



Helping Boys Thrive Summit® Overview

A One-Day Event for Parents and Professionals Who Are Raising,
Educating, and Working with Boys and Young Men

The Purpose

- Be a catalyst for change.
- Establish partnerships to address the boy crisis around your region, and the country
- Promote the passionate and effective work that is currently operating in the community
- Promote a grassroots event for others to better understand how to help boys thrive
- Identify the purpose and scope of various local resources
- Offer a wonderful networking opportunity for parents, teachers and the community to solve local issues
- Fulfill your personal and corporate mission, and make a profit by which to further future work.

Outcome for Donors/Sponsors/Presenters

- Opportunity to present onsite professional development
- Opportunity for keynote presentations
- Opportunity to offer products for sale
- Opportunity to establish a larger network of like-minded people in your community
- Opportunity to advertise support programs/products to the community

Sponsor Responsibilities

1. Establish funding through the use of sponsors, donors, advertisers, ticket sales (if 200 participants @\$99.00 per participant = \$19,800) to cover the cost of the event. Your potential earnings as Sponsoring Organization \$5,000 or more.
 - Venue – (could be donated)
 - Catering – morning beverages and lunch on site (could be donated)
 - Promotion – design, printing, distribution (could be donated)
 - Sales – Your organization receives 90% of sales profits, 10% of sales profits goes to GI. MG books can be offered at a discounted rate (profit to be paid within 30 days after event)
 - GI expenses – fee, air/hotel/meals for Michael Gurian and GI Trainer
2. Overall: you will lead a team that secures the venue, arranges for catering, develops marketing, orders books, sells tickets/registrations, arranges for exhibit areas, etc.



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Gurian Institute Provides

- Keynote – Dr. Michael Gurian, Helping Boys Thrive in a Complex World
- One Breakout Speaker- Helping Boys Thrive in School: Effective Strategies for Teaching Boys from Early Childhood thru High School
- Donor Letter Flyer/Press Release (Sponsor ad space)
- Gurian books discounted
- Pre-event publicity – Dr. Gurian radio/TV/print
- Detailed “playbook” for running a one-day event
- Ongoing event support from GI – marketing on the GI Website, GI Newsletter, GI Facebook Page

Draft Schedule 1 (8:30 – 4:00)

- Keynote
- Lunch - Book signing and dialogue
- Potential Afternoon Breakouts*
 - Rite of Passage
 - Strategies for the classroom Early Childhood/K-12
 - Boys in Poverty
 - Non-profit or for-profit programs,
 - Other community programs that have a specific focus to the Summit
- Panel, if you wish (Keynote and others from afternoon sessions) and Q&A
- Closing - Call to Action

***Breakouts can be long (e.g. 2 hours) or there can be two sessions of shorter breakouts (e.g. 1 hour)**

There are various possible formats. The event can have just two speakers, Gurian in the morning and a breakout presenter in the afternoon, or many breakout presenters. For examples of previous summits online, please click www.helpingboysthrive.org and www.helpingboysthrivesummit.com.

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