

CONTAGIOUS OPTIMISM **LIVE!**

Real Stories Real People

PARTNERSHIP PACKAGE



A **smile** tv Production
www.smiletvgroup.com

Thousand Oaks Civics Arts Plaza **October 11th, 2014 - 12:30pm**

CONTAGIOUS OPTIMISM LIVE!

Real Stories Real People

WHAT IS CONTAGIOUS OPTIMISM?

Contagious Optimism is a bestselling book series that contains real stories from real people around the globe. Each book contains over 100 short vignettes across a variety of life's themes. The purpose is to help people find their silver linings no matter what they may be going through in life. For people going through tough times, it is comforting to read stories of how others have persevered. It tells them that they are not alone and it demonstrates that tough times are surmountable. In summary, it spreads a message of hope.

For people going through good times and prosperity, it is important to read stories of perseverance in order to remind them about what's important in life. Many people tend to take things for granted at this stage and they lose sight of their blessings. For the prosperous, Contagious Optimism helps them achieve gratitude along with a respect for others.

WHAT IS CONTAGIOUS OPTIMISM LIVE?

Contagious Optimism LIVE is a series of events that take the mission of Contagious Optimism and put it on stage combined with music, fun, and more. Each event consists of an array of speakers that share their stories in a short-talk format. The agenda for these events also includes powerful, uplifting music and entertainment along with a fun reception at the end that brings everyone together.

In addition to inspiring our audiences and providing them a fun, memorable afternoon and evening, our events are designed to appeal to people across a variety of cultures and socioeconomic backgrounds.



TESTIMONIALS

"Don't miss it! It will change your life in a profound way."

-Carey Gates

"...Contagious Optimism will be with you forever."

-Will Glennon, bestselling author of *Practice Random Acts of Kindness*

"Contagious Optimism is proof that people from all corners of the world have the ability to meet and exceed their goals despite the odds."

-Bucky Dent
NY Yankees,
Hall of Famer

"This is contagious!"
-Fran Tarkenton,
NFL Hall of Famer

"Once you experience Contagious Optimism, it is sure to change your life as well."

-John Popper, Grammy Award Winning Lead Vocalist

"It was awesome!"

-Maureen Candela

"...When you experience David Mezzapelle's Contagious Optimism, you will better understand why it is so powerful... how it empowers, motivates, and leads people to tremendous results."

- James F. Mooney,
Chairman of the Board
Virgin Media, Inc.

"CONTAGIOUS OPTIMISM will allow you to appreciate and understand the principles that people of all races, religions, and socioeconomic backgrounds live by and have exhibited during their life's adventures."

-Daniel P. Tully, Chairman Emeritus
Merrill Lynch & Co., Inc.

"This takes TED to a whole new level. The musical performances between the talks made Contagious Optimism LIVE the most perfect, harmonious event I have ever experienced."

-Marc O'Connell

"I laughed, I cried, and I was inspired...that made me appreciate my life and the lives of others."

- Travis Suit

CONTAGIOUS OPTIMISM LIVE!

Real Stories Real People

MEET THE TEAM



David Mezzapelle

David Mezzapelle believes that we all have the capacity to make optimism contagious just by sharing our life's adventures. David is the bestselling author of *Contagious Optimism*, an uplifting book series that includes real stories from real people around the globe which demonstrates that every cloud has a silver lining. Profits from book sales are shared with charities. David was the founder of Goliath Technology in 1990, a global data center infrastructure company. After selling Goliath in 2007, David launched several companies and philanthropic initiatives along with serving on various boards. Throughout his life David has encountered great peaks and valleys, all of which he is grateful for, and has always kept his glass completely full.

WWW.CONTAGIOUSOPTIMISM.COM - CONTAGIOUS OPTIMISM BOOK SERIES



Becky Woodbridge

As a professional speaker, trainer and coach, Becky Woodbridge has a unique viewpoint from the stage as well as behind the scenes as the organizer of TEDxDelrayBeach, an independently organized TED event, and as the director of Sponsorship for Contagious Optimism Live. Prior to working in the speaking industry, Becky was the former president and founder of a highly-rated South Florida real estate company, and as a 27-year major airline flight attendant. In two distinctly different work environments, Becky saw commonality in the way that customer service is highly affected by poor moods and ineffective communication which can limit successful results - both personally and professionally. Becky has become an active participant in the South Florida business community. She is also the founder of One Penny At A Time, a nonprofit that supports children in need with scholarships and educational programs.

