaboration of individuals who are committed to making a positive difference in communities.
- Speakers are not just participants; they are actively involved in creating change by sharing their knowledge and expertise.

Commitment to Community:

- Every person involved in Operation IMPACT has made a commitment to the community, banding together to create a unique speaker and training summit.
- This commitment goes beyond the event, aiming to leave a lasting impact on the cities around the country.

Diverse Speaker Backgrounds:

- Speakers represent diverse backgrounds, including business leaders, entrepreneurs, professional coaches, authors, and motivational speakers.
- The diversity of speakers ensures a well-rounded and comprehensive learning experience for the community.



WHO WE ARE AT OPERATION IMPACT

WE ARE:

Financial Contributors:

- Each speaker has paid to participate in the event, contributing financially to fund part of the venue location cost.
- Operation IMPACT emphasizes a collaborative funding model, where speakers play an integral role in supporting the initiative.

Volunteer Spirit:

- Speakers and contributors understand the value of giving back and volunteer additional time to provide training sessions with scholarship recipients.
- This voluntary commitment showcases a spirit of generosity and a genuine desire to contribute to the growth of others.

No Compensated Speakers or Vendors:

- Operation IMPACT operates on a model where neither speakers nor vendors are compensated for their participation.
- This commitment ensures that the focus remains on the community and the shared goal of fostering growth and prosperity.



WHO WE ARE AT OPERATION IMPACT

WE ARE:

Legacy Builders:

- Collectively, Operation IMPACT aims to leave a legacy by teaching future generations that success is achieved through collaborative efforts.
- The emphasis is on education, training, genuine care, and compassion as the pillars for building a strong foundation for future success.

Genuine Care and Compassion:

- Operation IMPACT's ethos is rooted in genuine care and compassion for the well-being of the community.
- Speakers and contributors are driven by a shared belief in the transformative power of education, mentorship, and collaborative efforts.



WHEN IS EACH EVENT

EVENT DAY

- 8:00 AM – 8:55 AM Registration Check-In
- 9:00 AM – 9:15 AM Welcome and Opening Messages
- 9:20 AM – 10:00 AM 40-Minute Speaker
- 10:05 AM – 10:15 AM Break (Vendor Highlight)
- 10:20 AM – 10:50 AM 30-Minute Speaker
- 11:00 AM – 11:15 AM 15-Minute Speaker Spotlight
- 11:20 AM – 12:00 PM 40-Minute Speaker
- 12:00 PM – 1:00 PM ---LUNCH--- (Scholarship Lunch & Learn Session)
- 1:00 PM – 1:15 PM 15-Minute Speaker Spotlight
- 1:20 PM – 2:00 PM 40-Minute Speaker
- 2:05 PM – 2:15 PM Break (Vendor Highlight)
- 2:20 PM – 2:50 PM 30-Minute Panel Discussion
- 3:00 PM – 3:15 PM 15-Minute Speaker Spotlight
- 3:20 PM – 3:50 PM 30-Minute Speaker
- 3:50 PM – 4:00 PM Closing Remarks
- 4:00 PM - 5:00 PM Scholarship Recipient Additional Training and Resources
- 5:00 PM – 7:00 PM Networking Mixer

TENTATIVE DATES*

Las Vegas, NV - 04/24/24

Los Angeles, CA - 08/28/24

San Diego, CA - 02/28/24

Phoenix, AZ - 03/27/24

Santa Fe, NM - 05/29/24

San Francisco, CA - 07/31/24

Chicago, IL - 06/26/24

Awards Gala - 09/15/24

Las Vegas, NV for Sponsors,
Donation Recipients, and
Honorable Mentions.

Veterans Ball - 11/02/24

Las Vegas, NV

*Tentative Dates are based
on anticipated weather.



WHY SPONSORSHIP MATTERS

Community Investment:

- Sponsorship reflects a tangible commitment to investing in the well-being and prosperity of the local community.
- It demonstrates corporate social responsibility by actively contributing to positive community initiatives.

Brand Visibility and Recognition:

- Sponsors receive prominent visibility through event branding, contributing to increased brand recognition within the community.
- Media exposure, including press releases and digital media tours, provides an extensive platform for showcasing sponsors.

Positive Public Relations:

- Sponsoring Operation IMPACT aligns businesses with a socially impactful and community-driven event, enhancing their public image.
- Positive public relations result from association with a First-Of-Its-Kind summit dedicated to community empowerment.

Networking Opportunities:

- Sponsors gain exclusive access to networking opportunities during the event, connecting with influential speakers, vendors, and community leaders.
- Collaborative initiatives fostered through sponsorship can lead to valuable business relationships and partnerships.



