



Looking for a fun night of laughs, spirits and inspiration?

The Comeback Coach and Coyote Gold Premium Margaritas present “Lemons into Margaritas” events!

Objective: Help non-profit organizations and companies raise awareness, resources and goodwill by hosting “Lemons into Margaritas” events that feature the Comeback Coach’s encouraging message and Coyote Gold Premium Margaritas tasty “margarita in a bottle” drink.

How it works: The host non profit or company invites its supporters, clients and others to a Happy Hour event that usually lasts between two to three hours. The evening begins with networking. For the non profits it’s a good time to have a silent auction, for companies, it’s a good time to raise money for a community cause it supports.

After about 45 minutes, the crowd settles down and the Comeback Coach presents his amusing and inspiring *Run to Daylight: Transforming Life’s Lemons into Margaritas* message to the audience. The remaining 30 minutes to an hour can be used for further networking, announcements, etc.

How does it work financially? In a non profit setting the hosting organization determines a price point for tickets and estimates how many guests will attend. The Comeback Coach then works with the organization, through his extensive social connections, to promote the event. Any money over and above the stated fundraising goal is split 50/50 between the Comeback Coach and the hosting organization. For instance, if the goal was 200 people at \$30/ticket = \$6,000 goal. If we raise \$7,500 then the \$1,500 would be split evenly between the Comeback Coach and the hosting organization. If we don’t reach the goal, hosting organization keeps the funds raised. It is hosting organization’s responsibility to secure a venue to host the event. Coyote Gold supplies the margaritas free of charge but hosting organization must provide servers, ice, limes and salt for the drinks. **For a company**, the hosting company and the Comeback Coach agree upon a speaking fee prior to the event. The Comeback Coach also will sell his books at the event.

Any questions? I’m here to answer them all!

Sincerely,

Mark McIntosh/The Comeback Coach