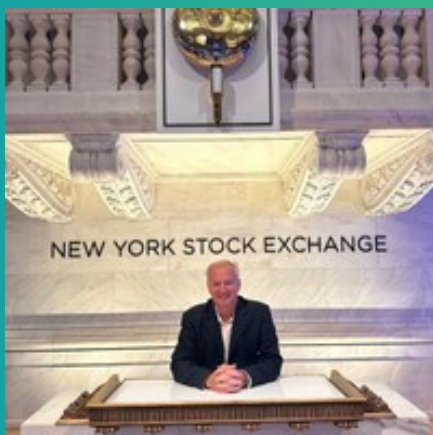


WORLD HAPPINESS FELLOWSHIP

FRIDAY MARCH 20, 2026 9AM-2PM



4726 AIRPORT HWY, LOUISVILLE, TN 37777



OPENING KEYNOTE: AMERICA'S
HAPPINESS DOCTOR ELIA
GOURGOURIS, PHD



CLOSING KEYNOTE ENRIQUE RUBIO,
FOUNDER OF HACKING HR

IN PARTNERSHIP WITH KNOXVILLE HAPPINESS
COALITION AND CORNERSTONE OF RECOVERY



Cornerstone
of Recovery



Presenting Sponsor



HAPPINESS AS A PERFORMANCE STRATEGY: WHY POSITIVE BRAIN STATES DRIVE MEASURABLE BUSINESS RESULTS PREMISE

THE BRAIN'S EMOTIONAL STATE DIRECTLY INFLUENCES JUDGMENT, SPEED, CREATIVITY, AND RESILIENCE. EXTENSIVE RESEARCH PUBLISHED IN HARVARD BUSINESS REVIEW SHOWS THAT PERFORMANCE IMPROVES WHEN PEOPLE OPERATE IN A POSITIVE STATE FIRST—NOT AFTER SUCCESS.

THIS IS NOT A CULTURAL OR WELLNESS INITIATIVE. IT IS A COGNITIVE PERFORMANCE STRATEGY.

**THE DATA: BUSINESS OUTCOMES THAT MATTER
WHEN INDIVIDUALS AND TEAMS OPERATE IN A POSITIVE MINDSET, RESEARCH CONSISTENTLY SHOWS:**

- ~31% INCREASE IN PRODUCTIVE ENERGY
- ~37% HIGHER SALES PERFORMANCE
- ~40% GREATER LIKELIHOOD OF PROMOTION (LEADERSHIP READINESS)
- UP TO 3× GREATER CREATIVITY
- ~23% REDUCTION IN THE NEGATIVE EFFECTS OF STRESS

THESE EFFECTS ARE DURABLE. WHEN POSITIVE HABITS ARE PRACTICED FOR AS LITTLE AS THREE WEEKS, GAINS PERSIST MONTHS LATER—INDICATING SYSTEMIC CHANGE IN HOW THE BRAIN PROCESSES INFORMATION, NOT TEMPORARY MOTIVATION.

THREE EVIDENCE-BASED EXERCISES THAT SHIFT THE BRAIN INTO PERFORMANCE MODE

THESE PRACTICES ARE INTENTIONALLY SIMPLE. THEIR EFFECTIVENESS LIES IN NEUROLOGICAL REPETITION, NOT TIME INVESTMENT.

Sponsors support what the data proves works

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(90 SECOND)

5 MINUTE PRESENTATION MAIN STAGE

A COMMUNITY OF
LEADERS FROM
ACROSS INDUSTRIES
JOINING FORCES TO
UPLIFT WELL-BEING
WITH ACTS OF
KINDNESS, RENEWED
HOPE, MEANINGFUL
COMMUNITY
BUILDING, AND
SHARED HAPPINESS
DURING TIMES OF
UNCERTAINTY.

Platinum Sponsor \$5000

all of Gold Sponsor + emcee event + 5 tickets

BUSINESS IMPACT

- **REDUCED STRESS-RELATED PERFORMANCE DECLINE**
- **GREATER RESILIENCE DURING CHANGE AND VOLATILITY**
- **IMPROVED DECISION QUALITY UNDER CONSTRAINT**

STRATEGIC IMPLICATIONS

- **THESE INTERVENTIONS REQUIRE MINUTES PER DAY, NOT STRUCTURAL CHANGE.**
- **THEY SCALE ACROSS ROLES, FUNCTIONS, AND GEOGRAPHIES.**
- **THEY IMPROVE PRODUCTIVITY, INNOVATION, AND LEADERSHIP READINESS SIMULTANEOUSLY.**
- **THEY REDUCE BURNOUT RISK WHILE RAISING PERFORMANCE STANDARDS, NOT LOWERING THEM.**

CONTACT ALEXIA GEORGHIOU FOR SPONSORSHIP INQUIRIES

ALEXIA@KNOXVILLEHAPPINESSCOALITION.COM

[HTTPS://WWW.KNOXVILLEHAPPINESS.COM](https://www.knoxvillehappiness.com)

