



Dr. John C. Maxwell

“The nation’s foremost expert on leadership”

Title Underwriter Benefits:

- 100 tickets to the event in prime, front section location
- Company name included in title of event on all marketing pieces.
- Top billing including name and logo in all pre-event marketing including: print ads and articles, radio spots and interviews, newsletter, e-mail, banner ad, flyer, etc.
- Inclusion in programs and event materials
- Sponsor banner/signage displayed at the event
- Verbal recognition at the event
- Opportunity to give mini-commercial, up to 3 minutes, about sponsor business
- Company marketing collateral at event (to be provided by company)
- Three flyer inserts in the Chamber Compass newsletter

Title Underwriter Investment: \$15,000

Gold Sponsor Benefits:

- 50 tickets to the event in prime, front section location
- Inclusion in all pre-event marketing including: print ads and articles, radio spots and interviews, newsletter, e-mail, banner ad, flyer, etc.
- Inclusion in programs and event materials
- Sponsor banner/signage displayed at the event
- Verbal recognition at the event
- One flyer insert in the Chamber Compass newsletter

Gold Sponsor Investment: \$7,500

Silver Sponsor Benefits:

- 25 tickets to the event in reserved section
- Inclusion in all pre-event marketing including: print ads and articles, radio spots and interviews, newsletter, e-mail, banner ad, flyer, etc.
- Inclusion in programs and event materials
- Sponsor banner/signage displayed at the event
- Verbal recognition at the event

Silver Sponsor Investment: \$3,750

Supporter Benefits

- 6 tickets to the event in reserved section
- Inclusion in event programs

Supporter Investment: \$900

*Contact Erin Collins for additional information or to reserve your underwriter/sponsor position,
970.482.3751 ext. 103 or at ecollins@fcchamber.org*

Biography

Dr. John C. Maxwell

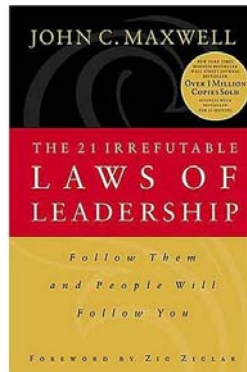


As a cutting-edge entrepreneur, best-selling author, and dynamic speaker, Dr. John C. Maxwell has cultivated an extensive following among the most highly respected and influential business leaders across the globe. Reaching more than 350,000 people a year through speaking engagements alone, and over a million through resources, Dr. Maxwell is committed to developing leaders of excellence and integrity by providing the finest resources and training for personal and professional growth.

His philosophy that “everything rises and falls on leadership” motivates every endeavor to help individuals reach their highest potential, both in the home office and abroad through conferences, books, and audio and video resources. His passion has quickly caught on, and countless organizations have benefited from his training and on-going support, including such renowned groups as Books-a-Million, AFLAC, Wal-Mart, Sam’s Club, Johnson Controls, Chick-fil-A, Advocare, Columbus Bank & Trust, First Southern Bancorp, Primerica, and many more. Maxwell’s unique brand of coaching has proven effective for sports organizations, as well, where he has spoken to and mentored such groups as the NCAA Coaches, Green Bay Packers, Atlanta Hawks, San Diego Padres, USC Trojans and the Indianapolis 500 drivers.

Author of more than 30 books with over 7 million copies sold, he works diligently to make leadership tools easily accessible and convenient for the busy leader. Both a Time Warner and Thomas Nelson author, some of Maxwell’s hottest titles include *Running With the Giants*, *The 17 Indisputable Laws of Teamwork*, *Developing the Leader Within You*, *Thinking for a Change*, *Failing Forward*, and *The 21 Irrefutable Laws of Leadership*. Many of his titles have landed on the best-seller list in noted publications such as the *New York Times*, *Business Week*, *Wall Street Journal*, *USA Today*, and *CBA Marketplace*.

The 21 Irrefutable Laws of Leadership



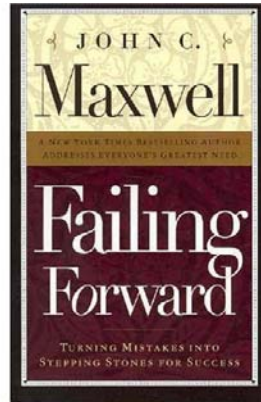
Learning the 21 Irrefutable Laws of Leadership is designed to meet your leadership training needs. John Maxwell gives you clear insight into timeless leadership principles and provides a process for continual growth in the life of your organization.

Simply and briefly, Maxwell outlines the essentials of leadership that transcend time, place, culture, and situation. These basic laws of success can be applied to business and private life, helping anyone reach their full potential.

These twenty-one powerful statements about leadership will help you develop your potential for success. John Maxwell will explain proven leadership qualities in practical, easy-to-understand terms. Maxwell looks at each law of leadership and gives you a better understanding of each law's value and importance. Once you understand these laws, then you are certain to transform the quality of your leadership immeasurably. Remember that no one excels in all 21 laws; the goal is to surround yourself with key members who are strong in areas where you are not. This training allows people to recognize which laws are their strengths and provides steps to increase those skills.

