

Tracy Evans | Speaking & Facilitation Fee Guide (2026)

Founder + Principal, **Cornerstone Solutions LLC**

Author, *American Welfare: Reclaiming the Dream for All of U.S.* (Mar 24, 2026)

Package Ladder

1. Essential Keynote (Standard Track)

- Up to 60 minutes (keynote-style talk)
 - Includes one 45-min pre-event alignment call
- Fee: \$5,000**

2. Signature Author Keynote (*American Welfare* Track)

- Up to 60 minutes, book-based signature content
 - Includes alignment call + light audience tailoring
- Fee: \$6,750**

3. Signature Keynote + Fireside Q&A

- 75–90 minutes total (talk + moderated Q&A)
 - Strongest option for leadership convenings and conferences
- Fee: \$8,250** (*standard or book-based; content selected to fit audience*)

4. Strategy Session / Interactive Workshop

- 90–120 minutes, highly interactive (leaders, staff, partners)
 - Includes brief pre-work (goals + agenda + outcomes)
- Fee: \$7,500**

5. Half-Day Partner (Workshop + Facilitation)

- Up to 3.5 hours (workshop + facilitated discussion blocks)
 - Designed for planning, cross-sector alignment, or team strategy
- Fee: \$10,000**

6. Full-Day Convening Partner

- Keynote + facilitation blocks across a full day
 - Best for coalition-building, system redesign, or multi-stakeholder convenings
- Fee: \$16,000–\$18,000**

Additional Options

Panels & Moderation

- Moderator (standard): **\$2,500**
 - Moderator (book-based program design): **\$3,600**
 - Panelist (standard): **\$1,250**
 - Featured author panelist (*American Welfare*): **\$2,000**
-

Nonprofit & Public-Interest Policy

- Community-based / small nonprofits: up to **50% discount**; limited **pro bono** availability each quarter
 - Large nonprofits/associations/foundations: typically **10–25% discount**
 - Government/higher ed: standard rates (discount considered for special initiatives)
-

Typical Add-Ons (as needed)

- Custom program design / stakeholder interviews: **+\$1,000–\$2,000**
- Time beyond 60 minutes: **+\$750** per additional 30 minutes
- Recording license: **+\$1,000** (internal) / **+\$2,500** (public posting)
- Rush booking (within 21 days): **+20%**
- Travel billed at cost + per diem (virtual available)