WHY SPONSORSHIP MATTERS

Employee Engagement and Morale:

- Supporting a community-focused event enhances employee morale by showcasing the company's commitment to social causes.
- Employee engagement can be amplified through volunteer opportunities or involvement in event activities.

Demonstrated Corporate Values:

- Sponsorship allows businesses to align their brand with the values of Operation IMPACT, emphasizing a commitment to education, community empowerment, and inclusivity.
- It provides a platform to showcase a company's dedication to making a positive impact beyond its core operations.

Reach Target Demographics:

- Operation IMPACT's diverse audience provides sponsors with an opportunity to reach specific target demographics based on the event's theme and focus.
- Exposure to a broad audience, including veterans, young adults, and community leaders, enhances the relevance of sponsor messages.

Market Differentiation:

- Sponsoring a unique and innovative event like Operation IMPACT differentiates businesses from competitors in the market.
- It positions sponsors as leaders in supporting community-driven initiatives, creating a distinct market presence.



WHY SPONSORSHIP MATTERS

Association with Influential Figures:

- Sponsors gain association with high-profile speakers, influencers, and organizations participating in Operation IMPACT.
- This association elevates sponsors' credibility and reinforces their standing within the community.

Contribution to Educational Opportunities:

- Sponsorship directly contributes to the provision of training and education scholarships, making a tangible impact on individual lives and community development.
- It aligns with corporate goals of investing in education and skill development for the broader benefit of society.

Legacy of Positive Change:

- Sponsoring Operation IMPACT allows businesses to contribute to a lasting legacy of positive change within the community.
- It positions sponsors as catalysts for sustainable community development through continuous support of initiatives like this speaker summit.



SCHOLARSHIP EVENT DETAILS

SCHOLARSHIP ATTENDEES



FULL SUMMIT ENTRY

Each recipient will receive full access to the all-day summit.



LUNCH AND LEARN

Catered Lunch & Learn Workshop to enhance development.



POST-SUMMIT WORKSHOP

Additional training workshop in Personal & Business Development Planning.

QUALIFICATIONS & OUTCOMES



WHO QUALIFIES

Veterans, Women, College Enrollees, Transitional Age Young Adults



SELECTION PROCESS

Each applicant must apply and provide supporting documentation of their qualification.



DATA COLLECTION

Recipients will each be provided with resources and follow-up for 1 year to ensure continued success.



WHAT SCHOLARSHIPS PROVIDE

INCLUDED IN OPERATION IMPACT SCHOLARSHIPS:

Event Access:

- Full access to the 1-day Speaker Summit and Training Event, featuring presentations by high-profile speakers and organizations.
- Inclusion in all scheduled activities, including welcome messages, speaker presentations, and panel discussions.

Lunch & Learn Session:

- Exclusive participation in a special "Lunch & Learn" session with select speakers during the event.
- Provides an opportunity for in-depth engagement with speakers, fostering mentorship and knowledge exchange.

Additional Training Session:

- An extra training session from 4:00 PM to 5:00 PM, focusing on skills development, resume reviews, business models, interview techniques, entrepreneurship, and accessing community resources.
- Tailored content to enhance the scholarship recipients' personal and professional development.

Access to Networking Mixer:

- Optional attendance at the Networking Mixer from 5:00 PM to 7:00 PM, offering networking opportunities with speakers, sponsors, and fellow community members.



WHAT SCHOLARSHIPS PROVIDE

INCLUDED IN OPERATION IMPACT SCHOLARSHIPS:

- A relaxed environment for social interactions and potential collaborations.

Online Course Donation:

- A complimentary online course donated by The Psych Series, valued at \$1500, provided to all scholarship recipients.
- The course aims to further the recipients' personal and professional development, aligning with the educational dimension of wellness.

Skills Development:

- Specialized sessions during the additional training and Lunch & Learn sessions focusing on skills development relevant to the recipients' career goals.
- Practical guidance on enhancing skills such as communication, leadership, and professional conduct.

Resume Reviews:

- Personalized resume reviews conducted during the training sessions to assist scholarship recipients in refining their professional profiles.
- Guidance on creating impactful resumes tailored to their individual career aspirations.



WHAT SCHOLARSHIPS PROVIDE

INCLUDED IN OPERATION IMPACT SCHOLARSHIPS:

Business Models and Entrepreneurship:

- Insights into business models and entrepreneurship shared during the additional training session.
- Practical advice on starting and managing businesses, fostering an entrepreneurial mindset among scholarship recipients.

Community Resource Access:

- Information and access to local community resources provided during the training sessions.
- Guidance on utilizing available resources to support personal and professional growth within the community.

Equal Opportunity Criteria:

- Scholarships awarded based on meeting a minimum criterion, ensuring equal representation of veterans, women, transitional age young adults (21-28), and full-time college students.
- A formal application process requiring demographic information, verification of minimum criterion, and a written statement from each applicant.