John Maxwell says, "People don't pay for average," so start learning these laws today and become a leader of excellence.

Failing Forward



The major difference between achieving people and average people is their perception of and response to failure. John C. Maxwell takes a closer look at failure—and reveals that the secret of moving beyond failure is to use it as a lesson and a stepping-stone. He covers the top reasons people fail and shows how to master fear instead of being mastered by it. Readers will discover that positive benefits can accompany negative experiences—if you have the right attitude. Chock full of action suggestions and real-life stories, *Failing Forward* is a strategic guide that will help men and women move beyond mistakes to fulfill their potential and achieve success.

The not-talked-about, terrible truth is that all roads to achievement lead through the land of failure. Every person you admire has walked this road: the Wright brothers, Arnold Palmer, Mary Kay Ash, Truett Cathey, Erma Bombeck, Tony Gwynn, Amelia Earhart, Sergio Zyman, Hank Aaron, George Bernard Shaw and Mother Teresa have all experienced failure and learned how to turn it into a stepping stone for success. Leadership expert Peter Drucker says, "The better a man is, the more mistakes he will make, for the more new things he will try." Mistakes really do pave the road to achievement. Let John Maxwell teach you the 15 steps to turning mistakes into stepping stones for success!

More Books by Dr. John C. Maxwell:

The 17 Essential Qualities of a Team Player: Becoming the Kind of Person Every Team Wants

The 17 Indisputable Laws of Teamwork: Embrace Them and Empower Your Team

25 Ways to Win with People : How to Make Others Feel Like a Million Bucks

Attitude 101: What Every Leader Needs to Know

Equipping 101 : What Every Leader Needs To Know

Ethics 101 : What Every Leader Needs To Know

Leadership 101 : What Every Leader Needs To Know

Relationships 101 : What Every Leader Needs To Know

Becoming a Person of Influence : How to Positively Impact the Lives of Others

Developing the Leader Within You

The Difference Maker: Making Your Attitude Your Greatest Asset

Leading as a Friend

Leading at School

The Right to Lead : A Study in Character and Courage

Maxwell 3-in-1: The Winning Attitude, Developing the Leaders Around You, Becoming A Person of Influence

Running with the Giants: What Old Testament Heroes Want You to Know About Life and Leadership

Talent Is Never Enough: Discover the Choices That Will Take You Beyond Your Talent

Teamwork Makes the Dreamwork

There's No Such Thing As "Business" Ethics: There's Only One Rule for Making Decisions

Thinking for a Change: 11 Ways Highly Successful People Approach Life and Work

The Winning Attitude Your Key To Personal Success

Winning With People : Discover the People Principles that Work for You Every Time

Your Road Map for Success: You Can Get There from Here



Dr. John C. Maxwell

“The nation’s foremost expert on leadership”

By completing this form, both the Fort Collins Area Chamber of Commerce and the sponsor agree to certain obligations necessary to ensure a high quality function. If changes in this agreement are necessary, they will be made only by mutual consent between the sponsor and the Fort Collins Area Chamber of Commerce.

Gold Sponsor Benefits:

- 50 tickets to the event in prime, front section location
- Inclusion in all pre-event marketing including: print ads and articles, radio spots and interviews, newsletter, e-mail, banner ad, flyer, etc.
- Inclusion in programs and event materials
- Sponsor banner/signage displayed at the event
- Verbal recognition at the event
- One flyer insert in the Chamber Compass newsletter

Gold Sponsor Investment: \$7,500

I, _____, agree to be a Gold Sponsor for the Fort Collins Area Chamber of Commerce’s third annual major speaker’s event on Wednesday, May 9, 2007, located at the Lincoln Center.

Sponsoring Company Representative

Date

Sponsoring Company/Organization Name

Fort Collins Area Chamber of Commerce Representative

Date

**Return to the Fort Collins Area Chamber of Commerce
225 S. Meldrum St. Fort Collins, CO 80521
Fax: (970) 482-3774**



Dr. John C. Maxwell

“The nation’s foremost expert on leadership”

By completing this form, both the Fort Collins Area Chamber of Commerce and the sponsor agree to certain obligations necessary to ensure a high quality function. If changes in this agreement are necessary, they will be made only by mutual consent between the sponsor and the Fort Collins Area Chamber of Commerce.

Silver Sponsor Benefits:

- 25 tickets to the event in reserved section
- Inclusion in all pre-event marketing including: print ads and articles, radio spots and interviews, newsletter, e-mail, banner ad, flyer, etc.
- Inclusion in programs and event materials
- Sponsor banner/signage displayed at the event
- Verbal recognition at the event

Silver Sponsor Investment: \$3,750

I, _____, agree to be a Silver Sponsor for the Fort Collins Area Chamber of Commerce’s third annual major speaker’s event on Wednesday, May 9, 2007, located at the Lincoln Center.

Sponsoring Company Representative

Date

Sponsoring Company/Organization Name

Fort Collins Area Chamber of Commerce Representative

Date

**Return to the Fort Collins Area Chamber of Commerce
225 S. Meldrum St. Fort Collins, CO 80521
Fax: (970) 482-3774**