WWW.BECKYWOODBIDGE.COM

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www.contagiousoptimismlive.com | #COLIVELA | @COLIVEUS

MEET THE TEAM



Sandy Pedeflous

Sandy Pedeflous, co-owner of Smile TV Group, is a visionary and 30-year veteran of the entertainment industry working behind the scenes in all aspects of production. Sandy graduated with a bachelor's degree in radio, television, and film from California State University, Northridge. She used her creative expertise to build her own editing business and developed industrial video productions. Sandy is also the co-owner of two successful companies, Omegasonics and UltraCare. At a young age, Sandy had a dream to create a positive news show. She made this dream become a reality with Smile TV, an all-positive media network producing video for the soul purpose of smiling.

WWW.SMILETVGROUP.COM - VIDEO FOR THE SOUL PURPOSE OF SMILING



Sherry Hursey

Sherry Hursey, co-owner of Smile TV Group, is an award-winning actress, writer, and producer whose face and voice are very familiar to television and film audiences worldwide. Most recognized as "Ilene" on the hit series, Home Improvement, or "Kirsten Dunst's mom" in the Universal hit, Bring It On, Sherry has an extensive list of credits from stage to screen. As a vocalist and voice artist, Sherry can be heard in over a hundred films including: Shrek, Madagascar, Polar Express, and Monsters vs Aliens. Following her passion for music, children, and positive programming, Sherry branched out by producing and starring in the uplifting family musical, Lilly's Light, for PBS, advocating for displaced and foster youth. Her heart and talents are now fully expressing through Smile TV!

smile tv

Video for the *soul* purpose of smiling

October 11th 2014 - 12:30pm

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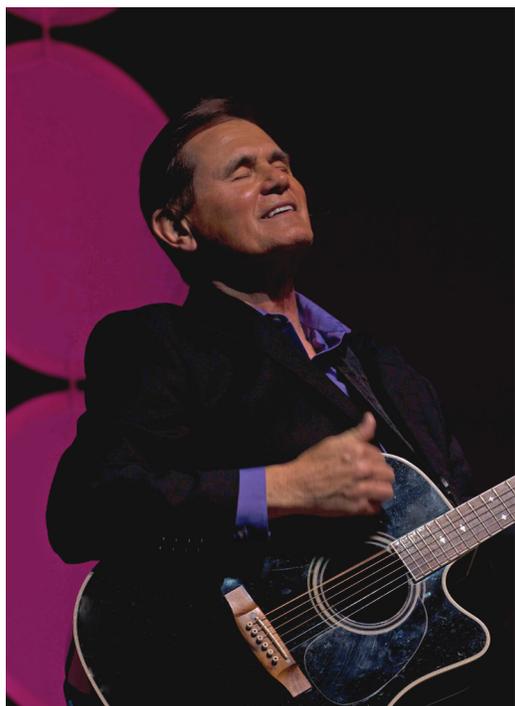
MEET THE TEAM



Marta Tracy

Marta Tracy is the creative executive behind Marta Tracy Media, Inc., where she works as a Brand Consultant, TV and Media PR Strategist and Media Trainer. She is a champion of lifestyle talent including authors, experts and large and small brands dedicated to spreading positive messages. Tracy is one of the original creators of E! Entertainment Television and The Style Network. She has worked for Sony Pictures Television in Daytime Talk Show Syndication and for People Magazine and People.com as a Talent and Development Consultant. She is the author of *Starring You! The Insiders' Guide To Using The Power Of Television and Media To Launch Your Brand, Your Business And Your Life!* (HarperCollins).

MARTATRACY.COM



Harold Payne

Harold is a multi-platinum songwriter whose soulful uplifting songs and husky heartfelt vocals have graced stages around the world. He has written songs for such diverse artists as Rod Stewart, Patti Labelle, Kelly Rowland, and Carlos Santana—literally from Peter Paul and Mary to Snoop Dogg. The album “Bravest Man in the Universe” by Rock & Roll Hall of Fame inductee, Bobby Womack co-written by Payne, Womack, Damon Albarn (Gorillaz & Blur frontman) & Richard Russell (XL Recordings head) and won the prestigious 2012 “Q” award in the UK for “Best Album of the Year.” He launched the Power of Positive Music series that led him to performing with motivational speakers like Mark Victor Hansen—co-founder of Chicken Soup for the Soul & countless others. Payne most recently, spoke for a TEDx talk on “Preparing for Spontaneity.”

HAROLDPAYNEMUSIC.COM

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www.contagiousoptimismlive.com | [#COLIVELA](https://twitter.com/COLIVELA) | [@COLIVEUS](https://twitter.com/COLIVEUS)

MEET THE TEAM



Teana McDonald

Teana McDonald had an early fascination with marketing, fashion, and design which led her to launch an upscale accessory line. While growing this company, Teana became an expert in social media and public relations. She then began a boutique social media and public relations firm establishing a strong online presence for all sized companies. Teana has a bachelor's degree in marketing and a masters degree in ecommerce. She is the past president of the National Association of Women Business Owners, writer for several magazines, a former co-host of NBC's Miami Moms and 3 Loud Women. These platforms gave her the opportunity to share her experiences and knowledge with the everyday woman juggling life, career and family.

