

**20
24**

2024

EXCHANGE

SPONSORSHIP
OPPORTUNITIES

PEER GROUPS FOR COO'S OF FOUNDER-LED COMPANIES

**A MASTERMIND FOR THE
SECOND-IN-COMMAND**

GET TO KNOW US

SECOND FIRST: TRAINING, TOOLS, AND COMMUNITY



Megan Long is the founder & owner of Second First, a coaching and consulting firm specializing in the Second-In-Command of founder-led companies. Second First provides a unique coaching framework to transform the relationships between entrepreneurs and the #2 leaders in their companies. Megan also hosts **The Right-Hand Roadmap**, the only podcast for Seconds-In-Command of founder-led small businesses.

Megan is an experienced COO and CPA, having most recently served as the Second-In-Command for a \$10 million IT company. Megan's achievements have been recognized through several professional awards, including the Nashville Business Journal's "40 under 40", Nashville Emerging Leader Award, Stevie Woman of the Year, and Belmont University's Top 100 Alumni Entrepreneurs. In addition to her professional accomplishments, Megan is also a professional athlete bringing her discipline and commitment to winning to all aspects of her life.

OUR MISSION IS CLEAR: TO TRANSFORM THE RELATIONSHIPS BETWEEN ENTREPRENEURS AND THEIR SECOND-IN-COMMAND.

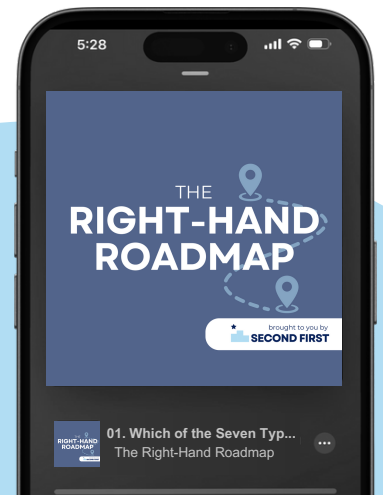
Second First is a coaching and consulting firm specializing in the Second-In-Command of founder-led companies.

With a solution for any stage of growth, together we dive into the challenges, opportunities, and strategies that can help members excel in their role.

Through a unique framework, we cover a wide range of topics, from navigating your relationship with the founder to mastering the role through best practice knowledge, tools, and insights they need to thrive in their position as the #2 leader in entrepreneurial companies.

 **Entrepreneurs' Organization** Proud EO Strategic Alliance Partner

★★★★★
THE RIGHT-HAND ROADMAP PODCAST
on all major platforms





GET TO KNOW US

WHAT IS SECOND FIRST EXCHANGE?

Second First Exchange is a Mastermind Group of growth-minded Seconds-In-Command to entrepreneurs and founders.



A TRUSTED COMMUNITY OF PEERS

A hand-selected group of Seconds-In-Command of growing SMBs. Each cohort is limited to a maximum of 12 members from locations across the United States, with no overlapping industries permitted.



BEST PRACTICES, TRAINING, & TOOLS

Pulling from the Second First coaching framework, cohorts will have topics of focus each meeting in a workshop format, providing tools to immediately take back and implement in member businesses.



SOLVE REAL BUSINESS PROBLEMS

Cohorts will engage in roundtable discussions and pick a project quarterly that solves a shared business problem the group is experiencing. Examples include: Employee retention and engagement, AI use cases and security concerns, effective KPIs and accountability, and creating scalable processes.



BUSINESS DEEP DIVES & BENCHMARKING

While members come from different industries, the group confidentially looks at various key financial and operational metrics. The goal is to constantly be increasing efficiency & productivity, growing revenue and most importantly, growing EBITDA.

COO MEMBER DEMOGRAPHICS



Company revenues
range from
\$5,000,000 to
\$30,000,000

All member
businesses
are **privately
owned**
& founder-led



W-2 employees
range from
20-250
& growing



Attendees are
Chief Operating
Officers
from **across the US**

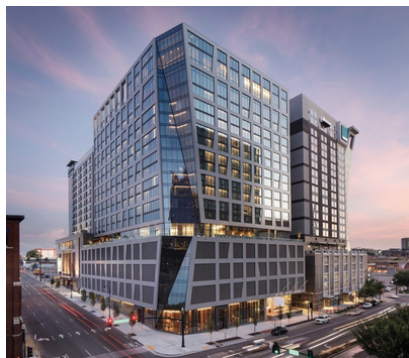
The average annual
growth
goal of member
companies is
14% YoY



Members are
60% women
40% men

THE JOSEPH, A LUXURY COLLECTION HOTEL

SEPTEMBER 17 & 18, 2024
NASHVILLE, TENNESSEE



AGENDA

Monday, September 16th:

Arrive & check in to hotel room

Tuesday, September 17th:

7am-8am: Hot breakfast

8am-12pm: Exchange group sessions

12-1pm: Lunch

1pm-5pm: Exchange group sessions

6:30pm: Group dining experience at a nearby Nashville restaurant

Wednesday, September 18th:

7am-8am: Hot breakfast

8am-12pm: Exchange group sessions

Q3 2024 EXCHANGE SPONSORSHIP PACKAGES

We are happy to customize the packages for each sponsor as requested.

CORPORATE PARTNER

\$1,000

- Company name, logo, and backlinks on all event promotional content including: social media, bi-weekly email newsletters (69% open rate), Exchange website, & attendee communication
- Company name mentioned as an Exchange partner on *The Right-Hand Roadmap* podcast weekly 8/6/24-9/24/24
- Half-page ad space in the printed workbooks
- Prominent placement of company logo on event displays
- Inclusion in attendee welcome bag in hotel guest rooms
- 3-5 minute value-add video played at session break (Optional)

SMALL BUSINESS PARTNER

\$500

- Company name, logo, and backlinks on all event promotional content including: social media, bi-weekly email newsletters (69% open rate), Exchange website, & attendee communication
- Company name mentioned as an Exchange partner on *The Right-Hand Roadmap* podcast weekly 8/6/24-9/24/24
- Quarter page ad space in the printed workbooks
- Placement of company logo on event displays
- Inclusion in attendee welcome bag in hotel guest rooms