

U.S. MARINE CORPS | PURPLE HEART VETERAN

**MICHAEL W.
ALLISON**

SPONSORSHIP & BRAND PARTNERSHIP OPPORTUNITIES

**Partner with Michael W. Allison to Lead
with Precision. Perform with Power.**

***Join the Mission to Build
Leaders Who Turn Adversity
Into Advantage.***



MICHAEL W. ALLISON, MBA

Founder & CEO - The Adversity Leadership Institute
Keynote Speaker | Author | Consultant | Veteran



"Pressure doesn't break leaders – it reveals them."

Michael W. Allison



About Michael & The Mission

Michael W. Allison is a **Purple Heart Marine, author, and leadership strategist** who helps executives and organizations perform with clarity, courage, and command under pressure.

From surviving a combat-zone car bomb in Iraq to leading a multimillion-dollar INC 5000 company, Michael's journey embodies the truth that **pressure doesn't break you – it builds you.**

He is the founder of **The Adversity Leadership Institute** and creator of the **Adversity Leadership®**, **Break The Bottle®**, **Protect The House™**, and **Precision Leadership™** frameworks – trusted by elite leaders across **Fortune 500 companies, government agencies, and national conferences.**

Mission Statement:

"To equip leaders and organizations with the frameworks to perform under pressure, lead with clarity, and transform adversity into advantage."



 +1 (561) 327 4038

 www.michaelwallison.com

MICHAEL W. ALLISON™ AUDIENCE

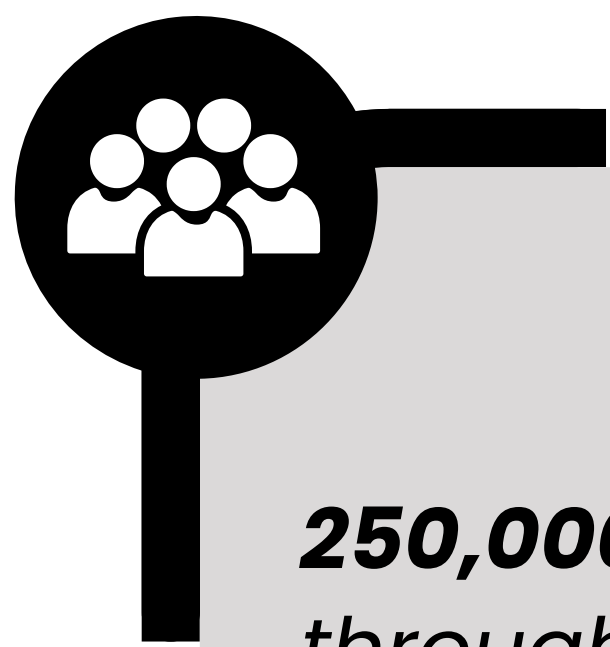
Who We Serve:

- ✓ Corporate leaders, executives, and HR directors
- ✓ Veterans transitioning into business and leadership roles
- ✓ Conference and keynote audiences seeking transformation
- ✓ Organizations building resilience-driven culture

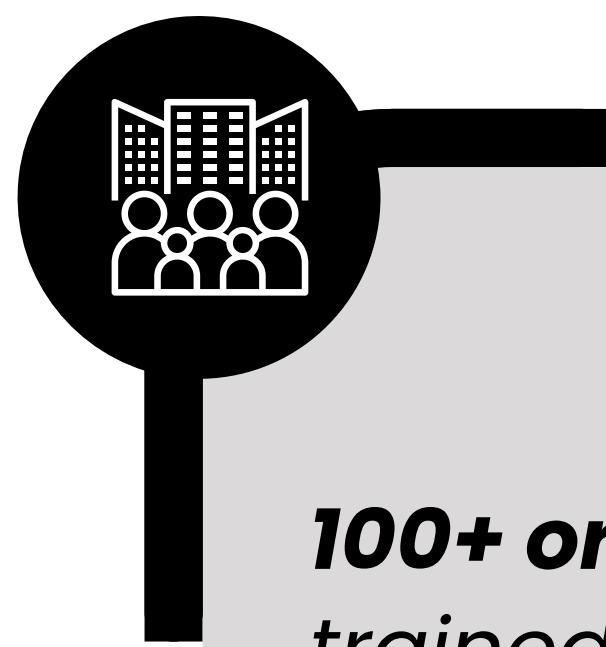
Audience Profile:

- **75%** of followers are **professionals and executives**
- High engagement rates on leadership performance content
- Network spans Fortune **500 companies**, defense sectors, and universities
- Expanding digital reach through **The Adversity Advantage Playbook™** and **Academy programs**

Impact Snapshot:



250,000+ people reached through keynotes and digital media



100+ organizations trained across business, government, and education



15+ years of leadership development impact

“Michael Allison and The Adversity Leadership Institute™ is where leadership meets composure – and adversity becomes the ultimate competitive advantage.”

