

PROPOSAL

PAGERDUTY X YOGI ROTH PARTNERSHIP

PagerDuty

YOGI

DISCIPLINE

CONFIDENCE

CLARITY

WHAT DOES IT MEAN TO CHASE WHAT MATTERS?

YOGI'S PROCESS

You've learned first-hand from Yogi that the best leaders, the most competitive and successful cultures, the best in class, build their culture by having **clarity** around what matters most, a grounded **confidence** in that clarity, and operate with a true **disciplined** approach.

When your organization is aligned with what matters most, you'll experience teamwork, engagement, and collaboration at a winning level.

When you CHASE WHAT MATTERS, you can maximize your potential and gain mastery in your craft.

You've seen the keynote(s) and are leaning in.... So what's next?

GOALS

You've met Yogi, you've spent time with Yogi, and you know the impact he's had in your organization. What if you had unlimited access to his coaching technique? What would it look like if you integrated Yogi into your organization with the capacity to pour into your leaders and into your strategic planning beyond RKO FY25 for the entirety of the next year?

We're excited about the potential this partnership holds. Dive into the options we've crafted with you in mind—everything's ready to be personalized just for you!

01

CHAMPION PARTNERSHIP

Here's a look into a brand partnership with Yogi

02

YOUR CUSTOM COACH

Build YOUR own brand ambassadorship with Yogi

CHAMPION PARTNERSHIP

BENEFITS

- Access to Yogi Roth's inspiring keynote speeches and virtual sessions, driving motivation and alignment within your teams.
- Thought leadership content creation by Yogi, enhancing your brand reputation and industry influence.
- Emceeing services at major events, creating engaging and memorable experiences for attendees.
- Keynote speeches and coaching sessions during quarterly meetings, fostering continuous growth and development.

TAKEAWAYS

- Clear alignment with your goals and values, emphasized through Yogi's messages on chasing excellence and winning mindsets.
- Actionable insights from Yogi's coaching sessions, helping your leadership and teams navigate challenges and achieve peak performance.

RETURN-ON-INVESTMENT

- Increased employee engagement and motivation, leading to higher productivity and performance.
- Enhanced brand visibility and thought leadership positioning, attracting top talent and business opportunities.
- Improved collaboration and alignment across teams, resulting in more effective decision-making and execution because YOU Chase What Matters.

CHAMPION YOUR TEAMS

CONTENT CREATOR

4 written thought leadership articles or blog posts (1 per quarter): \$2,500/each

sponsored social posts on Yogi's Instagram on a quarterly basis (4 in-feed posts + 8 stories annually): \$8,000

EMCEE

2 **full-day onsite** emcee commitments per year: \$30,000/each

2 **half-day onsite** emcee commitments per year: \$25,000/each

flat travel fee per event: \$1,500 + up to 2 nights hotel and meals

KEYNOTE SPEAKER

2 **full-day onsite** events per year (includes keynote speech + half-day workshop): \$30,000/each

4 **virtual** keynote speeches per year: \$15,000/each

flat travel fee per onsite keynote: \$1,500 + up to 2 nights hotel and meals

VALUE

\$257,000 annually

PRICE

\$200,000 annually

YOUR CUSTOM COACH

BENEFITS

- PagerDuty brand elevation and awareness via Yogi Roth's coaching background and mindset integrated into intimate leadership sessions, fostering resilience, teamwork, and performance excellence.
- Exclusive access to Yogi's expertise as a brand ambassador, leveraging his influence for promotional activities and industry partnerships.
- Extended partnership options beyond 2025, ensuring long-term alignment and value creation.

TAKEAWAYS

- Emphasis on peak performance, goal setting, and continuous improvement, instilled through Yogi's coaching and mentorship.
- Increased brand loyalty and customer engagement, driven by Yogi's ambassadorship and promotional efforts.
- Sustainable growth and impact, with ongoing collaboration and support from Yogi beyond the initial partnership term.

RETURN-ON-INVESTMENT

- Improved leadership effectiveness and team cohesion, resulting in higher employee retention and satisfaction.
- Expanded market reach and brand awareness, supported by Yogi's promotional activities and industry connections.
- Strategic positioning for long-term success and competitive advantage, leveraging Yogi's ongoing mentorship and partnership.

BUILT FOR YOU, BY YOU

TAILOR YOUR OWN CUSTOM PACKAGE

Pick and choose to create a package that's just right for your organization. Brand Ambassadorship takes many forms and there's never a one-size-fits all approach. Select the services and quantities that work best for you! **Packages of 5 or more services are subject to a 20% discount.**

EMCEE

full-day onsite emcee commitment: \$30,000/each

half-day onsite emcee commitment: \$25,000/each

flat travel fee per event: \$1,500 + up to 2 nights hotel and meals

CONTENT CREATOR

sponsored social posts on Yogi's Instagram: from \$500

social takeovers on PagerDuty's Instagram: from \$2,000

sponsored content within Yogi's newsletter to 40,000+ subscribers: from \$500

written thought leadership articles or blog posts: \$2,500/each

written + video thought leadership article or blog post: \$7,500/each

LEADERSHIP COACH

60 minute exclusive **coaching calls** with leadership \$10,000/each

KEYNOTE SPEAKER

full-day onsite event (includes keynote speech + half-day workshop): \$30,000/each

onsite keynote speech: \$20,000/each

onsite workshop: \$20,000/each

virtual keynote speech: \$15,000/each

virtual workshop: \$15,000/each

flat travel fee per keynote: \$1,500 + up to 2 nights hotel and meals

international travel fee per keynote: varies based on location + time commitment

MEDIA COACH

60 minute exclusive **media training** with leadership and special teams \$10,000/each

SPECIAL EVENTS

elevating the PagerDuty brand across impactful categories. options include but are not limited to: college football, media events, watch parties, and Yogi's podcast: \$10,000-\$30,000.

NEXT STEPS

LET'S DIVE IN!

- Plan a follow-up call or meeting to address any queries, feedback, or customizations you might have.
- Get ready for an exciting journey ahead, PagerDuty!

GET CREATIVE TOGETHER

- Let's brainstorm ways to customize Yogi's services to align perfectly with your unique requirements and goals. Our teamwork will create an unforgettable partnership experience!

STAY CONNECTED

- You're officially part of the Roth + Meta Speakers family! Feel free to call us anytime; we're always here for you. We're thrilled to keep this conversation going and explore new opportunities together.
- In the meantime, follow us @yogiroth and @metaspeakers. We are #ALLIN

Let Yogi inspire you. Imagine the IMPACT and SUCCESS we can achieve together with Yogi Roth's expertise and your team's dedication.

Prepare to CHASE WHAT MATTERS in your business and personal life with Yogi Roth!

SCHEDULE A CALL + COMMIT
TO A PARTNERSHIP



THANK YOU

PagerDuty



QUESTIONS? LET'S TALK!

META NELSON

PHONE: 469-328-5081

EMAIL: META@METASPEAKERS.ORG