

Request For Proposals for Sponsorship Sales for the Leadership Music Digital Summit

Business defined: To secure sponsorships to the Leadership Music Digital Summit 2010, and establish productive and mutually beneficial relationships with potential, current, and past sponsor clients, prioritizing the best interests of Leadership Music in full accordance with the organization's mission and governance policies and principles. Compensation structure for this seasonal position is negotiable, and typically may involve a draw against a commission. The best candidates would reside in Nashville and be able to work out of a satellite or home office.

Leadership Music's goal is to enter into a long-term productive business relationship, leading to revenue solutions, which enable our organization and the LMDS event to continue to serve the best interests of our audience. Proposals may include suggestions for improving the quality of the event and/or sponsorship revenue/cost structure, reducing sponsor benefit costs, minimizing staff and financial resources required for sponsorships, and other typical objectives to maximize the net revenue of the overall event. For examples of past sponsors, visit www.digitalsummit.org.

Performance criteria: Will be established by mutually agreed upon financial goals, taking into consideration comparable conferences, best practices and innovative technology, and equivalent leadership / educational organizations. Our budgeted amount for minimum sponsorships expected is \$50,000.

Information: It is agreed that prospective, past, and existing client information will be mutually shared between Leadership Music and sponsorship solicitor without limitation, and that the primary relationship goal is between sponsors and the organization. This includes ideas and strategy for securing sponsorships and structuring optimal opportunities. A substantial prospective list has been developed by Leadership Music over the past five years, as well as sponsorship packages which can serve as a starting point.

Proposals: Should be submitted to Kira Florita, Executive Director, Leadership Music, P.O. Box 158010, Nashville, TN 37215, kira@leadershipmusic.org, 615.770.7090. www.leadershipmusic.org

Notification: A task force of staff and an alumni volunteer committee will evaluate proposals; conduct whatever further research as necessary, with a goal to make a decision as soon as possible.

Please contact Kira Florita with any questions.