



2025

# Dr. Kalifa Oliver, Ph.D.

POTENTIAL BRAND PARTNERSHIP  
OPPORTUNITY FOR BOOK TOUR SPONSORSHIP





Hi!

I am the author of *I Think I Love My Job*, a book centered around leveraging people analytics and strategic insights to enhance employee experiences and foster a more people-centric workplace culture,

As an expert in people analytics and employee experience, I am passionate about helping organizations create environments where employees thrive and contribute their best work. Upon researching your organization, I was impressed by the alignment between your brand values and the message of my book. I believe that together, we can amplify our shared commitment to creating better workplace experiences for employees.

A partnership between us could include various collaboration opportunities, such as co-branded promotional materials, sponsored events during the book tour, or exclusive content tailored to your audience. By joining forces, we can leverage each other's strengths to reach a wider audience and make meaningful impact.

I am confident that this partnership would be mutually beneficial, providing exposure for your brand to a highly engaged audience while enhancing the value proposition of my book tour. I am more than happy to schedule a call at your earliest convenience to discuss this opportunity further and explore how we can best collaborate.

Thank you for considering this partnership opportunity. I look forward to the possibility of working together to create a memorable and impactful book tour experience.

Sincerely,





# About The Author

**Kalifa Oliver, Ph.D.**, is an international experience coach, executive advisor, author, keynote speaker, and expert on building brilliant experiences using people-centered design and analytics. She has consulted for several companies and industries including tech start-ups, non-profits, and Fortune 500 companies to help them reposition their culture and employer value proposition – with a focus on employee experience and people analytics. She is the author of the must-read employee experience strategy guide – ***I Think I Love My Job***. Dr. Oliver is a dynamic speaker who coaches leaders on reaching their leadership goals and walking into what she calls their **#MainCharacterSeason**.



# Partnership Opportunities:

## FRIEND (\$500-\$1,000)

- **Logo Placement:** Your organization's logo featured on promotional materials such as event flyers, social media posts, and email newsletters related to the book tour.
- **Social Media Shoutout:** Public acknowledgment and gratitude on my social media platforms for your support as a Friend sponsor.
- **1 Complimentary Book:** A signed copy of "I Think I Love My Job" sent to a designated representative of your organization as a token of appreciation.

## COLLABORATOR (\$1,001-\$5,000)

- **Logo Placement:** Your organization's logo featured on promotional materials such as event flyers, social media posts, and email newsletters related to the book tour.
- **Social Media Shoutout:** Public acknowledgment and gratitude on my social media platforms for your support as a Collaborator sponsor.
- **Dedicated Social Media Post:** A dedicated post on my social media platforms highlighting your organization's support and its commitment to employee experience and people analytics.
- **Virtual Event Sponsorship:** Recognition as a Collaborator sponsor during one virtual event, including verbal acknowledgment and branding on event slides.
- **3 Complimentary Books:** Three signed copies of "I Think I Love My Job" sent to a designated representative of your organization as a token of appreciation.

## PARTNER (\$5,001-\$10,000)

- **Premium Logo Placement:** Prominent placement of your organization's logo on all promotional materials, including event banners, website banners, and press releases.
- **Social Media Shoutout:** Public acknowledgment and gratitude on my social media platforms for your support as a Partner sponsor.
- **The KO Experience:** Opportunity for Kalifa to participate in up to two episodes of a podcast as a guest, one webinar, or to contribute to one company blog discussing topics related to employee experience or people analytics.
- **Exclusive Event Sponsorship:** Exclusive sponsorship of one virtual or in-person event during the book tour, including a dedicated speaking slot for a representative from your organization to discuss topics related to people analytics or employee experience.
- **5 Complimentary Books:** Five signed copies of "I Think I Love My Job" sent to a designated representative of your organization as a token of appreciation.

*Contact Dr. Oliver for custom or long-term partnerships!*



## Let's connect!



[www.kalifaoliver.com](http://www.kalifaoliver.com)



[info@kalifaoliver.com](mailto:info@kalifaoliver.com)



+1 (803) 439-4366



[partnerships@kalifaoliver.com](mailto:partnerships@kalifaoliver.com)

## Socials



I THINK  
I LOVE  
MY JOB