



KEYNOTE SPEAKER

Tamekia "Tam" Strickland

JOY • PURPOSE • LEADERSHIP
• PERSONAL TRANSFORMATION

SPEAKER SERVICES & INVESTMENT GUIDE

THE TRANSFORMATIONAL PROMISE

"After people hear me speak, they will escape their gilded cages, reset their voice and mindset, and reclaim the joy of soaring in the sunshine."

Because my speech will demystify the romanticized appeal of the cage and provide the framework to empower them to unlatch their door.

RECLAIM YOUR JOY. REDISCOVER YOUR PURPOSE. STEP INTO YOUR LIGHT.

THE EXPERIENCE

More than motivation. A transformational shift.

Tam's keynotes connect joy, purpose, leadership and personal transformation in a message designed to move audiences from reflection to action.

Tamekia "Tam" Strickland speaks to high-performing professionals, leaders, entrepreneurs and organizations that know achievement alone does not guarantee alignment. Her message explores the "gilded cage" — the title, identity, expectation, environment or version of success that can look beautiful from the outside while quietly limiting freedom on the inside.

Through storytelling, reflection, leadership insight and The Fire Eagle Effect™, Tam helps audiences recognize what is keeping them caged, reconnect with their voice, reset the mindset that keeps the door closed, and take an intentional step toward greater joy, purpose and freedom.

FOUR CORE PILLARS

What audiences experience

JOY

Reconnect with aliveness, fulfillment and the parts of life that achievement alone cannot provide.

PURPOSE

Move from following a prescribed path to living in greater alignment with gifts, values and calling.

LEADERSHIP

Lead with voice, self-awareness and intentionality instead of pressure, performance or expectation.

PERSONAL TRANSFORMATION

Identify the cage, challenge the mindset that keeps it familiar, and take courageous action toward an aligned life.

THE GOAL: NOT JUST TO INSPIRE THE ROOM — BUT TO HELP PEOPLE UNLATCH THE DOOR.

SIGNATURE KEYNOTE

Reclaiming Your Joy in the Sunshine™

A keynote about recognizing the gilded cage, reclaiming your voice, rediscovering purpose and learning how to soar again.

THE TENSION

Sometimes the cage is beautiful.

It can look like success, security, status, responsibility, achievement or the life you were told you should want. The problem is not always the cage itself — it is forgetting that the door can open.

THE SHIFT

From caged to soaring.

Tam gives audiences language for what they are experiencing and a framework for resetting voice and mindset, reconnecting with purpose, and choosing the next courageous move toward joy.

AUDIENCE OUTCOMES

After the keynote, audiences are equipped to:

- Recognize when achievement, identity or expectation has become a gilded cage.
- Distinguish external success from internal alignment.
- Reconnect with voice, agency, confidence and personal purpose.
- Reset limiting narratives and mindset patterns that make the cage feel safer than freedom.
- Identify a courageous next step toward greater joy, purpose and intentional leadership.
- Leave with a memorable framework for moving from being caged to learning how to soar.

IDEAL FOR

Where this message fits

CORPORATE EVENTS • LEADERSHIP PROGRAMS • WOMEN'S INITIATIVES • ERGs
CONFERENCES • ASSOCIATIONS • UNIVERSITIES • ENTREPRENEURIAL COMMUNITIES

SPEAKING INVESTMENT

Choose the experience that fits the room.

Fees reflect the engagement type and scope — not simply minutes on stage. Final proposals may vary based on audience, customization, preparation, travel, recording rights and additional deliverables.

ENGAGEMENT	30 MIN	45 MIN	60 MIN
Community / Mission-Aligned	\$3,500	\$5,000	\$6,500
Education / Associations	\$5,000	\$7,500	\$9,000
Corporate Signature	\$7,500	\$10,000	\$12,500
Premium / Customized	\$10,000+	\$12,500+	\$15,000+

30 MINUTES	High-Impact Keynote	A concise experience for leadership meetings, luncheons and conference segments. One central transformation, a memorable framework and a clear call to action.
45 MINUTES	Signature Keynote	The preferred format for Tam's story, the gilded-cage concept, joy and purpose, voice and mindset reset, leadership reflection and a meaningful call to action.
60 MINUTES	Transformational Keynote	A deeper experience with added storytelling, guided reflection, practical application, audience interaction and optional Q&A or integration time.

CORPORATE SIGNATURE ANCHOR

45-minute keynote: \$10,000 | 60-minute keynote: \$12,500

ENGAGEMENT LEVELS

A flexible structure without diluting the brand.

These levels make room for mission-aligned opportunities while protecting Tam in the Sunshine's premium professional speaking position.

01	COMMUNITY IMPACT \$3,500–\$6,500	Qualifying nonprofits, community organizations, small women's organizations and mission-aligned events. <i>Use selectively based on mission alignment, audience impact, strategic value and availability.</i>
02	EDUCATION & ASSOCIATIONS \$5,000–\$9,000	Colleges, universities, professional associations, membership organizations and regional conferences. <i>Built for organizations with formal programming budgets but different economics from large corporate buyers.</i>
03	CORPORATE SIGNATURE \$7,500–\$12,500	Corporations, employee experiences, leadership conferences, ERGs, women's leadership programs and professional development events. <i>The 45-minute Reclaiming Your Joy in the Sunshine™ keynote is anchored at \$10,000.</i>
04	PREMIUM TRANSFORMATION \$10,000–\$15,000+	Executive audiences, major conferences, retreats, high-visibility events and engagements requiring substantial customization. <i>May include deeper customization, proprietary frameworks, facilitated reflection, leadership integration or additional contracted enhancements.</i>

BOOKING DETAILS

What's included — and what is customized.

INCLUDED

- Pre-event discovery call
- Reasonable message customization
- Professional keynote delivery
- Standard Q&A when contracted
- Approved bio, headshot & promo materials

QUOTED SEPARATELY

- Travel & lodging outside Chicago
- Extensive custom content
- Breakouts / executive sessions
- Sound healing or wellness experiences
- Assessments/participant materials
- Recording, livestreaming & licensing
- Emceeing, multi-day or VIP appearances

BOOKING GUIDANCE

Protecting the experience

Final investment is confirmed after reviewing the event date, location, audience, organization type, presentation length, customization needs and requested deliverables. A signed agreement and deposit should be required to secure the date.

Recording, livestreaming, redistribution and internal training use should require advance written permission and may carry an additional licensing fee. Travel should be quoted separately or addressed through a clearly defined travel buyout.

BRING TAM TO YOUR NEXT STAGE

Joy • Purpose • Leadership • Personal Transformation

contact@TamInTheSunshine.com • 800.399.1967 • TamInTheSunshine.com

Even when life tries to clip your wings, you can still learn how to soar.