



Leadercast

to benefit Auburn PAL | May 9, 2014

Leadercast Auburn PAL

Why Leadercast?

Leadercast is a one-day event broadcast LIVE from Atlanta, Georgia to host sites and leaders around the world, in communities just like ours. It's a movement that is changing the way the world thinks about leadership...by building **leaders worth following**.

The Auburn PAL host site is the **ONLY** site in Maine! Your business, your logo, your message will reach a wide and diverse audience of local business professionals, law enforcement professionals, entrepreneurs and leaders - both adult and youth - within our community.

Join us, and just watch what we can do together. We sincerely hope that you will partner with us on this amazing journey.

Why PAL?

The Auburn Police Department looked at four years of crime data and found that twenty three percent of all crimes committed by youth offenders in Auburn took place within an area of less than half a square mile. Twenty five percent of all police calls for service and twenty eight percent of all youth victims were victimized in this same area. In an effort to transform these statistics and provide positive, horizon-broadening experiences for at-risk youth in our city, the Auburn Police Department established the **Auburn Police Activities League (PAL)**.

*"This is our **fourth** Leadercast, and we are proud to host an event that not only develops leaders within our community, but also supports our PAL Center and its programs for at-risk kids. This conference is great for leaders at every level - it really shows you how to lead in life."*

Police Chief Phil Crowell

Auburn PAL has recently opened the **PAL Center** in the Chestnut Street neighborhood, right at the heart of the half-square mile area identified by crime data. The numbers tell us this is an area that needs a special focus. With the help of volunteers, the Center provides educational and athletic activities for kids after school and during the summer, not to mention positive interaction with police officers. PAL encourages and develops leadership in youth and fosters communication, understanding, and mutual respect between youth, the community and police. **Leadercast helps raise much-needed funds to support the programs & mission of the PAL Center.**

The Theme: Beyond You

Our jobs ask much of us. And so do our lives. Employees, families, our boss. We have every reason to spend our time focused on what we need to do in order to succeed. And yet, **leadership calls us to more.**

Leadership is beyond the confines of our daily tasks. Beyond the borders of our roles and responsibilities. Leadership asks us to look beyond the everyday and consider the larger community around us. Leadership beckons us to look longer, wider, larger. We are asked to look not only inward, but also outward. Beyond ourselves.

At Leadercast 2014, we will explore together what leadership looks like...Beyond You.

Leadercast Auburn PAL

A few highlights from our first year at PAL



More than 100 kids received brand new running shoes and/or winter boots at the PAL Center.

With guidance & instruction from Master Gardeners from the University of Maine Cooperative Extension, the PAL kids created an incredible community garden full of flowers and vegetables.



Auburn kids between the 3rd grade and 8th grade spent time at the PAL Center, getting homework help, learning from mentors, cooking, playing games and having FUN in a safe environment with trusted volunteers.

More than 100 kids participated in the “Chestnut Street Champions” PAL summer running program! Twice a week, these kids trained together, learned about fitness and teamwork and had a blast. Some of them even ran in the Lake Auburn Half-Marathon Kids Run.



Leadercast Auburn PAL

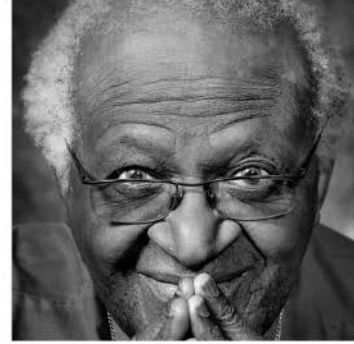
2014 Speakers



Andy Stanley
Leadership Author and
Communicator



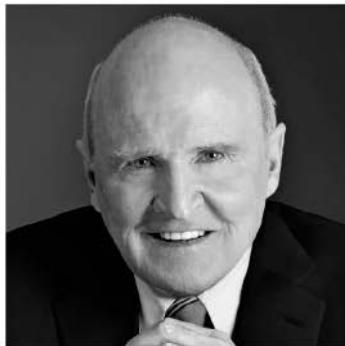
Malcolm Gladwell
Award-Winning Journalist and
Best-Selling Author



Archbishop Desmond Tutu
Nobel Laureate & Human Rights Activist
Live from Cape Town, South Africa



Randall Wallace
Director, Screenwriter, Producer
and Songwriter



Jack Welch
Former CEO of General Electric



Laura Schroff
Former *Time* Executive and
Best-Selling Author



Dr. Henry Cloud
Clinical Psychologist and
Leadership Consultant



Simon Sinek
Leadership Expert and
Best-Selling Author



Laura Bush
First Lady of the United States (2001-2009)
via *Exclusive Video Interview*

2014 Sponsorship Menu

The Auburn Police Activities League appreciates gifts of any size, no matter how large or small. Help us provide critical prevention and intervention through academic and recreational activities that build character, develop leadership & foster mutual respect. Questions? Call 207.333.6650 x2070.