Strategic Sponsorship Alignments & Opportunities

Partnering with **Michael Allison** means more than brand visibility – it's alignment with a mission to build high-performing, high-character leaders

Strategic Partnerships That Build Leaders and Elevate Brands

Partnering with **Michael W. Allison** and **The Adversity Leadership Institute™** means aligning with a mission-driven brand that transforms how leaders perform under pressure. Each opportunity offers measurable brand visibility, powerful alignment with resilience and leadership excellence, and authentic engagement across corporate, veteran, and high-performance audiences.

1. Event Sponsorships

Support Michael's national **keynote tours, summits, and workshops** that bring The Adversity Advantage™ frameworks to audiences nationwide.

Benefits:

- ✔ Co-brand live events, leadership retreats, or executive workshops.
- ✔ On-stage acknowledgment and logo placement on event banners, screens, and programs.
- ✔ Branded collateral (lanyards, playbooks, notebooks, signage).
- ✔ VIP access and speaking introductions for corporate partners.

"Partner with the movement inspiring leaders to perform under pressure."

2. The Adversity Advantage Playbook™ & Content Sponsorships

Be part of the global leadership resource that's redefining resilience.

Opportunities:

- ✔ Sponsor digital distribution of The Adversity Advantage Playbook™ (10K+ projected downloads).
- ✔ Include your logo, brand message, or QR link inside the playbook's partner page.
- ✔ Be featured in related leadership content, podcasts, and newsletters.
- ✔ Co-author a bonus resource or branded leadership insight insert.

"Your brand aligned with the most downloaded resilience resource for modern leaders."

3. Veteran & Leadership Initiatives

Empower the next generation of leaders through mission-driven impact.

Opportunities:

- ✔ Fund scholarships for veterans or emerging leaders to attend The Adversity Leadership Institute programs.
- ✔ Sponsor the Military-to-Corporate Leadership Transition Series.
- ✔ Support veteran storytelling segments and leadership spotlight campaigns.
- ✔ Recognition across all program media and live event mentions.

"Help veterans and high-performing leaders rebuild identity, resilience, and command under pressure."

4. Speaking Tour & Media Partnerships

Join The Adversity Advantage Tour™ — a national keynote and media series focused on leadership under pressure.

Opportunities:

- ✔ Tour title sponsorships (single city or national level).
- ✔ Branded exposure across stage backdrops, digital promotions, and media appearances.
- ✔ Inclusion in press kits, interviews, and post-event content recaps.
- ✔ National exposure across corporate, government, and conference sectors.

“Gain elite visibility across audiences that value clarity, courage, and command.”

5. Break The Bottle® Podcast Sponsorships

Feature your brand on Michael’s upcoming **Break The Bottle® Podcast** — blending battlefield lessons, leadership science, and executive insight.

Opportunities:

- ✔ Episode sponsorships with audio/visual mentions.
- ✔ Logo placement across YouTube and podcast artwork.
- ✔ Co-branded guest episodes featuring aligned corporate voices.
- ✔ Integration into social media clips and video reels.

“Where leaders break limitations — and sponsors build credibility.”

6. Break The Bottle® Book Tour Campaign

Align your brand with one of the most anticipated leadership releases of the year.

Opportunities:

- ✔ Sponsor book launch events, national speaking engagements, or media appearances.
- ✔ Brand mention in marketing and digital ads.
- ✔ Co-branded inserts or acknowledgement in the Break The Bottle® companion materials.
- ✔ Exclusive access to book tour audiences and launch events.

“Associate your brand with resilience, clarity, and performance under pressure.”

7. Leadership Retreats, Workshops, & Virtual Summit Series

Connect your brand to immersive, transformative leadership experiences.