WWW.3ECONNECTIONS.COM



Erin Branham

Erin Branham is the owner of Apartment Two Events. She is a Palm Beach County native, and a graduate of the University of Miami where she was a Hurricane cheerleader. She began planning events as a volunteer during high school, and continued to do so throughout college. It wasn't until she began working for Coral Ridge Presbyterian Church, that she developed a love for planning large scale events that serve a marketing goal. After five years as Coral Ridge's event planner, Erin founded Apartment Two Events to continue pursuing her passion for corporate events.

APARTMENT2EVENTS.COM

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CONTAGIOUS OPTIMISM LIVE!

Real Stories Real People

SPONSORS

PRESENTING SPONSOR:

- Price TBD (based on length of commitment)

FOREVER OPTIMIST: \$5,000

- Company logo in front of speaker's talk
- Recognition in all promotional material
- Company name in press releases pre- and post-coverage
- On-stage recognition by co-host
- Company listed as "forever optimist" in event materials
- Company logo on event sponsor board
- Company logo and company link on website sponsor page
- Company logo in e-newsletter sent pre- and post- event
- Priority photo opportunity for your representatives for pre- and post-coverage
- 6 Corporate tickets to the LIVE event (VIP seating)
- 6 Tickets to VIP Mixer
- 6 Tickets for VIP/Press Room Access
- Acknowledgement or advertisement in event program
- Centerpiece with your company name on reception tables

THE OPTIMIST: \$2,500

- Company logo on all promotional materials
- Company name in press releases pre- and post-coverage
- On-stage recognition by co-host
- Company listed as sponsor in event materials
- Company logo on event sponsor board
- Company logo and company link on website sponsor page
- Listed in e-newsletter sent pre- and post- event
- 4 Corporate tickets to the LIVE event (VIP seating)
- 4 Tickets to VIP Mixer
- 4 Tickets for VIP/Press Room Access
- Acknowledgement or advertisement in event program

IN-KIND: \$500

- Company listed as in-kind partner in event materials
- Company name listed on the Sponsor web page
- 2 Corporate tickets to the LIVE event (VIP seating)
- 2 Tickets to VIP Mixer
- 2 Tickets for VIP/Press Room Access

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RETURN THIS COMPLETED PAGE TO INITIATE PARTNERSHIP

Business Name: _____

Contact: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____ Cell Phone: _____

Email: _____ Website: _____

Enclosed is a contribution in the amount of: \$ _____

- Presenting Partner (negotiable)
- Forever Optimist Sponsor \$5,000
- The Optimist Sponsor \$2,500
- In Kind Sponsor \$500
- Unable to attend, but wish to contribute in the amount of: \$ _____

PAYMENT INFORMATION

Payment Options

- 1) Check enclosed and made payable to **Goliath, LLC**
- 2) Fill out form below for credit card authorization (American Express | MasterCard | Visa)

Credit Card Number: _____ CVS Number: _____

Expiration Date: _____ Billing Zip Code: _____

By signing below, I authorize **Goliath LLC**, to charge the above credit card as indicated.

Authorized Signature : _____ Date: _____

Contact Becky Woodbridge at 561.251.7059 or Becky@beckywoodbridge.com with questions and information.

SPONSORSHIP DEADLINE DATE IS SEPTEMBER 12, 2014

October 11th 2014 - 12:30pm

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CONTAGIOUS OPTIMISM LIVE!

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THE SPEAKERS



David Mezzapelle - Co- Host (Author/Speaker) believes that we all have the capacity to make optimism contagious just by sharing our life's adventures. David is the bestselling author of Contagious Optimism, an uplifting book series that includes real stories from real people around the globe which demonstrates that every cloud has a silver lining.



Sherry Hursey - Co-Host (Smile TV Co-Owner) is an award-winning actress, writer, and producer whose face and voice are very familiar to television and film audiences worldwide. Following her passion for music, children, and positive programming, she produced and starred in the uplifting family musical, Lilly's Light. Her heart and talents are now fully expressing through Smile TV!



Kathy Buckley is a five-time American Comedy Award Nominee as Best Stand-Up Female Comedienne and the winner of countless other awards for her work. She is also an actress, writer and producer, author, humanitarian, and one of the country's leading motivational speakers. Her extraordinary story is truly amazing to all who experience it.



Laura Berman Fortgang is recognized as a pioneer and international voice in the personal coaching field. Her books have been published in 13 languages. A performer for years and a twenty-plus-year veteran of executive and life coaching, Laura's presentations are entertaining, informative and far outside the ordinary.