Voluntary Speaker Participation:

- Voluntary participation of speakers in training sessions with scholarship recipients, offering mentorship and sharing their expertise.



WHAT SCHOLARSHIPS PROVIDE

INCLUDED IN OPERATION IMPACT SCHOLARSHIPS:

- Speakers contribute to the recipients' development without financial compensation, emphasizing the collaborative and supportive nature of Operation IMPACT.

Media Waiver for Participation:

- All scholarship recipients must sign a media waiver for participation, allowing for the documentation and sharing of their experiences.
- Ensures transparency and compliance with media-related activities during the event.

SPEAKERS EVENT DETAILS

40-MINUTE SPEAKER TALKS



BUSINESS DEVELOPMENT

Covering areas of business development and entrepreneurship



TECHNOLOGY & RESOURCES

Discover new technology and resources for success



WOMEN IN BUSINESS

Hear more about women in business and leadership

30-MINUTE SPEAKER TALKS



TRANSFORMATION

Transformational speakers bring in a range of inspiring topics for all attendees



SUCCESS STRATEGIES

Learn about wellbeing and creating success strategies for both personal and business endeavors



PERSONAL DEVELOPMENT

Mindset matters for everyone of all ages and levels of leadership



HOW SPEAKERS IMPACT US

THE IMPACT OF SPEAKERS ON COMMUNITIES:

Economic Impact:

- **Training and Education Scholarships:** Operation IMPACT is committed to training approximately 220 citizens per city, with a follow-up to measure implementation rates among scholarship recipients. This not only enhances the economic prospects of individuals but also contributes to the overall economic development of the community.
- **Business Recognition:** Sponsorship by businesses demonstrates a commitment to community welfare, creating a positive economic impact by fostering growth and prosperity.

Social Impact:

- **Community Empowerment:** By providing access to high-profile speakers and organizations, Operation IMPACT empowers community members to enhance their well-being across various dimensions. This social empowerment contributes to a sense of community cohesion and support.
- **Diverse Speaker Lineup:** Featuring speakers from different backgrounds and organizations ensures a diverse range of perspectives, fostering inclusivity and understanding within the community.



HOW SPEAKERS IMPACT US

THE IMPACT OF SPEAKERS ON COMMUNITIES:

Educational Impact:

- **Knowledge Dissemination:** The speaker presentations cover a spectrum of topics, delivering valuable knowledge to attendees. This aligns with the intellectual dimension of wellness, promoting continuous learning and personal development.
- **Scholarship Opportunities:** The scholarship program not only makes education accessible but also provides additional training sessions, including skills development, resume reviews, and business models, enhancing the educational dimension of wellness.

Occupational Impact:

- **Networking Opportunities:** The Networking Mixer offers attendees the chance to connect with speakers, sponsors, and fellow community members, fostering occupational well-being through potential collaborations and opportunities.
- **Vendor Participation:** Vendors contribute to the occupational dimension by showcasing their products and services, creating networking opportunities and potential business growth.

Physical Impact:

- **Wellness Breaks:** Scheduled breaks during the event promote physical well-being, allowing attendees to recharge and maintain focus during the summit.



HOW SPEAKERS IMPACT US

THE IMPACT OF SPEAKERS ON COMMUNITIES:

- **Optional Networking Mixer:** The Networking Mixer provides a relaxed environment, contributing to the physical dimension by promoting social interactions and community engagement.

Environmental Impact:

- **Venue Selection:** The summit's environmental impact is considered through venue research, ensuring sustainable choices that align with the wellness of the community and the planet.

Emotional Impact:

- **Inspirational Speaker Presentations:** The emotional well-being of attendees is nurtured through inspirational speaker presentations, offering motivation and encouragement.
- **Support for Vulnerable Populations:** Operation IMPACT, led by Cheri Sotelo, has a history of advocating for vulnerable populations, contributing to the emotional wellness of marginalized individuals.

Financial Impact:

- **Scholarship Contributions:** The financial dimension is addressed through scholarship opportunities, reducing financial barriers to education and training for individuals who may face economic challenges.

SUMMIT EVENT DETAILS

15-MINUTE SPEAKER SPOTLIGHTS



EMPOWERMENT

Empowerment talks are a highly motivational segment with opportunities offered.



BECOMING A COACH

Hear about different coaching programs available and meet some of the top performers.



CSR & LEADERSHIP

Learn about the corporate social responsibility and ways to implement new ideas.

INTERACTIVE ACTIVITIES



30-MINUTE EXPERT PANEL

Listen to experts about how to generate new business success through Joint Ventures



VENDOR BOOTHS

Vendors will range from authors, speakers, program developers, coaches and even merchandise.