Police Chief Sponsorship | \$5,000

- 6 tickets to attend 2014 Leadercast (1 full table)
- Logo featured prominently on all PAL event and fundraiser promotions for one year
- Vendor/display table at Leadercast and other events, if desired
- Stationary logo on Auburn PAL website (with link to sponsor website)
- Lunch for 4 with Chief of Police
- Logo on Leadercast tickets
- Inclusion of approved brochures/collateral marketing materials/giveaways in attendee 'goodie bag'
- Mention from stage twice during event
- Recognition as Chief Level sponsor on PAL print & electronic promotional materials and press releases
- Opportunity to welcome and address audience (3 minute maximum) prior to simulcast going live
- Other mutually agreeable, frequent sponsor recognition opportunities for one year

Deputy Chief Sponsorship | \$2,500

- 4 tickets to attend 2014 Leadercast
- Logo featured prominently on all Leadercast event promotion
- Vendor/display table at Leadercast, if desired
- Stationary logo on Auburn PAL website with link to sponsor website
- Mention from stage twice during event
- Lunch for 2 with Deputy Chief of Police
- Inclusion of approved brochures/collateral marketing materials/giveaways in attendee 'goodie bag'
- Recognition as Deputy Chief Level sponsor on PAL print & electronic promotional materials

Lieutenant Sponsorship | \$1,000

- 3 tickets to attend 2014 Leadercast
- Logo featured prominently on all Leadercast event promotion
- Vendor/display table at Leadercast, if desired
- Stationary logo on Auburn PAL website
- Mention from stage once during event
- Inclusion of approved brochures/collateral marketing materials/giveaways in attendee 'goodie bag'
- Recognition as Lieutenant Level sponsor on PAL print & electronic promotional materials

Sergeant Sponsorship | \$500

- 2 tickets to attend 2014 Leadercast
- Stationary logo on Auburn PAL website
- Recognition as Sergeant Level sponsor on PAL print & electronic promotional materials

Corporal Sponsorship | \$250

- 1 ticket to attend 2014 Leadercast
- Recognition as Corporal Level sponsor on website, print & electronic promotional materials

Patrol Officer Sponsorship | \$150

- 1 ticket to attend 2014 Leadercast
- Recognition as Patrol Officer Level Sponsor on website, print & electronic promotional materials

Leadercast Auburn PAL

EVERY gift helps a PAL kid to succeed.

No amount is too small. Your contribution helps build a stronger community by building great kids!

Yes! I would like to support Auburn PAL at the following level:

- CHIEF OF POLICE Sponsor | **\$5,000**
- DEPUTY CHIEF Sponsor | **\$2,500**
- LIEUTENANT Sponsor | **\$1,000**
- SERGEANT Sponsor | **\$500**
- CORPORAL Sponsor | **\$250**
- PATROL OFFICER Sponsor | **\$150**

I am unable to sponsor at any of the above levels.
Please accept my contribution in the amount of: \$ _____

Organization _____

Individual/Contact Name _____

Organization website _____

Address _____

E-mail _____ Phone _____

Please make checks payable to: **“Auburn PAL”** and remit (with form) to
Auburn Police Department, Attn: Liz Allen, 60 Court Street, Auburn, Maine 04210.

E-mail your high-resolution logo to: lallen@auburnmaine.gov.

The Auburn Police Activities League (PAL) is a 501(c)3 charitable organization. Your gift is tax-deductible.

Terms and Conditions of Sponsorship

The terms and conditions outlined herein have been established for the mutual benefit and protection of the Sponsor and the Auburn Police Activities League – PAL (a non-profit organization) – and may not be modified unless in writing signed by both parties. The Sponsor agrees to these terms and conditions as an integral part of this binding contract. Please read carefully to avoid any misunderstandings.

1. Checks, cashier's checks and money orders are acceptable forms of payment. Sponsorship benefits are conditional upon payment of sponsorship fee. The Sponsorship fee is due at the time of commitment.
2. The sponsor benefits listed in this document for each respective sponsorship level constitute the entire package of benefits offered to sponsors. Auburn PAL is under no obligation to provide additional benefits not mentioned in this document, whether promised otherwise or not, unless agreed in writing by the President of Auburn PAL.
3. Unless otherwise stated in writing by the Sponsor, the Sponsor permits Auburn PAL to use the Sponsor's name and/or logo in promotional materials, advertising, and public announcements relating to the PAL Center. The Sponsor further represents and warrants that it has the right to grant this permission. It being understood that the Sponsor shall retain all ownership rights in its trademarks, and that any goodwill related to the use of the Sponsor's trademarks shall inure to the benefit of the Sponsor, the Sponsor shall hold the Auburn Police Activities League harmless against any and all actions related to PAL's use of the Sponsor's trademarks.
4. The Auburn Police Activities League reserves the right to decline the sponsorship support of any organization or firm.
5. The Sponsor recognition items listed in this sponsorship menu apply to new Sponsors only. Previous gifts to Auburn PAL (including in-kind) do not qualify.

I agree to the Sponsorship Terms and Conditions above. _____ Date _____

PAL Center Use Only:

Form Rec'd _____	
Logo Rec'd _____	
Paid On _____	
Check # _____	