



BECOME AN RSP PARTNER

LET'S TALK

RSP is comprised of a group of individuals who have a strong desire to forward the notion that success isn't defined by title alone. That means we're interested in talking to individuals, brands and organizations ready and willing to challenge the status quo – up for taking this on with us.

RSP invites leaders interested in forwarding the conversation on ageism, diversity and inclusion.

Specially, we'll ask third parties to reconsider the one-way ladder as one of the only ways to define success. Or that young is the only definition of energetic and eager, or that ambitious and agile equates to 2-5 years of experience. Our voices and leadership will be used to help others see that we're not just ready to do and lead new things, but that what has gotten us each to where we are today is also what will get you to where you want to be tomorrow.

RSP invites third parties to engage us in:

1. Panel discussions
2. Research studies
3. Partnership opportunities (see below)
4. Original experience development (see below)

The following topics or areas of content are of immediate interest to RSP:

1. Gender, race and age equality
2. The new work life balance
3. Creating new expectations for a new world
4. Defining success and leading innovation
5. How to retain talented talent
6. Managing change and transition

Our goal through these endeavors is to work together to demonstrate to the broader professional community how doing what you love with passion is what matters more than anything. And that we show up and make meaningful differences regardless of age, color, creed or sexual orientation.

PARTNERSHIP FEELS DIFFERENT HERE

Each experience we curate is one of a kind. That means a Happy Hour 'sponsor' can expect to co-create. We're not planning to just 'slap your logo' on things. From in-kind product offerings to monetary support that leads to access in new and engaging ways, we'll bring ideas to the table about what works while being violently open to discussion of your ideas and what you need / want to achieve.

RSP invites you to contact us about co-creating any of the following experiences:

1. **The Happy Hour Experience (\$500):** curated cocktails & conversation designed to move change forward. Great for food & beverage brands, organizations aiming to lead and inspire others.

2. **Pop-up Experiences (\$350-\$3000):** in-person and / or virtual experiences designed to enable change to move forward more quickly. Great for mind, body and spirit topics, products or services.
3. **One-time Custom Experiences (TBD):** it's all on the table, let's talk about the ideas you have to reach this audience and how we might deliver a strong mutual win-win experience.
4. **The RSP Experience (Fall 2021-Let's talk!):** we're social creatures that value connection perhaps now more than we ever realized. Sure to become a not to miss experience, we're in the early planning stages for our annual in-person event. Connect with us now to explore how you might play a role in our conversation topics, onsite experience opportunities, and the creation of experiences within the experience.

A bit about our audience & details on potential fit:

1. Director, VP, C-Suite level (role types: marketing, HR, management, etc.)
2. 15+ years of career experience
3. We go beyond MN borders
4. Leaders of key initiatives (unlikely to find any wallflowers here!)
5. Challengers of the status quo
6. Willingness to try and do new things
7. Topical fits:
 - ⇒ physical health, aging, getting hired, management growth skills, independent business models (ie., DSA / franchising, consultancy, startups), change management
8. Brand fits:
 - ⇒ bold new startups, breakthrough technology (corporate, marketing, HR innovations), new category brands, female empowerment brands, resistance brands, fortune 500 brands with a desire to employ new / different talent
9. Service offering fits:
 - ⇒ personal & business finance, executive coaching, life coaching, personal trainer, nutrition coaching, beauty and feel well services, marketing services for small business or personal branding, recruiting firms, talent placement agencies
10. **BRING YOUR IDEAS – WE'RE OPEN TO IDEATION**