



**Wednesday, April 16, 2025**

4:30-8:30pm

Lancaster Marriott at Penn Square

Featuring our 43<sup>rd</sup> President, George W. Bush

## WHY SPONSOR THIS EVENT?

### *Visibility, Recognition, Support!*

**Affiliate your brand with the premier business leadership event of the year**

- Over 1,500 owners, CEOs, and executives from family & privately held businesses
- Companies in attendance represent 24,000 employees and \$13 billion in revenue
- Event marketing through the High Center website, targeted e-mails, LinkedIn, podium recognition, program, video rotator, logo signage
- Company logo prominent on print and digital ads targeting 500,000 readers
- Event tickets, Commonwealth VIP reception, dinner, preferred seating
- Portion of ticket price is tax deductible; proceeds benefit the High Center's mission



**High Center Forum**



**Networking Reception**

Contact Lisa Rosenberger [[rosenbergerl@etown.edu](mailto:rosenbergerl@etown.edu) or 717-361-1275] for more details about sponsorship opportunities.

**RACHEL DEALTO**

**Wednesday, April 16, 2025**

**3:00-4:30pm**

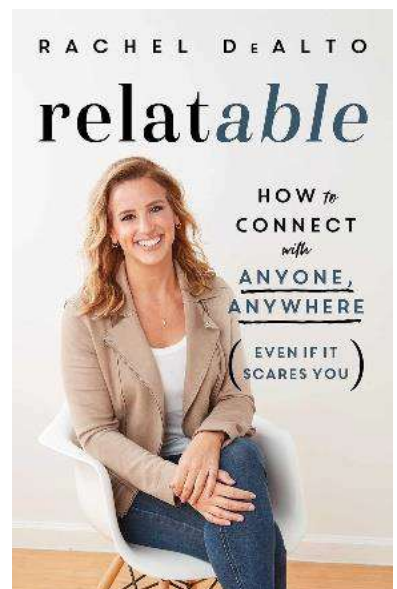
Lancaster Marriott at Penn Square

***The Relatable Leader: Create a Culture of Connection***

Rachel DeAlto, CSP is a communication and relatability expert, media personality, keynote speaker, emcee, and the author of *“relatable: How to Connect with Anyone Anywhere (Even if It Scares You)”* (Simon & Schuster’s Simon Element, September 2021). She is also the co-founder of [The MAGNET Method](#), a consulting firm focused on employee engagement, and Match Group’s Chief Connection Officer.

Rachel maintains a law degree, a Master’s in psychology, and has achieved the designation of Certified Speaking Professional® through the National Speakers Association. She maintains an influential social media presence where she shares psychological research updates and practical takeaways to connect and communicate more efficiently.

She has appeared as an expert on Lifetime’s Married at First Sight, TLC’s Kate+Date, and over 200+ national media outlets. Rachel speaks on relationship building, the power of connection, and authenticity with her most recent TEDx, Being Authentic in a Filtered World, featured on TED.com



**PRESIDENT GEORGE W. BUSH**

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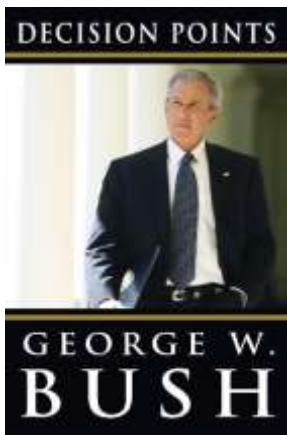
*Leadership Lessons from our 43<sup>rd</sup> President*



George W. Bush served as 43rd President of the United States of America from 2001 to 2009. As Commander in Chief, President Bush worked to expand freedom, opportunity, and security at home and abroad. His Administration reformed America's education system, restored robust private-sector economic growth and job creation, protected our environment, and pursued a comprehensive strategy to keep America safe after the terrorist attacks on September 11, 2001.

After the Presidency, President Bush and former First Lady Laura Bush founded the George W. Bush Presidential Center in Dallas, Texas. The Bush Center is home to the George W. Bush Presidential Library and Museum and the George W. Bush Institute, a nonpartisan public policy and leadership development.

President Bush is the author of three bestselling books: *Decision Points* (2010), *41: A Portrait of My Father* (2014), and *Portraits of Courage: A Commander in Chief's Tribute to America's Warriors* (2017), a collection of oil paintings and stories honoring America's military heroes. He received a bachelor's degree in history from Yale University and a master's degree in business administration from Harvard Business School.



**2025 SPONSORSHIP LEVEL OPPORTUNITIES**

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	2025 Price	# of Sponsors	Pre-Event Promotion	# of Tickets with Preferred Seating	Preferred Table Placement	# of Tickets to Commonwealth Reception	George W. Bush Photo Opportunity <i>(Limits per Click)</i>	Printed Program & Ad Recognition	Dinner PowerPoint Rotator	Live Program Emcee Recognition	Live Program Video Recognition	Recognition on Tables	Ballroom Wall Logo display	Early Security Check Entrance
<b>PRESENTING SPONSOR</b>	\$25,000	1	Logo	30	Yes	30	4	Logo/Description Full Page Ad (Premium Position)	Logo	Logo/Stage	Logo	Separate Logo sign	Yes	Yes
<b>PLATINUM</b>	\$18,000	3	Logo	20	Yes	20	3	Logo/Description Full Page Ad	Logo	Logo/Stage	Logo	Logo sign	Yes	Yes
<b>GOLD</b>	\$13,000	4	Logo	20	Yes	20	2	Logo Half Page Ad	Logo		Logo	Logo sign	Yes	Yes
<b>COMMONWEALTH RECEPTION</b>	\$13,000	1	Logo	20	Yes	20	2	Logo Half Page Ad	Logo		Logo	Logo sign	Yes	Yes
<b>WINE</b>	\$13,000	2	Logo	20	Yes	20	2	Logo Half Page Ad	Logo		Logo	Hang tag on wine bottles	Yes	Yes
<b>SILVER</b>	\$9,000	7	Logo	14	Yes	14	1	Logo 1/4 Page Ad	Logo		Logo		Yes	
<b>BRONZE</b>	\$5,000			10	Yes	10		Logo	Logo		Logo			
<b>PATRON</b>	\$3,500			8	Yes	8		Name			Name			