

Lead the  
Fight

2027

Driving bold action to protect children, prevent trauma, and build a safer future for Palm Beach County.



2027 KEYNOTE SPEAKER

**Dr. Bruce Perry**

*Author of What Happened to You?  
with Oprah Winfrey*



Four decades changing how the world  
understands childhood trauma

**DATE**

Wednesday  
February 17, 2027

**TIME**

11:30 AM  
– 2:00 PM

**VENUE**

The Breakers  
Palm Beach



Co-chaired by **Kathy & Paul Leone**  
Hosted by Center for Child Counseling  
[centerforchildcounseling.org/events/leadthefight](https://centerforchildcounseling.org/events/leadthefight)



WHY THIS MATTERS TO YOUR BUSINESS

# Childhood adversity is a *business* problem.

Adverse Childhood Experiences sit at the root of the crises that shape your workforce, your customers, and your community — addiction, violence, chronic disease, absenteeism, and mental illness. What begins as trauma in childhood becomes a lifetime of cost.

**\$796B**  
EVERY YEAR

Florida's annual economic cost of untreated ACEs and trauma in children.

Investing in children's mental health is investing in Palm Beach County's economic future.

## What your partnership does

- ✓ Brings the world's foremost voices on childhood trauma to Palm Beach County
- ✓ Trains the educators, clinicians, and caregivers children see every day
- ✓ Funds prevention and healing before a child reaches crisis
- ✓ Positions your company as a visible leader on the issue

YOU CAN TRUST US WITH YOUR BRAND

## Palm Beach County's Nonprofit of the Year

Recognized as a Great Nonprofit and led by award-winning professionals — with the transparency and rigor your leadership expects of a community investment.



*Waiting for children to fall apart is not a strategy. It is a crisis we can prevent.*

# An afternoon with *Dr. Bruce Perry*

For four decades, Dr. Perry's work on how abuse, neglect, and trauma shape the developing brain has changed clinical practice, programs, and policy around the world. His **Neurosequential Model** is used in more than 26 countries, reaching an estimated four million people.

He is the co-author, with Oprah Winfrey, of the #1 *New York Times* bestseller **What Happened to You?** — translated into 26 languages — and of *The Boy Who Was Raised As A Dog*, alongside more than 500 published articles and chapters.



Bruce D. Perry, M.D., Ph.D.

*“The more healthy relationships a child has, the more likely he will be to recover from trauma and thrive. Relationships are the agents of change and the most powerful therapy is human love.”*

**DR. BRUCE PERRY**, *The Boy Who Was Raised as a Dog*

## The room your brand will be in

Lead the Fight convenes the decision-makers who shape how Palm Beach County responds to childhood adversity — and the audience your company wants to be seen by.

**350**  
EXPECTED  
ATTENDANCE

**40,000+**  
EMAIL  
REACH

**6**  
YEARS AT  
THE BREAKERS

**12**  
MONTHS OF  
RECOGNITION

### YOUR 2027 EVENT CO-CHAIRS



## Kathy & Paul Leone

For over five years, fierce advocates for children's mental health in Palm Beach County. Their leadership is the reason a speaker of Dr. Perry's stature comes to our community.



Our sixth year  
as host

## SPONSORSHIP LEVELS

# Find the partnership that *fits*

Every level carries year-round recognition, not just event-day visibility. Benefits are cumulative — each level includes everything below it.

| BENEFIT                                             | PRESENTING<br>\$25,000 | PROTECTOR<br>\$10,000 | GUARDIAN<br>\$7,500 | CHAMPION<br>\$5,000 | ALLY<br>\$3,000 | MENTOR<br>\$1,000 |
|-----------------------------------------------------|------------------------|-----------------------|---------------------|---------------------|-----------------|-------------------|
| VIP event tickets                                   | 2 tables / 20          | 1 table / 10          | 8                   | 6                   | 4               | 2                 |
| Program recognition                                 | Two-page spread        | Full page             | Full page           | 1/2 page            | 1/4 page        | 1/4 page          |
| Logo on website                                     | Home page, 12 mo.      | Home page, 12 mo.     | Home page, 12 mo.   | Home page, 12 mo.   | Partner page    | Partner page      |
| Social media                                        | Year-long + video      | Year-long + video     | Year-long + video   | Posts + video       | Tagged posts    | Tagged posts      |
| Event materials & press                             | ✓                      | ✓                     | ✓                   | ✓                   | ✓               | —                 |
| Swag in giveaway bags                               | ✓                      | ✓                     | ✓                   | ✓                   | ✓               | ✓                 |
| Company video at event                              | ✓                      | ✓                     | ✓                   | ✓                   | —               | —                 |
| 3-minute live speech                                | ✓                      | ✓                     | —                   | —                   | —               | —                 |
| Private team training                               | ✓                      | —                     | —                   | —                   | —               | —                 |
| Named in event title                                | ✓                      | —                     | —                   | —                   | —               | —                 |
| Intimate donor breakfast with Dr. Perry (two seats) | ✓                      | —                     | —                   | —                   | —               | —                 |

✓ INCLUDED — NOT INCLUDED AT THIS LEVEL

**Want something built for your company?** Employee volunteer days, a co-branded campaign, or a multi-year commitment — we will design it with you.

[Renée Layman](#)  
(561) 530-4545



YES, COUNT US IN

# Sponsorship *commitment* form

Event details at [centerforchildcounseling.org/events/leadthefight](https://centerforchildcounseling.org/events/leadthefight). Complete this form online at [centerforchildcounseling.org/donations/leadthefightsponsor](https://centerforchildcounseling.org/donations/leadthefightsponsor) — or return this page.

## 1. CHOOSE YOUR LEVEL

☐

**Presenting**  
\$25,000

☐

**Protector**  
\$10,000

☐

**Guardian**  
\$7,500

☐

**Champion**  
\$5,000

☐

**Ally**  
\$3,000

☐

**Mentor**  
\$1,000

☐

We would like to give at another level, or discuss a custom partnership: \$ \_\_\_\_\_

## 2. YOUR INFORMATION

COMPANY NAME (AS IT SHOULD APPEAR)

CONTACT NAME AND TITLE

EMAIL

PHONE

☐ Check enclosed ☐ Please invoice us ☐ We will pay online ☐ Please contact us to discuss



## Let's talk about what this could look like.

[Renée Layman](#), President & CEO · (561) 530-4545  
[Renee@CenterforChildCounseling.org](mailto:Renee@CenterforChildCounseling.org)

### [Center for Child Counseling](#)

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