



Enriching People's Lives

# Host/Sponsor Event Opportunity

**T**ake CRG's 3-Day Train-the-Trainer program to your clients with this exclusive hosting opportunity. This is a unique revenue opportunity for you—and a chance to expand the CRG global network, and hence your professionalism, via relationship marketing and communications. Your experience in sales and marketing, along with a positive corporate or public image, will help make your event a success.

Hosting or sponsoring a CRG event is open to independent professionals who work in one or more of the following fields: consulting, training and development; personnel; education; executive coaching; career planning; and counseling. Day 1 and Day 2 of the program are designed to orient internal and independent HR professionals, coaches, consultants, and specialists to CRG's learning systems and tools. Day 3 focuses on building a plan specific to each participant's business.

***This is a unique revenue opportunity for you—and a chance to expand the CRG global network via relationship marketing and communications.***

## **CRG will provide the following:**

- Generic marketing materials for the Host/Sponsor
- All training materials for participants, including books and CD ROMs
- CRG-approved trainer(s)
- Course registration via phone or online
- Course payment processing
- Communication and event-detail management with all participants after they have registered
- Event checklist for Host/Sponsor

## **The Host/Sponsor is responsible for the following:**

- A non-refundable deposit to hold event date
- All direct travel expenses of the CRG approved trainer(s), including: airfare, hotel, meals, and transportation
- Training location and all related site costs
- Managing and coordinating the event
- Guaranteeing a minimum of 12 full-fee-paying participants
- Collecting attendee payment information (to be processed by CRG)
- Marketing to all clients and contacts
- Maintaining price integrity



## Details About the Event . . .

### Host/Sponsor Benefits:

- The Host/Sponsor receives 40% of the gross revenue from attendees referred by the Host/Sponsor.
- The Host/Sponsor receives 10% of the gross revenue from attendees referred by CRG and its affiliates.
- The Host/Sponsor may qualify for an ongoing referral fee from attendees who sign up to become Licensed Associates, Affiliates, or clients who originated from the Host/Sponsor.
- The Host/Sponsor qualifies for a 10% commission on back-of-the-room sales.

### Fees:

- Host/Sponsor will provide a non-refundable deposit of US\$1000 once a date has been set and an agreement signed. The deposit will be applied to any revenue-sharing percentages at the conclusion of the event. If an event must be postponed for any reason, the deposit can be carried forward to a new date—only once. The Host/Sponsor is responsible for any fees that result from the cancellation or postponement of an event.
- The attendance fee is US\$1997 or CDN\$1997 per attendee. (Discounts may apply but must be preapproved by CRG.)
- If the CRG trainer is unable to attend the event for any reason, i.e., health, weather conditions, etc., CRG will immediately reschedule the event. All non-refundable travel costs of the CRG trainer will be the responsibility of CRG.

### Logistics and Policies:

- The final sign-off of the event location must be approved by CRG.
- The event is limited to 40 participants. The limit can be increased with CRG's approval. Additional CRG team members will be required.
- CRG's first preference is that the event be held on Thursday/Friday/Saturday. CRG is, however, open to holding the event on other consecutive days that do not include Sunday.
- Host/Sponsor will provide a professional facility, including a projection screen, projector, flipchart, writing paper, and sound system.
- Host/Sponsor will provide refreshments (water, coffee, and tea) for participants.
- Event location should have convenient access to food and snacks.
- Individuals may work together on Host/Sponsor event to leverage their networks.
- Host/Sponsor will follow the CRG Code of Conduct.
- Host/Sponsor will be responsible for the entire set-up of the event as directed by CRG staff.
- Should any participant be unsatisfied with the course, upon completion of the entire 3 days, that participant will receive a 100% refund. The individual must return all training material prior to leaving the event.
- Payment will be made to the Host/Sponsor within 21 days of the event.
- Content of the course is subject to change at any time.
- Price subject to change at any time.

# Host/Sponsor Revenue Examples

# of Participants	Revenue**	Host's 40%	Host's Costs*	Host's Net Income
12	\$24,000	\$9,600	\$2,600	\$7,000
20	\$40,000	\$16,000	\$2,800	\$13,200
30	\$60,000	\$24,000	\$3,000	\$21,000
40	\$80,000	\$32,000	\$4,200	\$27,800
100	\$200,000	\$80,000	\$10,000	\$70,000

\*The costs for which the Host/Sponsor is responsible are approximate. They include the following.

- Seminar meeting room (room rental, sound system, beverages)
- Trainer's airfare, accommodation, meals, and transportation

The Host/Sponsor's costs mentioned above do NOT include the following expenses.

- Host/Sponsor's travel expenses
- The Host/Sponsor's promotional costs and seminar fees
- The Host/Sponsor's registration fee (tuition/alumni)

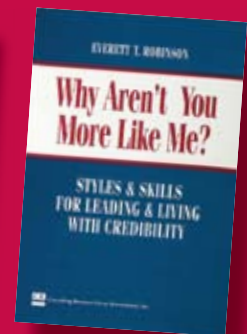
\*\* Revenue example is calculated on participants who pay full-fee and does not include any commissions from back-of-the-room sales or any ongoing referral fees.

## Disclaimer:

All monetary amounts are approximate and are not an indication of the totals that a Host/Sponsor will earn.

We do not guarantee this event will be a profitable venture for the Host/Sponsor.

As with most ventures, there will be a certain level of risk involved.



*This is a fantastic, life-changing program. The training and tools are a tremendous asset for personal development and growth. When we understand ourselves and other people, we are well on our way to living a successful, dynamic, and happy life. Very well done!*

Dr. Gary D. Knouf, Director of Training  
Alliance Royale

*After hosting and personally attending CRG's 3-Day "Train-the-Trainer Workshop" last month with Ken Keis, President of CRG, I am now recommending that ALL my coaches and colleagues attend this training! I am so impressed with CRG resources that they will now be included as part of the Institute's Coaching Certificate Program.*

Dr. Patrick Williams, CEO  
Institute for Live Coach Training  
Past Chair of ICF Board

*I would strongly encourage you to attend the high-energy, fact-filled 3-Day Train-the-Trainer workshop. Simply stated, CRG means an involvement with quality people and quality products. Engage—Enrich—Enjoy your own personal development and the development of others!*

Stephen Paul, President  
SB Paul & Associates

# Application to Host CRG's 3-Day Train-the-Trainer Workshop

1. Why do you want to Host/Sponsor a Train-the-Trainer workshop?

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2. Tell us about your experience in event management/promotion that qualifies you to Host/Sponsor such an event.

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3. What are your expectations in terms of the response to your promotion of this event and the number of potential attendees?

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4. Please list the primary contact groups with which you have the credibility to promote this event.

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5. Please list possible event locations.

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6. When would you like to Host/Sponsor an event? Because we are coordinating a global calendar, please provide date options.

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*Note: We prefer the Host/Sponsor to have at least 90-120 days of lead time, unless the Host/Sponsor can instantly guarantee 12 participants to the event.*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Street: \_\_\_\_\_ City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

e-mail: \_\_\_\_\_ Website: \_\_\_\_\_

## Credit card information for deposit:

Visa  MasterCard  American Express

Name (as shown on card): \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Deposit: \_\_\_\_\_

Signature (as shown on card): \_\_\_\_\_

Billing address (if different from above): \_\_\_\_\_



CANADA  
PO Box 418 Main  
Abbotsford, BC V2T 6Z7

USA  
PO Box 8000 PMB #386  
Sumas, WA 98295-8000

CONTACT  
Phone: 604.852.0566  
Fax: 604.850.3003

www.crgleader.com  
info@crgleader.com