Opportunities:

- ✔ Onsite co-branded visibility at retreats, academies, and summit experiences.
- ✔ Sponsored workshop sessions, branded breakout rooms, or virtual event stages.
- ✔ Integration into event swag, attendee workbooks, and video recaps.
- ✔ Partnership acknowledgment across pre- and post-event marketing.

“Be seen where the next generation of leaders are forged.”

8. Group Coaching Cohort Program Scholarships

Invest directly in human transformation.

Opportunities:

- ✔ Fund leadership cohort participation for emerging or underrepresented leaders.
- ✔ Feature your organization as a “Leadership Empowerment Partner.”
- ✔ Recognition on The Adversity Leadership Institute’s official website and participant materials.
- ✔ Impact reporting provided for your CSR or internal communications.

“Turn your sponsorship into transformation.”

Every sponsorship builds two legacies:

one for your brand, and one for the leaders you help create.

Partner with **Michael Allison and The Adversity Leadership Institute™** to build clarity-driven, high-performing leaders who thrive under pressure.

Customizable Sponsorship Packages

Tier	Investment	Strategic Value
Platinum Partner	\$25,000+	Keynote sponsorship, premium logo placement, stage branding, digital campaign inclusion, custom leadership content.
Gold Partner	\$10,000	Logo on materials and playbook, co-branded content piece, social media highlights, and event mentions
Silver Partner	\$5,000	Logo placement, website listing, and inclusion in sponsor recognition materials.
Supporting Partner	\$2,500	Recognition on website and leadership newsletter.

Custom options available upon consultation.

TESTIMONIALS & SOCIAL PROOF

Leadership Trusted Under Pressure

★★★★★

“Michael doesn’t just speak – he shifts the room. His frameworks transformed how our executives lead under pressure.”

– **RIE MERRIT, MICROSOFT EXECUTIVE LEADERSHIP TEAM**

★★★★★

“Authentic, relevant, and practical. Michael connects on every level – from the battlefield to the boardroom.”

– **STACY BURNS, NBC UNIVERSAL HR DIVISION**

★★★★★

“Powerful systems, clear message, lasting results. The Adversity Leadership Institute is the future of leadership development.”

– **JAMES ELLIOT, CEO, NATIONAL LEADERSHIP SUMMIT**

Clients Include



WHY PARTNER WITH MICHAEL W. ALLISON?

Align Your Brand with Leadership, Integrity, and Transformation Under Pressure.

Michael W. Allison is more than a speaker — he's a **mission-driven brand** grounded in transformation and proven performance. As a **decorated U.S. Marine, Purple Heart recipient, award-winning entrepreneur, and globally recognized leadership strategist**, Michael bridges battlefield-tested resilience with boardroom-level strategy.

His story — from surviving a combat-zone car bomb in Iraq to leading a multimillion-dollar INC 5000 company — is not just inspiring; it's instructive. Through **Adversity Leadership®**, **Break The Bottle®**, **Protect The House™**, and **The Adversity Leadership Institute™**, he delivers elite leadership systems trusted by **Fortune 500 executives, government agencies, and emerging business leaders worldwide.**

Partnering with Michael gives your brand more than visibility — it gives you **association with a movement** that stands for clarity, courage, and command under pressure.

Through keynote stages, digital education platforms, national media appearances, and high-impact partnerships, Michael's message reaches a loyal, values-driven audience of leaders committed to:

- Peak performance and precision decision-making
- Emotional intelligence and identity-driven leadership
- Resilience, adaptability, and innovation under stress

Your brand becomes part of that story.

Whether through speaking tours, podcast sponsorships, leadership programs, or veteran initiatives, partnering with Michael W. Allison offers a direct line to audiences who don't just listen — they act, engage, and align.

When you partner with Michael Allison, you're not buying exposure — you're building legacy. Integrity. Impact. Transformation. That's The Adversity Advantage™.

Join the Mission. Lead the Movement.

Sponsorship with The Adversity Leadership Institute™ is more than a brand partnership — it's a commitment to shaping the next generation of leaders who thrive under pressure.

Together, we can help organizations and individuals build clarity, courage, and command — when it matters most.

Partner with Michael Allison to turn adversity into advantage — and leadership into legacy.



+1 (561) 327 4038

www.michaelwallison.com