

# KALIFA OLIVER

AUTHOR, *I THINK I LOVE MY JOB*

POTENTIAL BRAND PARTNERSHIP OPPORTUNITY FOR BOOK TOUR SPONSORSHIP

Hi!

I am the author of "I Think I Love My Job," a book centered around leveraging people analytics and strategic insights to enhance employee experiences and foster a more people-centric workplace culture.

As an expert in people analytics and employee experience, I am passionate about helping organizations create environments where employees thrive and contribute their best work. Upon researching your organization, I was impressed by the alignment between your brand values and the message of my book. I believe that together, we can amplify our shared commitment to creating better workplace experiences for employees.

A partnership between us could include various collaboration opportunities, such as co-branded promotional materials, sponsored events during the book tour, or exclusive content tailored to your audience. By joining forces, we can leverage each other's strengths to reach a wider audience and make a meaningful impact.

I am confident that this partnership would be mutually beneficial, providing exposure for your brand to a highly engaged audience while enhancing the value proposition of my book tour. I am more than happy to schedule a call at your earliest convenience to discuss this opportunity further and explore how we can best collaborate.

Thank you for considering this partnership opportunity. I look forward to the possibility of working together to create a memorable and impactful book tour experience.

Sincerely,



1-803-439-4366



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## ABOUT THE AUTHOR

Kalifa Oliver, Ph.D. is an international experience coach, executive advisor, author, keynote speaker, and expert on building brilliant experiences using people-centered design and analytics. She has consulted for several companies and industries including tech start-ups, non-profits, and Fortune 500 companies to help them reposition their culture and employer value proposition - with a focus on employee experience and people analytics. She is the author of the must-read employee experience strategy guide *I Think I Love My Job*. Dr. Oliver is dynamic speaker who coaches leaders on reaching their leadership goals and walking into what she calls their Main Character Season.

## BOOK TOUR PARTNERSHIP OPPORTUNITIES

FRIEND	\$500- \$1000	<ul style="list-style-type: none"> <li>• LOGO PLACEMENT</li> <li>• SOCIAL MEDIA SHOUTOUT</li> <li>• 1 COMPLIMENTARY BOOK</li> </ul>
COLLABORATOR	\$1001- \$5000	<ul style="list-style-type: none"> <li>• LOGO PLACEMENT</li> <li>• SOCIAL MEDIA SHOUTOUT</li> <li>• DEDICATED SOCIAL MEDIA POST</li> <li>• VIRTUAL EVENT SPONSORSHIP</li> <li>• 3 COMPLIMENTARY BOOKS</li> </ul>
PARTNER	\$5001- \$10,000	<ul style="list-style-type: none"> <li>• PREMIUM LOGO PLACEMENT</li> <li>• SOCIAL MEDIA SHOUTOUT</li> <li>• THE KO EXPERIENCE</li> <li>• EXCLUSIVE EVENT SPONSORSHIP</li> <li>• 5 COMPLIMENTARY BOOKS</li> </ul>



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## BOOK TOUR PARTNERSHIP OPPORTUNITIES

### FRIEND (\$500 - \$1000)

- **Logo Placement:** Your organization's logo featured on promotional materials such as event flyers, social media posts, and email newsletters related to the book tour.
- **Social Media Shoutout:** Public acknowledgment and gratitude on my social media platforms for your support as a Friend sponsor.
- **1 Complimentary Book:** A signed copy of "I Think I Love My Job" sent to a designated representative of your organization as a token of appreciation.

### COLLABORATOR (\$1001 - \$5000)

- **Logo Placement:** Your organization's logo featured on promotional materials such as event flyers, social media posts, and email newsletters related to the book tour.
- **Social Media Shoutout:** Public acknowledgment and gratitude on my social media platforms for your support as a Collaborator sponsor.
- **Dedicated Social Media Post:** A dedicated post on my social media platforms highlighting your organization's support and its commitment to employee experience and people analytics.
- **Virtual Event Sponsorship:** Recognition as a Collaborator sponsor during one virtual event, including verbal acknowledgment and branding on event slides.
- **3 Complimentary Books:** Three signed copies of "I Think I Love My Job" sent to a designated representative of your organization as a token of appreciation.

### PARTNER (\$5001 - \$10,000)

- **Premium Logo Placement:** Prominent placement of your organization's logo on all promotional materials, including event banners, website banners, and press releases.
- **Social Media Shoutout:** Public acknowledgment and gratitude on my social media platforms for your support as a Partner sponsor.
- **The KO Experience:** Opportunity for Kalifa to participate in up to two episodes of a podcast as a guest, one webinar, or to contribute to one company blog discussing topics related to employee experience or people analytics.
- **Exclusive Event Sponsorship:** Exclusive sponsorship of one virtual or in-person event during the book tour, including a dedicated speaking slot for a representative from your organization to discuss topics related to people analytics or employee experience.
- **5 Complimentary Books:** Five signed copies of "I Think I Love My Job" sent to a designated representative of your organization as a token of appreciation.



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