**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**

* Establish funding through sponsors, donors, advertisers, ticket sales, etc.
* 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 80% of net profits, 20% of net profits goes to GI.
* Michael Gurian books will be offered to you at a discounted rate, and profits from their sales go to your organization.
* GI expenses – fee, air/hotel/meals for Michael Gurian and GI Trainer

1. Overall: you will lead a team that secures the venue, arranges for catering, markets the event, orders and sells books, sells tickets/registrations, arranges for exhibit areas, etc.

**Gurian Institute Provides**

* Keynoter – 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 (9:00 – 3:30)**

* Keynote
* Lunch - Book signing and dialogue
* Potential Afternoon Breakouts\*
  + Rite of Passage
  + Strategies for the classroom Early Childhood/K-12
  + Boys in Poverty
  + Boys and Trauma
  + Non-profit or for-profit programs,
  + Other community programs that have a specific focus to the Summit
* Q & A Panel Optional, with keynoters and presenters
* 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. For examples of previous Summits, please click** [www.helpingboysthrive.org](http://www.helpingboysthrive.org).

**Please contact Gail or Michael at** [**michaelgurian@comcast.net**](mailto:michaelgurian@comcast.net) **or** [**info@gurianinstitute.com**](mailto:info@gurianinstitute.com)**.**