

A FAITH-DRIVEN EVENT FOR MEN. LEAD WITH PURPOSE. LIVE WITH IMPACT.

FOCUS CHOSEN TO LEAD



FEATURING
★ **TERRY BRADSHAW** ★
4X SUPER BOWL CHAMPION

Jay Marquez

Dan Nicholas

Terry Bradshaw

Jon Acuff

James Brown

Garrett Carter

Billy Cox

Paul Martinelli

Jason Garrett

AUGUST

★ **21-22** ★

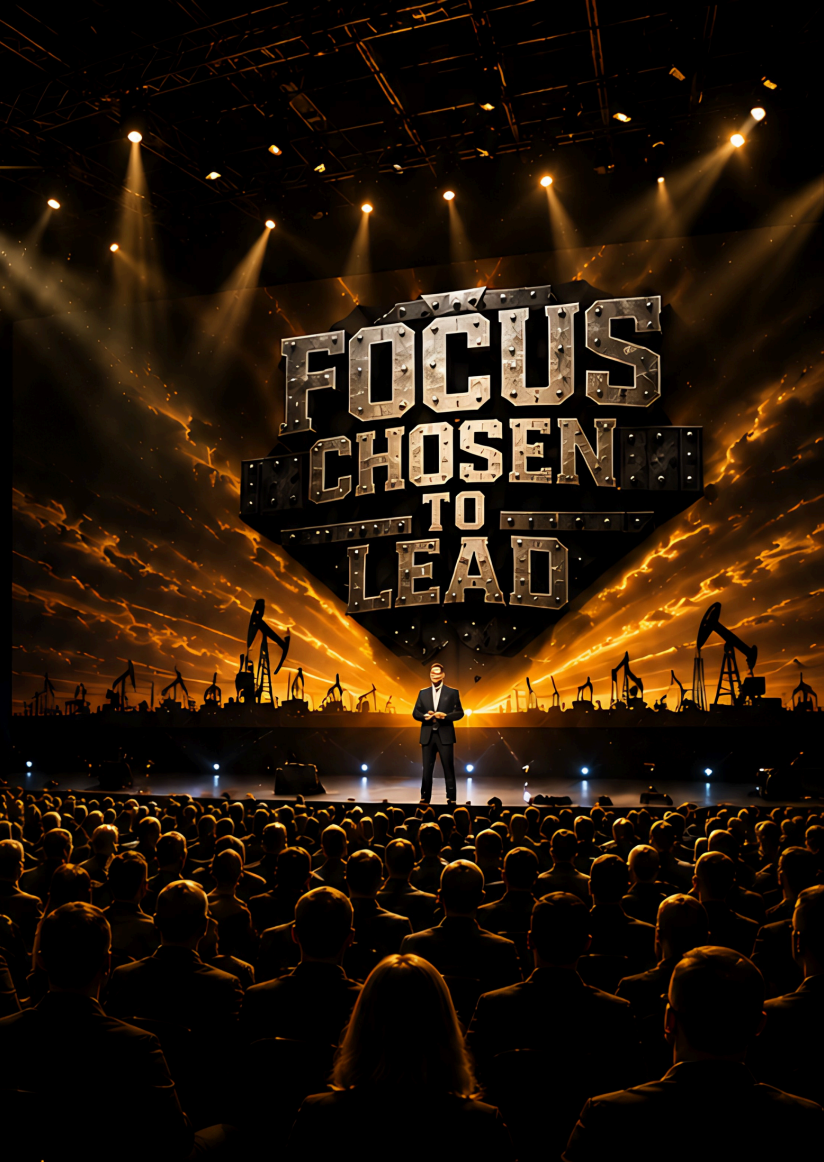
LA LUZ EVENT CENTER
MIDLAND, TX



TWO DAYS. REAL LEADERSHIP. ETERNAL IMPACT.

1

WHERE LEADERS ARE **EQUIPPED.** RELATIONSHIPS ARE BUILT. **LEGACIES** ARE FORGED.



FOCUS: Chosen to Lead is a high-impact, 2-day leadership and entrepreneurship experience designed for business owners, executives, entrepreneurs, and professionals ready to grow with clarity, purpose, and direction.



AUGUST 21-22, 2026



TIME
9AM - 4PM
BOTH DAYS



LA LUZ EVENT CENTER
MIDLAND, TEXAS



HUNDREDS OF
HIGH-CALIBER ATTENDEES



BUSINESS
OWNERS



ENTREPRENEURS



EXECUTIVES



COMMUNITY
LEADERS

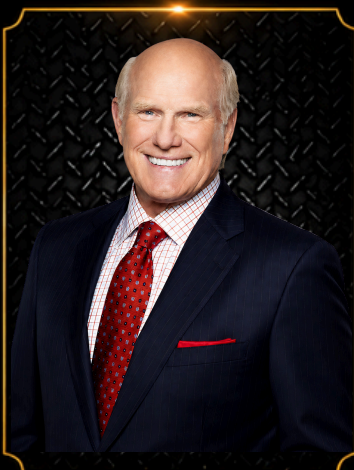
FAITH. LEADERSHIP. BUSINESS. IMPACT.

