

*Earn Revenue and Grow Your Residual Income!*



# CRG Event Host/ Sponsor Program



**This is a unique business opportunity to partner with Consulting Resource Group International, Inc. to plan, produce, promote, and implement a successful CRG Professional Mastery & Assessments Certification (PMAC) or other CRG trainings anywhere on the globe (or virtually) — while enjoying the long-term rewards of presenting a lucrative event.**

**To determine if you qualify and to learn more about this program, read on!**



# CRG Event Host/Sponsor Program

## Do You Qualify to be a CRG Event Host or Sponsor?

We are seeking individuals and/or organizations in the professional development, seminar, marketing, or event-promotional disciplines who reflect the highest level of professionalism and reputation.

- You are interested and capable—in resources, contacts, and experience—to organize, promote, and successfully orchestrate a public education event—fill the room—live or online.
- You fully embrace our values of professionalism, honesty, quality, excellence, mutual respect, and partnership.
- You understand that hosting a CRG event is a privilege that offers you and your organization a significant opportunity both short-term in event revenues and long-term in potential residual income.

## *Why Consider Hosting and Sponsoring a CRG Event?*

### **Improve Your Brand Reputation**

Linking with CRG will contribute to your brand reputation. CRG's resources and events are of the highest quality and value. For over 40 years, CRG has continued to set the bar in terms of delivering high-quality solutions. Our track record shows an 80% switch rate to our resources once professionals learn and understand our positive differences. In fact, HR.com has recognized CRG globally as one of the top 3 providers of professional development and leadership. It was no small feat to win this award by beating out icons like Disney University, University of British Columbia, and more than 140 other multi-national organizations.



### **Grow Your Business With New Leveraged Revenue Streams**

As an event host, you have the opportunity to share or earn revenue on each event. That could be significant in its own right. In addition, because of CRG's leveraged referral model, as long as you are in good standing you will earn an ongoing percentage of all the business generated by your event attendees—forever! CRG's relationships are all automated with our online system. We will take care of the order fulfillment, billing, and other details with your clients. We forward your earned affiliate commissions to you based on the fact that you referred clients to CRG resources. No hassles. No work on your part. Just continue your natural relationships with your clients. The leverage can also apply when you host events such as online webinars or training.

### **No Burden of Designing or Delivering Event Content**

Your responsibility as an event promoter and host is to fill the session. Then CRG takes over with our expertise and over 4 decades of experience in delivering outstanding content and learning experiences. You can focus on building relationships, increasing attendance, and sourcing site locations or online logistics. We will even provide an Event Expectations Checklist so you know exactly what is needed. If an item is not on the list, we are just an email or phone call away to work together with you—and we will share our marketing materials

## CRG Event Host/Sponsor Program Details

An event is any CRG workshop, program, or certification that a third party (partner) is willing and able to promote, produce, organize, and implement into the public marketplace—live and/or in an online offering. That can include any standard program such as CRG’s Professional Mastery & Assessments Certification (PMAC) (not available online), Why Don’t You Sell The Way That I Buy?, Why Aren’t You More Like Me?, Dying to Live, The Quest for Purpose, and other pre-developed CRG workshops. CRG is open to deploying custom-designed workshops with a Host/Sponsor Partner . . . subject to additional development costs. Please contact CRG directly for customized workshop options and the related investment.

### CRG will provide the following:

- Generic marketing material and copy that can be used by the Host/Sponsor
- All presentation content and design for the specific session
- All training materials for participants as agreed for that event
- CRG approved facilitators, trainers, and speakers
- Course registration via phone or online (if required)
- Course payment processing (if required)
- Communication and event-detail management with all participants after they have registered (as required)
- Promotion of the event to CRG’s list of contacts and clients
- Event checklist and expectations for Host/Sponsor
- Payment of Host/Sponsor Hosting fee for CRG attendees

### The Host/Sponsor is responsible for the following:

- Promote, fill, and ensure the financial success of the event.
- Provide a non-refundable deposit to secure event date. (See Schedule)
- Forward as outlined in each specific Host/Sponsor agreement, non-refundable payments at set trigger points (dates) prior to the event.
- Behave in accordance with CRG’s Code of Conduct.
- Provide and pay for all travel expenses of the CRG-approved trainer(s), including airfare, hotel, meals, parking, mileage, and transportation.
- Select, book, and pay for the training location and all related site costs including but not limited to all AV equipment and refreshments for the participants.
- Manage and coordinate all event logistics.
- Collect and process payments of participants (if required).
- Market to all clients and contacts.
- Maintain price integrity.
- Permit CRG guests and participants to attend Host/Sponsor Event.



