



AVANTI ENTREPRENEUR GROUP

SPONSOR PROPOSAL



April 12, 2017



Welcome to Our Family

When we partner with a sponsor, it holds great value to the Avanti audience (*our family*) because they trust us to deliver top resources that will help their businesses grow. Our acceptance of a sponsor into our family is like a “seal of approval.”

And then, *you* become part of the family. A trusted member.

The Avanti Entrepreneur Group is made up of multiple properties in order help our clients receive relevant leads, deep branding and engaged relationships.

The goal for our sponsors is to help build long-term client connections.

We do this by creating incredibly unique, helpful and valuable experiences.

We don't let our family down. And, we spend a lot of time with them! We're not about just getting together once a year for an annual event. We connect with our family members often through a podcast, a TV show, events and digital communications.

Avanti family members trust us to deliver the best, most helpful content and resources on the planet.

We hope to have the opportunity to make you an Avanti family member!



Who We Are

The Avanti Entrepreneur audience is made up of beginning to middle-stage entrepreneurs. The content we provide helps this demographic to move forward with their hopes and dreams to start and grow their business.

The different between their dreams and current situation is ACTION, and we aim to provide them the information, inspiration

and partners to help them move forward. (*Did you know that "Avanti" means "to move forward" in Italian.*)

We will position YOU as an Avanti partner. Avanti partners are well-known to be great tools in the entrepreneurial toolbox, someone who can be a part of a solution to moving forward successfully ...and to help an entrepreneur to take that next step!

"It is always extremely rewarding to spend time with like minded entrepreneurs. The collective brain trust of our group will prove to be immensely beneficial to each of us as we grow our respective businesses. The first meeting was great and am looking forward to what the future brings." —Jason Pero, Pero Real Estate



Our Story

We begin our journey in 1995 when David Mammano, a young punk kid who had enough of having a boss and decided to venture out on his own. He decided to quit his “real job” in radio sales and follow the path of an entrepreneur.

David had dreamed about starting a business for a long time and thought about his passions and worked on combining them into something that could also yield profits.

In college, David loved working at the newspaper. He wrote, sold ads and eventually became the advertising sales manager. But more so, David loved helping youth with their future. His upbringing was amazing and feels so blessed and grateful for it, so therefore is passionately dedicated to helping young adults find their path and reach their potential. Every one has a

dream and David gets personal fulfillment and great energy when helping others create the drive and plan to chase their dream.

In trying to combine this avid love of helping young people, he decided to start *Next Step Magazine*; a resource that would help teens with planning for life after high school.

On January 3, 1995, David left the radio sales job and was now an official “Magazine Publisher.” (Although that first evening he found himself chopping broccoli for the Ruby Tuesday’s salad bar to make some extra income while starting out. What some might perceive as humbling, David found to be exhilarating – he was following his dream!)

Five months later, David still remembers holding the first issue. Almost like the first baby who would grow up to help others in a most impactful way.



The magazine was a massive success and spread nationally—eventually helping 3,000,000 teens with college, career and life planning per year in more than 20,000 high schools. The company became an Inc. Magazine 5000 company three years in a row!

Fast forward to 2013... Print for teens was far from cutting-edge technology. David and his team revamped the business to create new directions including:

- **NextStepU.com** | A website that replace the printed magazine
- **Next Step Academy** | An online school
- **LINK Magazine** | A printed magazine for high school guidance counselors
- **Next Step College Planning Center** | A retail model that provides enhanced college planning services
- **Next Step College Prep** | An online college planning curriculum that is licensed to high schools, charter schools, Boys & Girls Clubs, and other organizations that serve youth

Today, all the Next Step properties have been spun off except for Next Step College Prep, which has become the core of that business unit.

Selling off the Next Step properties gave David more time to ponder his own “next step.”

With what felt like perfect timing, he received a call from a 25-year-old young entrepreneur. He had called to thank David for a mentorship meeting five years previously. In that meeting, David had given him some helpful advice which propelled him to great business success. At the end of the call, the young man suggested that David should start a business where he coaches others about starting and growing businesses. Viola! ...David’s latest business idea was born.

David immediately met with Diana Fisher, a longtime member of the team and current Marketing VP about his idea. One month later, the Avanti Entrepreneur Group was launched!

AvantiEntrepreneurGroup.com and DavidMammano.com are now thriving enterprises helping dreamers start and grow businesses. David and his team provide services to entrepreneurs through the popular Avanti Entrepreneur Podcast, Avanti Entrepreneur Summits, an online course, coaching services, mastermind groups, professional speaking, books and more.

After riding the entrepreneur rollercoaster for more than 22 years, David now can help people achieve their entrepreneurial visions.

“It is so personally fulfilling to be able to take my successes (and my mistakes), and package them up into products that truly point people in the right direction of reaching their potential. I can’t explain how gratifying it is. I feel like I was put here on this Earth to do exactly this.” —David Mammano, Founder/CEO, Avanti Entrepreneur Group



Our Goal For You

We work hard to create raving fans. The Avanti Entrepreneur family trusts we will deliver great sponsors — sponsors that can become their partners.

The goal for our partners is to expose our raving fans to your message — creating brand awareness, a larger customer base for you, drive traffic to your site or landing pages, entice sales, and result in new referrals.



How We Market You

The Avanti Entrepreneur Podcast

This weekly podcast helps entrepreneurs grow through listening to interviews with today's top business leaders. Avanti listeners want to roll up their sleeves and do the hard work.



Avanti Entrepreneur TV

Launching on YouTube in May 2017, Avanti Entrepreneur TV highlights David Mammano's interviews with top entrepreneurs as they share tips, advice, struggles and successes.



Avanti Entrepreneur Summits

Twice each year, an Avanti Summit event takes place at a first-class venue. These events help industry leaders grow while learning the latest entrepreneurial strategies. Well-known keynote speakers, workshops and exhibitors highlight the day for attendees.



Avanti Universal

Avanti Universal includes all of the channels we mentioned above as well as additional campaigns included using the Avanti:

- Email database
- Social media
- Website
- Mastermind Groups
- Online Course





Sponsor Investment

The Avanti Entrepreneur Podcast

- (1) 15-second first-person commercial by David Mammano during each podcast for 1 year.
- Logo sponsorship on AvantiEntrepreneurGroup.com podcast page(s) for 1 year.
- Logo sponsorship on e-blast to all opt-in users once per week announcing each new podcast for 1 year.
- (1) Company affiliation (and tagging) social media post each week announcing new podcast on Facebook, Twitter and LinkedIn for Avanti Entrepreneur Group for 1 year.

Avanti Entrepreneur TV

- Logo sponsorship in intro and outro for any TV upload for Avanti Entrepreneur TV for 1 year.
- The opportunity to provide (1) 15-second commercial during each TV upload.
- (1) Company affiliation (and tagging) social media post each week announcing new show upload on Facebook, Twitter and LinkedIn for Avanti Entrepreneur Group for 1 year.

Avanti Entrepreneur Summits

- Platinum level sponsorship which includes highest level of available promotions, a booth in the exhibit area, mentions on stages, mentions on social media, and 10 tickets to every event.

Avanti Universal

- (2) e-blasts per year to our email database.
- Inclusion on a partners page on AvantiEntrepreneurGroup.com.
- Inclusion in communications to Avanti audience, including members of the Mastermind Groups, Online Course users, event attendees, etc.
- Inclusion on the Thank You to Partners section in the Online Course downloadable workbook.

Investment: \$2,500 per month (1-year commitment)