



EYYS 2024

CINDY TRIMM  
HOST

# SPONSORSHIP

## DECK

10TH ANNUAL END YOUR YEAR STRONG EMPOWERMENT SUMMIT  
"ALLEGIANCE: CULTURE SHIFT - AUGMENTING KINGDOM REALITY"  
DECEMBER 6-7TH AT THE HYATT REGENCY ATLANTA



A portrait of Dr. Cindy Trimm, a woman with long dark hair, wearing a dark blazer, smiling. The background is a golden, textured circular shape. The name 'CINDY TRIMM' is written in large, white, sans-serif capital letters across the top of the image, with a faint, handwritten-style signature of her name in the background.

# CINDY TRIMM

**Dr. Cindy Trimm** is a distinguished scholar and former senator with expertise in Strategic Leadership and Corporate Governance. She is the founder and CEO of *Trimm International*, a prestigious executive coaching and consulting company. Dr. Trimm has received recognition from prominent figures, including a Lifetime Achievement Award from former U.S. President Barack Obama and honors from the Queen of England, Duke of Edinburgh, and Governor of Bermuda.

As a visionary humanitarian, she founded *Trimm Global Charities*, dedicated to cultural transformation through initiatives such as community development, women and girls' empowerment, medical outreach, and education. The organization actively contributes to advancing the United Nations Sustainability Goals.

Dr. Trimm is also a prolific author with over 40 best-selling titles, a producer of the blockbuster movie "Canal Street," and a prominent television and radio host. She is highly sought after as a speaker on topics like personal branding, women in business, governmental leadership, and workforce capacity building.

Through strategic interdisciplinary forums and multimedia projects, Dr. Trimm generates practical solutions to society's challenges, emphasizing the potential for positive change in the global village. As the founder of the Trimm Institute for Global Leadership, she remains committed to maximizing human potential through leadership development and collaborative partnerships, aiming to make a meaningful difference in the world.





**ABOUT**  
END YOUR YEAR STRONG  
EMPOWERMENT SUMMIT



# THE SUMMIT

**End Your Year Strong Empowerment Summit 2024** is a 2-day life-changing experience, hosted by Dr. Cindy Trimm. This Summit is designed to awaken purpose in the lives of each participant. At EYYS, individuals will participate in high-powered, transformational sessions that include dynamic preaching, explosive worship encounters, prophetic activations, and personal ministry. This event will facilitate an innovative environment where the world's brightest thinkers will develop new leadership models for the years that stretch ahead, empowering individuals with strategies to accomplish their purpose and unlock their potential.



Present your brand to audiences through our channels

## **SOCIAL MEDIA**

1,726,174+

COMBINED INSTAGRAM, FACEBOOK,  
LINKEDIN, AND X FOLLOWERS

## **LIVE STREAM**

1,257,368+

VIEWING AUDIENCE (YOUTUBE, FACEBOOK &  
OTHER STREAMING PLATFORMS)

## **APP**

24,000+

DOWNLOADS

## **IN-PERSON**

2,000+

REGISTRANTS

## **DEMOGRAPHIC PROFILE**

Our audience consists of both men and women between the ages of 25-54.

We attract Pastors & Ministry Leaders, Entrepreneurs, Business & Community Leaders, and Influencers.

We have a global following, however, over 80% of our engaged audience is from within the United States.

**FOLLOW US**   @CINDYTRIMM  @DRTRIMM   @ENDYOURYEARSTRONG





...through  
the  
YEARS!







**SPONSORSHIP**  
**OPPORTUNITIES**



# SPONSORSHIP OPPORTUNITY

*(Exclusive to One Brand)*

Lead Sponsor

# \$50,000

- Company will be listed as "Lead Sponsor" of EYYS
- Company recognized in all national, regional, local, and social media (Radio, Print, Web)
- Inclusion of Name/Logo on all EYYS Marketing Materials
- Mention in all press and media releases
- One (1) 60 Sec. PSA/Promotional Ad ran throughout all events
- Company Executive invited to join with remarks at Opening Press EYYS
- Company Executive or Spokesperson to kick-off a pre-selected Event each day
- Company presents and curates two (2) Breakout Workshops
- Digital Signage throughout the EYYS Site
- Company Logo on five (5) Social Media Posts on multiple platforms (Pre and Post)
- Company logo on all Event Email Blasts
- Four (4) Company branded product/service Email Blast to Attendee Database
- Three (3) dedicated influencers to promote branded content
- Prominent advertisements, promotions and push notifications in Event App
- Ten (10) VIP EYYS Registrations and Ten (10) General EYYS Registrations
- (1) 20x20 Prime Exhibit Activation Space