## Testimonials

“After hosting and personally attending **CRG’s Professional Mastery & Assessments Certification, (PMAC)** Workshop with Ken Keis, I am now recommending that ALL my coaches and colleagues attend this training! I am so impressed with CRG resources that they will now be included as part of our Coaching Certification Program. ”

**Dr. Patrick Williams, Founder**  
Institute For Life Coach Training  
Past Chair of the International  
Coaching Federation

“**CRG’s Professional Mastery & Assessments Certification, (PMAC)** Workshop is an exceptional, impactful program that will help us deliver results with confidence! Ken is brilliant. ”

**Dr. Mitch Javidi**  
International Academy of  
Public Safety

“**CRG’s Professional Mastery & Assessments Certification, (PMAC)** Workshop is a great investment of time and money. You will be equipped in a unique and powerful way to raise your level of contribution in this world. ”

**Mike Poulin**  
Global Priority Solutions Canada

“**CRG’s Professional Mastery & Assessments Certification, (PMAC)** Workshop is enlightening, educational, intensive, and above all extremely satisfying. ”

**William J. Hayes**  
The IFB Integrity Group Pty Ltd.

## General Host/Sponsor Logistics and Policies

- The Host/Sponsor requires CRG approval before committing to host an event.
- Host/Sponsor must demonstrate capabilities and reputation to host and sponsor a successful event and also confirm financial resources prior to CRG sign-off on any event.
- Host/Sponsor to follow deposit, instalment, and payment schedule as prescribed.
- At least 120 days in advance, Host/Sponsor will select dates and select a professional location/facility that reflects the standards and expectations of CRG.
- An event may be postponed once, at 60 days prior to the event, for no additional fee, but all non-refundable or unrecoverable expenses are to be paid to CRG by the Host/Sponsor.
- If an event is postponed with less than 60 days' notice, a \$2000 admin fee will be charged to the Host/Sponsor for rescheduling. The Host/Sponsor is also responsible for all non-refundable charges.
- If the CRG trainer is unable to attend the event for reasons of health, weather, terrorism, or an Act of God, CRG will immediately reschedule the event. All non-refundable travel costs of the CRG trainer will be the responsibility of CRG.

## Investment and Fees for Hosting/Sponsoring CRG's Professional Mastery & Assessments Certification, (PMAC)

### Flat Fee: \$20,000 USD, which includes \$1200.00 worth of materials for up to 20 participants

- \$1000 non-refundable deposit to secure event dates
  - \$5000 non-refundable instalment due 120 days prior the event and/or prior to the shipment of any training materials to Host/Sponsor location
  - \$5000 non-refundable instalment due 90 days prior to event
  - \$5000 non-refundable instalment due 60 days prior to event
  - \$4000 non-refundable balance due 30 days prior to the event
- All shipping costs for materials are extra and payable at time of shipping to the Host/Sponsor.
  - Materials beyond the 20 included in this package will be \$500 per additional person, plus shipping and handling charges.
  - All related travel costs for the CRG facilitator that are the responsibility of the Host/Sponsor are payable at time of presentation.
  - The Host/Sponsor is responsible for all direct marketing costs, event location, refreshments, and all required AV.
  - The flat fee paid to CRG covers all specified materials and the facilitator conducting the event.
  - The event registration fee, if different than CRG's current pricing model, must be agreed to by CRG.
  - CRG will pay sponsor \$500 hosting fee for each CRG Guest.

## Investment for Hosting Other CRG Events

The investments and details outlined adjacent to this note are specifically for CRG's **Professional Mastery & Assessments Certification, (PMAC)** Workshop. Please contact the CRG office if you are interested in hosting/sponsoring any of the other CRG workshops—in person and/or online—so we can provide you with the specific hosting details and investment.

## Disclaimer

- All monetary amounts are approximate and not an indication of the revenue totals a Host/Sponsor will earn. CRG does not guarantee that any event will be a profitable venture for the Host/Sponsor
- As with most ventures, a certain level of risk is involved. The Host/Sponsor fully accepts the risk as part of this opportunity.



Canada: PO Box 418 Main  
Abbotsford, BC V2T 6Z7

USA: PO Box 8000 PMB #386  
Sumas, WA 98295-8000

Phone: 604.852.0566

Fax: 604.850.3003

Website: [www.crgleader.com](http://www.crgleader.com)

email: [info@crgleader.com](mailto:info@crgleader.com)