Jim Cathcart, CSP, CPAE is the author of 16 books and is one of the most award winning professional speakers in the world. He is a master motivator that helps entrepreneurs grow their businesses. Jim believes that "Everyone must face reality honestly but the Pessimists give up early while the Optimists continue to seek out new answers. Optimism is Contagious...especially at THIS conference!"



Harold Payne (Musical Direction) is a multi-platinum songwriter whose soulful uplifting songs and heartfelt vocals have graced stages around the world. He has written songs for such diverse artists as Rod Stewart, Patti Labelle, Kelly Rowland, and Carlos Santana. He launched the Power of Positive Music series that led him to performing with motivational speakers like Mark Victor Hansen.



Mace Horoff is the President of Sales Pilot, a world class speaker, motivator, and trainer. He's able to connect instantly with audiences because of his confidence, integrity, and joyful heart. Mace combines the strengths of being able to deliver well rehearsed stories with an incredible "brain to mouth" connection that turns his extemporaneous thoughts into well received words.



David Pollay is on a mission to increase success, happiness, and civility in business, at home and in our communities. David's best-selling book *The Law of the Garbage Truck* is revolutionizing the way people relate to each other personally and professionally. He shows you how to stop accepting other people's emotional garbage, how to stop creating your own, and how to stop dumping on others.



Jana Stanfield is known as "The Queen of Heavy MENTal", a kind of music best described as "psychotherapy you can dance to." She's a multi-platinum songwriter whose lyrical words of wisdom have been featured in movies and on Oprah, 20/20, Entertainment Tonight, and radio stations coast to coast.



Terry Paulson PhD, CSP, CPAE is a PhD psychologist, national columnist, author, and a leading authority on leveraging optimism to make change work. He's an award-winning professional speaker with over 30 years experience in inspiring audiences. Terry's tasteful humor and down-to-earth style have earned him a deserved reputation as one of the nation's best keynote speakers.



Tim Harris was born in 1986 with Down Syndrome. The famous quote from Walt Disney, "If you can dream it, you can do it" has been the driving force behind the life of Tim Harris. Tim's life has been defined by exceeding expectations.



Becky Woodbridge (Sponsorship Director) is a professional speaker, trainer and coach. As the former President of an A+ real estate company and as a 27- year flight attendant, Becky understands how customer service is highly affected by poor moods and ineffective communication which can limit successful results – both personally and professionally.



Rita B. Craig is an energetic mix of down-home likeability and cutting-edge business insights. She is the visionary founder and president of Top Tier Leadership, which provides human resources consulting, executive leadership coaching and speaking services that focus on the AAA's necessary to win in life and in business.



Faith Rivera believes everyone has that sparkle factor. Whether she's performing, speaking, or teaching, she brings this sunny message with her around the globe. For Faith, love is the answer and music – her powerful weapon of choice to spread that love one song at a time, one heart at a time.



SCHEDULE OF EVENTS

CHECK IN 12:30pm
SESSION #1 2:00-3:30pm
BREAK 3:30-4:30pm
SESSION #2 4:30-6:30pm
RECEPTION to follow



October 11th 2014 - 12:30pm

Join us at the Thousand Oaks Civics Arts Plaza

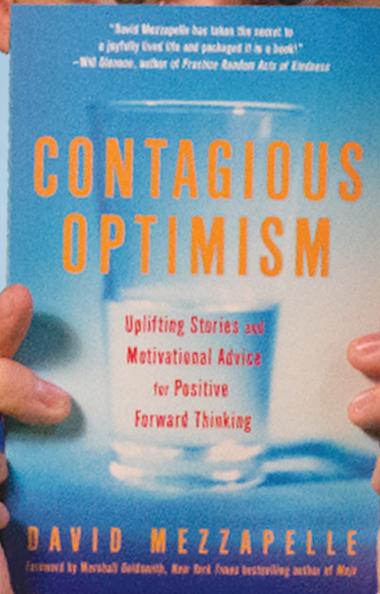
CONTAGIOUS OPTIMISM

NOW A BESTSELLER

It's possible to find the silver lining in every cloud

“Join the movement and help make optimism contagious!”

-Founder, David Mezzapelle



PAPERBACK, HARDCOVER & AUDIOBOOK

Barnes & Noble

Amazon

Target

Walmart

Costco

All Indie Stores

Ereader

iTunes

Kindle

Nook

AVAILABILITY

US and Abroad

“It is impossible to inoculate oneself against the contagion of optimism that pours out from the stories of the courageous men and women in CONTAGIOUS OPTIMISM who show us how we can soar and flourish in the very midst of life’s challenges . Read it and celebrate the human spirit!”

-Michael Beckwith, founder Agape International Spiritual center and bestselling author of Life Visioning