



# Welcome to the Positive Psychology Party:

## *fete 2024*

**Hello!** Thank you for considering being one of the special group of people and organizations sponsoring **Fete 2024, "Sunny Side Up: Looking at the Bright Side."**

Fete is the annual convening of Positive Psychology practitioners who have graduated from The University of Pennsylvania Master of Applied Positive Psychology program (MAPP). There are over 650 MAPP Alumni across the globe!

For over a decade, the MAPP Alumni Association has hosted Fete to celebrate the power and potential of Positive Psychology. At Fete, MAPP Alumni network, learn, eat, play, connect, and deepen our commitment to growing individual, organizational, and societal flourishing.



One way you can join us in this mission to increase flourishing is by sponsoring Fete. By joining us as a Fete 2024 sponsor your brand will gain visibility into and from a growing group of academics, entrepreneurs, athletes, artists, authors, parents, friends (and more), all with a shared mission to grow the impact of applying positive psychology within our personal interests and professional domains.

Fete 2024: Sunny Side Up is a daylong in-person gathering at the beautiful Study Hotel in Philadelphia, PA on **Friday, October 18<sup>th</sup>, 2024**. We will welcome 150 MAPP Alumni in person and additional alumni online. We look forward to sharing your brand and mission with this group of proactive, engaged, and energized professionals. Check out more about [Fete on our event page here](#) and [the Fete Sponsorship page here](#).

Thank you,  
Jill Schulman, MAPP 2023 and Chair, Fete 2024 Sponsorship Committee  
[jill@breakthroughleadershipgroup.com](mailto:jill@breakthroughleadershipgroup.com)



# fete 2024

## Sponsorship Package Details

Fete Sponsorship is a great opportunity to showcase your business to a group of highly engaged, proactive, passionate professionals. Investing in Fete 2024 can generate “positive ripples” for you and your business. Thank you for your consideration!

Level	Logo on public MAPP website	Mentions on MAPP social media*	Logo on event signage, opening slides, & printed agenda	Logo on MAPP Alumni email (600+ list)	Verbal thank you 3x during event	Logo on each table (10 rounds of 15)	Bio on printed agenda	2-min video shown to all guests	Cost
Hope	✓	2	x-small	✓					\$500
Joy	✓	2	small	✓	✓				\$750
Gratitude	✓	3	medium	✓	✓	✓	25 words		\$1,000
Awe	✓	4	large	✓	✓	✓	50 words		\$2,500
Love (this will cover Fete A/V costs!)	✓	6	x-large	✓	✓	✓	100 words	✓	\$5,000

**Additional Sponsorship Opportunities include Book Fair Sponsorship** - Would you like to sell your books during Fete? Book Fair Sponsorship is \$100, and you will have a spot at a prominently positioned table to sell your books throughout the day.

\*We commit to spreading out the mentions as best as possible. Gratitude, Awe, and Love sponsor levels: full social media mention benefits ensured if sponsorship is committed by 8/15/24.

Note the MAPP Alumni Association is a 501c7 association. Sponsorship payments to Fete not considered a nonprofit donation but can be claimed as a business/marketing expense.

**Are you ready to join the Positive Psychology party as a Fete 2024 Sponsor?**

[\*\*Click here to sign up as a Sponsor on the Fete 2024 Sponsorship webpage\*\*](#)

Questions? Email Jill Schulman, MAPP 2023 and Chair, Fete 2024 Sponsorship Committee at

[jill@breakthroughleadershipgroup.com](mailto:jill@breakthroughleadershipgroup.com)