

Brad Sugars

Billionaire In Training
Canadian Tour 2007

Purpose:

The purpose of the 2007 Billionaire in Training tour is to complement the re-branding of Action International to **ActionCOACH** while re-educating business owners with an empowering message.

The seminars will help launch **ActionCOACH** to a new audience in 2007. It will also increase the global brand equity of **ActionCOACH**, allowing the brand to grow and expand further by effectively targeting and converting prospective customers into more and more on-going clients.



Who is Bradley J. Sugars?

- Leading business coach
- Dynamic speaker
- Prolific author
- Certified Accountant
- World-renowned entrepreneur
- Founder in 1993 of **ActionCOACH**



What is the Brad Sugars story?



Brad Sugars is a globally-renowned entrepreneur, author and business coach who has helped more than a million clients around the world find success.

He's a trained accountant, but most of his experience comes through owning his own companies. His main company, **ActionCOACH**, started from humble beginnings in the back bedroom of a suburban home in 1993; when Brad started teaching business owners how to grow their sales and marketing results. Today **ActionCOACH** has 1,200 coaches in 24 countries and is consistently ranked in the top 100 franchises in the world.

Brad Sugars has spoken on stage with Tom Hopkins, Brian Tracy, John Maxwell, Robert Kiyosaki and Allen Pease, written books with Anthony Robbins, Jim Rohn, and Mark Victor Hansen, appeared on countless TV and radio programs and in hundreds of print articles around the globe. Voted as one of the Most Admired Entrepreneurs by the readers of E-Spy Magazine – next to the likes of Rupert Murdoch, Henry Ford, Richard Branson and Anita Roddick.

Today, **ActionCOACH** has coaches across the globe and is the #1 Business Consulting Franchise globally. The success of **ActionCOACH** is attributable to development and application of common business strategies between coaches and entrepreneurs.

Check out Brad's website www.bradsugars.com and read the testimonials.

What is **Action**COACH?

- 1,200 certified coaches, world-wide
- Global business coaching franchise with head office in Las Vegas
- Canadian offices include Edmonton and Toronto
- What it delivers: systematized success
- World abundance through business re-education
- Personalized business transformation (eg. fun, through performance of excellence)

ActionCOACH
business coaching

The World's
Number 1
Business Coaching Firm

What is *Billionaire In Training*?

- Global Tour in 2007 includes three stops in Canada.
- Book published in 2006, by best-selling self-made millionaire, entrepreneur, author, and business coach Bradley J. Sugars.
- Brand launch, in which attendees will learn to:
 - Acquire the wealth-building secrets of billionaires
 - Buy, grow, and sell businesses like a pro
 - Have a diverse empire of assets working for them.
- Opportunity for minor sponsors to obtain qualified information valued at \$10,000, for zero net cash investment.

Canadian Tour: Sept. & Nov. 2007

Billionaire In Training & ActionCOACH Brand Launch, Cities & Dates

- Event: **Red Deer—Red Deer Lodge Hotel and Conference Center**
Date: Wednesday September 12, 2007
Event time 6 pm – 9 pm
Expected Audience: 750 / Sponsors: 15
- Event: **Edmonton—Shaw Conference Centre**
Date: Thursday September 13, 2007
Event time 6 pm – 9 pm
Expected Audience: 1000 / Sponsors: 15
- Event: **Mississauga—Mississauga Convention Centre**
Date: Thursday November 1, 2007
Event time is 7 pm – 10 pm (Registration begins at 6 pm)
Expected Audience: 1000 / Sponsors: 15+

Sponsorship

Billionaire In Training
Canadian Tour 2007

Sponsorship Overview

Sponsorship: There are now **limited opportunities** available to sponsor these events during the Canadian Tour. The expected occupancy is **1,000 attendees at each event.**

The major sponsor for the event will be **ActionCOACH** who has all naming rights. This leaves a limited number of opportunities to secure a sponsorship at each event!

Cost Coverage Sponsorship – no charge to sponsor. This is on the basis the sponsor promote the event to its customer database—ideally 1,000 or more people. From this the sponsor must ensure at least 50 people attend the event on the specified date.

Sponsorship Opportunity

What are the top seven reasons to become a sponsor?

- 1) **It costs you nothing!**
- 2) **You will get a contact database of all attendees at your events.**
- 3) **You get 50 tickets to give to your best clients / business owners (valued at \$69.95C ea).**
- 4) **Sponsors will be listed on the Billionaire In Training website and all associated print material.**
- 5) **The opportunity to include company information/collateral material in 1,000 gift bags given away at each event.**
- 6) **Advertising at the event via a banner.**
- 7) **Billionaire In Training seminars are an ideal chance to acquire prospective clients who may otherwise not be contacted.**

What Now?

These are sure to be sell-out events—so don't miss out on this amazing marketing and networking opportunity for your business!

These positions will be filled quickly! To become a minor sponsor at these exciting events during the latter half 2007 please contact your local **ActionCOACH** or alternatively feel free to contact me below.

I look forward to working with you during *Billionaire in Training!*

Bryce Winter, Marketing Director **ActionCOACH** (CANADA)

Telephone: 888-478-0790

Fax: 866-243-1654

E-mail: brycewinter@actioncoach.com

Check out: www.actioncoach.com