NETWORKING MIXER

Get to know one another through this after summit networking mixer.



WHERE COMMUNITIES BENEFIT

HOW COMMUNITIES WILL BENEFIT FROM OPERATION IMPACT:

- **Enhanced Economic Opportunities:**
 - Training and education scholarships empower individuals, potentially leading to improved employment prospects and economic self-sufficiency.
 - Business recognition through sponsorships contributes to community growth, attracting potential investors and fostering economic development.
- **Community Empowerment and Social Cohesion:**
 - Access to high-profile speakers and diverse organizations fosters a sense of empowerment and unity within the community.
 - Networking opportunities during the event and optional mixers promote social connections, enhancing community cohesion.
- **Educational Enrichment:**
 - Valuable knowledge dissemination through speaker presentations enhances the intellectual well-being of community members.
 - Scholarship opportunities provide access to education and additional training, fostering continuous learning and skill development.



WHERE COMMUNITIES BENEFIT

HOW COMMUNITIES WILL BENEFIT FROM OPERATION IMPACT (CONTINUED):

- Occupational Growth and Collaboration:
 - Networking sessions and vendor participation create opportunities for collaboration, potentially leading to occupational growth for local businesses and professionals.
 - Exposure to diverse speakers and organizations opens doors for community members to explore new career paths and opportunities.
- Physical and Environmental Well-being:
 - Scheduled breaks during the event support physical well-being, allowing attendees to recharge and maintain focus.
 - Sustainable venue choices and environmental considerations in event planning contribute to the overall wellness of both individuals and the community.
- Emotional Resilience and Inspiration:
 - Inspirational speaker presentations nurture emotional well-being, providing motivation and encouragement to community members.
 - Support for vulnerable populations, a hallmark of Operation IMPACT, contributes to the emotional resilience of marginalized individuals.



WHERE COMMUNITIES BENEFIT

HOW COMMUNITIES WILL BENEFIT FROM OPERATION IMPACT (CONTINUED):

- Financial Accessibility to Education:
 - Scholarship contributions reduce financial barriers, ensuring that individuals with economic challenges have equal access to education and training opportunities.
- Positive Impact on Marginalized Groups:
 - A structured scholarship program ensures equal representation by reviewing applications from veterans, women, transitional age young adults, and full-time college students.
 - Operation IMPACT's commitment to supporting vulnerable populations further addresses disparities and promotes inclusivity within the community.
- Community Pride and Recognition:
 - Hosting notable events like Operation IMPACT enhances the community's reputation, instilling a sense of pride among residents.
 - Acknowledgment of sponsors and speakers in media and promotional materials elevates the community's profile, fostering a positive image.



WHERE COMMUNITIES BENEFIT

HOW COMMUNITIES WILL BENEFIT FROM OPERATION IMPACT (CONTINUED):

- Long-Term Positive Change:
 - Operation IMPACT's mission to generate year-round funding sources aims for sustained positive change within the community.
 - The collaborative nature of the event sets the stage for continued initiatives and partnerships, ensuring a lasting impact on community wellness.



SPONSOR PACKAGE DETAILS

DESCRIPTION	QTY	CONTRIBUTION
PLATINUM - INCLUDES ITEMS IN GOLD & SILVER & C.P.		
Media Recognition	All Media	\$20,000
Sponsored By Header	1 Design	
Full page Magazine Ad	1 Design	
GOLD - INCLUDES ITEMS IN SILVER & COMMUNITY PARTNER		
Segment Sponsored By	1 Topic Area	\$10,000
Press Release Mention	1 Release	
Vendor Table	6' Table	
1/2 page Program Ad	1 Design	
SILVER - INCLUDES ITEMS IN COMMUNITY PARTNER		
Awards Gala Recognition	1 Award	\$5000
Physical Signage Logo	1 Design	
Digital Media Logo	1 Design	
COMMUNITY PARTNER		
Use of O.I.C.P. Logo	1 Design	\$2000
1/4 Program Ad	1 Design	
RONNIE "RONDO" RODRIGUEZ SCHOLARSHIP AWARD		
NO MINIMUM REQUIREMENT		
A 501(C)(3) CHARITABLE ORGANIZATION IRC SECTION 170(B)(1)(A)(VI)		EIN: 92-3966987

SPONSOR DIGITAL BADGES



FOR PRINT AND DIGITAL USE

MARKETING AND MEDIA



PLATINUM SPONSOR



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**COMMUNITY
PARTNER**



SPEAKER



VENDOR



**RONNIE
"RONDO"
RODRIGUEZ
SCHOLARSHIP
AWARD**



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THANK YOU

CONTACT US

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