LUKE STATON

WORLD TOUR 2027 · FOUNDING PARTNERS

Open one door. *Join the tour 2027.*

The Founding Partner programme for The CREDO World Tour, 2027.

Select founding partner seats in each city and country.
Named for the 2027 tour year.



01 THE TOUR, AND WHY PARTNERS MATTER

A year of resilience training for schools, *across five continents in 2027.*

Luke Staton's first career was over at twenty-one. What he built next became CREDO: a book, a twelve-month school programme and a world tour. In each city, Luke spends a full day in up to four founding schools, then each school runs the Credo Year for twelve months. The week ends with an evening for local companies and founders.

250,000+	31	12
young people reached by Luke since 2015	stops planned across the 2027 tour	benefits for every founding partner

> **Why partners matter.** Schools say yes faster to a name they know. A founding partner opens the first doors in their country, and we handle everything from there.

THE 2027 TOUR

JANUARY	Vancouver
FEBRUARY	Bangkok, Chiang Mai, Phuket, Singapore, Kuala Lumpur, Hong Kong, Vietnam, Jakarta and Bali
MARCH	Dubai, Abu Dhabi, Doha, Muscat and Bahrain, Cairo
APRIL	Accra, Nairobi, Lagos, South Africa
JUNE	UK, Netherlands, Brussels, Germany, Switzerland, Norway, Sweden
JULY	Melbourne
SEPTEMBER	New York
OCTOBER	Italy, Spain, Portugal, France

Dates are set around the first founding schools in each city.

02 THE ROLE

Founding Partner. *Light or involved, your call.*

We have select founding partner seats in each city and country. Founding partners are named for the 2027 tour year, credited on our materials from then on, and have first chance to join again in 2028. It fits around you, with no pressure on time.

WHAT WE ASK

- Open doors: introduce heads of school and heads of sport you know.
- Share the school pack for your city. A version with no names is ready to forward.
- A short call with Luke and Michelle, when it suits you.

How an introduction works

1
You introduce
A short note to a head you know, with the school pack attached. No price in it.

2
Replies come to Michelle
Michelle books a twenty-minute call with Luke and handles everything from there.

3
You hear how it went
We keep you posted on every school you open, all the way to Luke's day.

What you receive with your partner kit

YOUR PACK
A Founding Partner pack for your country, prepared in your name.

SCHOOL PACKS
A school version with no names to forward, and named packs for the anchor schools.

MESSAGES
A ready introduction to send to a head of school, in two lines.

03 WHAT YOU RECEIVE

A thank you that lasts *the whole 2027 tour.*

Every founding partner receives the same, wherever they are in the world.

YOUR TITLE

Founding Partner for your city or country, for the 2027 tour year, credited on our materials from then on.

FIRST CHANCE IN 2028

First chance to join again for the 2028 tour.

ON OUR WEBSITE

Your name and contact links on lukestaton.com/tour.

COMMUNITY AND APP

Access to our Global Founding Partners Community and app, coming soon. Connect with like-minded entrepreneurs and conscious leaders.

STRATEGY SESSION

A free strategy session with Michelle at MVE on your personal brand or business.

YOUR CITY EVENT

An invitation to our event in your city, with three complimentary tickets.

STAGE TIME

The option of time on stage at your city event.

FILM AND PHOTOS

Film and photos from the events to use on your own platforms.

SPONSOR NETWORK

Access to our local and regional sponsoring partners.

GIFT DRAW

A place in our periodic gift draw from our sponsors.

SOCIAL MEDIA

Share on social media at your discretion by reposting our content, or Michelle creates custom content for you to tell your network you are joining the team.

MEDIA BUZZ

Part of The CREDO World Tour campaign, alongside the brands, businesses, well-known names and leaders we are bringing on board.

> Founding partners are the first people we thank on stage, in every city we visit.

04 CONTACT

Talk to us. *Start with 20 minutes.*

Michelle is your one point of contact for the Founding Partner programme. She will set up the call with Luke.

YOUR CONTACT

Michelle van Eck

Co-Founder & Global Partner, The CREDO World Tour
Nominated Entrepreneur & Agency Leader of the Year, Women in PR North America

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THE TEAM



Ian Smith FRSA

Global Education Chair

Principal, Brooke House College
Chair of CIFE
Queen's Award for Enterprise Promotion



Luke Staton

Founder, The CREDO Experience

Author of Credo
TEDx speaker
Former professional footballer



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