2

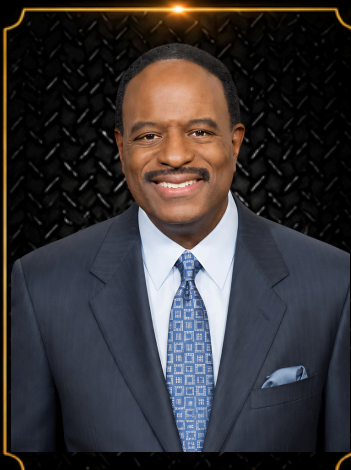
FEATURED SPEAKERS



Dan Nicholas
CEO - AO Leadership



Terry Bradshaw
4x Superbowl Champion



James Brown
Host CBS NFL



Jason Garrett
Dallas Cowboys



Billy Cox
Entrepreneur/Speaker



Jon Acuff
NYT Bestselling Author



Paul Martinelli
Entrepreneur/Speaker



Garrett Carter
Author/Coach

FOCUS CHOSEN TO LEAD



Jay Marquez
Emcee

FAITH. LEADERSHIP. BUSINESS. IMPACT.

3

TITLE SPONSOR

\$25,000+

5 AVAILABLE

**MAXIMUM VISIBILITY. CATEGORY OWNERSHIP.
PREMIUM POSITIONING.**



PREMIUM BRAND VISIBILITY

- “Presented By” branding throughout the event
- Logo on stage, website, ads, and email campaigns
- Featured social media campaigns & stories
- Premium booth placement (front & center)



EXECUTIVE & VIP ACCESS

- Two VIP Tables (14 VIP Seats)
- VIP Dinner with Jon Acuff
- Meet & Greet with VIP Speaker
- VIP Lounge Access + VIP Day



ON-STAGE PRESENCE

- 2–3 Minute Speaking Opportunity
- Introduce a Signature Speaker Live
- Professional Photos with Speaker



PREMIUM CONTENT CREATION

- Professional Marketing Video
- Social Media Brand Story During Event
- Professional Event Photography
- Creator’s Vault Studio Session



LEADERSHIP DEVELOPMENT

- 7 DISC Assessments + Group Debrief
- Professional Headshots for 14 People



EXCLUSIVE BONUS

SIGNATURE BRAND STORY VIDEO



VALUED AT OVER \$35,000



4

EXCLUSIVE VIP EXPERIENCE SPONSOR

\$15,000

2 AVAILABLE

OWN THE HIGHEST-VALUE ENVIRONMENT IN THE ROOM.



EXCLUSIVE VIP LOUNGE BRANDING

Your logos and decorations stay up all event.



DIRECT ACCESS TO VIP ATTENDEES

Throughout the entire event.



ON-STAGE RECOGNITION

As VIP Experience Sponsor.



PREMIUM BOOTH PLACEMENT

Near VIP access points.



1 VIP TABLE (7 VIP SEATS) (ROW, NOT TABLE)



VIP GIFT BAG FEATURE

(Provide items for VIP Gift Bag)



MEET & GREET WITH VIP SPEAKER



CONTENT BONUS

30 Second Premium Brand Video
Filmed Inside VIP Environment

VIP LOUNGE

EXCLUSIVE ACCESS.
PREMIUM IMPACT.

FAITH. LEADERSHIP. BUSINESS. IMPACT.

5

PREMIER SPONSOR

\$10,000

5 AVAILABLE

**AUTHORITY POSITIONING +
RELATIONSHIP BUILDING.**



LOGO ON MAIN STAGE SCREENS



**WEBSITE, LANDING PAGE
& EMAIL PLACEMENT**



ON-STAGE RECOGNITION



PREMIUM BOOTH PLACEMENT



**1 VIP ROW (7 VIP SEATS)
(ROW, NOT TABLE)**



**2 DEDICATED
SOCIAL FEATURES**



**VIP GIFT BAG INCLUSION
(PROVIDE ITEMS)**



**VIP DINNER WITH
JON ACUFF**



**LEAD CAPTURE
INTEGRATION**



CONTENT BONUS

SOCIAL MEDIA STORY
DURING EVENT AROUND YOUR BRAND

FAITH. LEADERSHIP. BUSINESS. IMPACT.

6

MORE THAN SPONSORSHIP. THIS IS BRAND EXPOSURE AT SCALE.

Through Brand You Studios, sponsors gain access to professional media production that extends your impact long after the event ends.



PROFESSIONAL
VIDEO
PRODUCTION



SOCIAL MEDIA
CONTENT



BRAND
STORYTELLING



EXECUTIVE
HEADSHOTS



CREATOR'S VAULT
STUDIO ACCESS



EVENT
PHOTOGRAPHY



PREMIUM
MARKETING ASSETS



FAITH. LEADERSHIP. BUSINESS. IMPACT.

7

BECOME A SPONSOR

POSITION YOUR BRAND
BESIDE LEADERS WHO
MOVE CULTURE.

LIMITED SPONSORSHIP
OPPORTUNITIES AVAILABLE.



AUGUST 21-22

LA LUZ EVENT CENTER | MIDLAND, TEXAS

AOLEADERSHIP.COM