# SPONSORSHIP OPPORTUNITY

*(Category Exclusive)*

Live Stream Sponsor

\$25,000

- Company will be listed as a "Live Stream Sponsor" of EYYS
- Company recognized in select national, regional, local and social media (Radio, Print, Web)
- Inclusion of Name/Logo on all EYYS Marketing Materials
- Mention in all press and media releases
- One (1) 30 Sec. PSA/Promotional Ad before each General Session
- Company Executive or Spokesperson to kick-off a pre-selected Session
- Company present and curate one (1) Breakout Workshops
- Digital Signage throughout the EYYS Site
- Company Logo on three (3) Social Media Posts each on multiple platforms
- Company logo on all Event Email Blasts
- Two (2) Company branded product/service Email Blast to Attendee Database
- Two (2) dedicated influencers to promote branded content
- Prominent advertisement, promotions and push notifications in EYYS App
- Five (5) VIP EYYS Registrations and Ten (10) General EYYS Registrations
- (1) 10x20 Prime Exhibit Activation Space



# SPONSORSHIP OPPORTUNITY

Presenting Segment Sponsor

# \$15,000

- Company will be listed as the "Presenting Segment Sponsor" of a "Specific Segment" at EYYS (Concerts, Partner Breakfast, Curated Workshops, KSM Graduation)
- Company recognized in all local and social media (Radio, Print, Web)
- Inclusion of Name/Logo on EYYS Marketing Materials
- Mention in the select press and media releases
- Company presents EYYS Segment with opening remarks
- Digital Signage throughout the EYYS Site
- Company Logo on three (3) Social Media Posts each on multiple platforms
- One (1) dedicated influencer to promote branded content
- Company logo on three (3) Event Email Blasts
- Advertisement, promotions and push notifications in EYYS App
- Two (2) VIP EYYS Registrations and Five (5) General EYYS Registrations
- (1) 10x10 Prime Exhibit Activation Space



# SPONSORSHIP OPPORTUNITY

VIP Experience Sponsor

# \$10,000

- Company will be listed as "VIP Experience Sponsor" of EYYS
- Company recognized in select local and social media (Radio, Print, Web)
- Inclusion of Name/Logo on EYYS Marketing Materials
- Mention in select press and media releases
- Digital Signage throughout the EYYS Site
- Company Logo on two (2) Social Media Posts on multiple platforms
- Advertisement, promotions and push notifications in Homecoming Event Series App
- Two (2) VIP EYYS Registrations and Two (2) Full General EYYS Registrations
- (1) 10x10 Prime Exhibit Activation Space



# SPONSORSHIP OPPORTUNITY

Community Sponsor

# \$5,000

- Company will be listed as a "Community Sponsor" of EYYS
- Company recognized in select local and social media (Radio, Print, Web)
- Inclusion of Name/Logo on select EYYS Marketing Materials
- Company Logo on two (2) Social Media Posts on multiple platforms
- Advertisement, promotions and push notifications in EYYS App
- Two (2) VIP EYYS Registrations
- (1) 10x10 Prime Exhibit Activation Space



## **Unleash Your Business Potential: Seize the Vendor Opportunity to End Your Year Strong!**

Welcome, esteemed vendors, to a one-of-a-kind opportunity that will take your business to soaring heights! End Your Year Strong invites you to join our exclusive event and showcase your products to an eager audience of over 1000 attendees. This is your chance to make 2023 an exceptional success for your brand. Are you ready to take the leap? Secure your spot now and make a lasting impact!

### **Vendor Benefits**

- **Reach a Vast Audience:** Engage with over 1000 eager attendees, providing your business with unmatched exposure.
- **Spacious Showcase:** Display your products on a generous 6 ft table, capturing the attention of potential customers.
- **Power and WiFi Access:** Stay connected throughout the event with optional power and WiFi access (with an additional fee).
- **Networking Opportunities:** Make valuable connections, interact with potential customers, and grow your network.
- **Elevate Your Business:** This is your golden opportunity to elevate your business to new heights in 2023.
- **Lasting Impact:** Your participation in End Your Year Strong will leave a lasting impact on your business's growth and success.

Don't let this opportunity slip away; reserve your spot now and unlock the door to endless possibilities for your business. This exclusive event offers the perfect platform to showcase your products and reach a highly engaged audience. Elevate your business and make 2023 a year to remember. Reserve your spot today and secure your place among the visionary vendors who are ready to end their year strong!



**BECOME**  
A SPONSOR  
**NOW**

**CLICK HERE**

***You're just one click away from reaching a new audience with your brand!***

Sharnell Roberson ▪ [sroberson@trimminternational.com](mailto:sroberson@trimminternational.com) / [endyouryearstrong.com](http://endyouryearstrong.com)