



Sponsorship Opportunities

2022-2023

Includes:

- Community Leadership Advocates
 - Program Sponsorships
 - Event Sponsorships

The Leadership Center relies on generous donations from companies and individual alumni, in order to further our mission to connect, develop, and inspire leaders. These sponsorships demonstrate a commitment to a strong community where everyone can thrive.

Questions?

Contact **Hannah Dannenfelser**
Community Engagement Director

hdannenfelser@leadercenter.org

(703) 528-2522

TABLE OF CONTENTS

COMMUNITY LEADERSHIP ADVOCATES	3
PROGRAM DAY SPONSOR: LEADERSHIP ARLINGTON	7
PROGRAM DAY SPONSOR: IGNITE YOUNG PROFESSIONALS	8
SUMMER YOUTH PROGRAM LEAD SPONSORS	9
SUMMER YOUTH PROGRAM PREMIER SPONSORS	10
SUMMER YOUTH PROGRAM SUPPORTING SPONSORS	11
ON BOARD! PREMIER SPONSORS	12
MLK DAY OF SERVICE PREMIER SPONSORS	15
MLK DAY T-SHIRT SPONSORS	16
LEADERSHIP SUMMIT: CLASS SPEAKER SPONSOR	17
LEADERSHIP SUMMIT: RECEPTION SPONSOR	18
LEADERSHIP SUMMIT: SUPPORTING SPONSOR	19
ALUMNI BREAKFAST REUNION SERIES PREMIER SPONSOR	20
HOMECOMING PREMIER SPONSORS	21
ARLINGTON CARES PREMIER SPONSORS	22
ARLINGTON CARES SUPPORTING SPONSORS	23
NORTHERN VIRGINIA 40 UNDER 40 SPONSORSHIPS	24

COMMUNITY LEADERSHIP ADVOCATES

Investment: \$10,000

Maximum sponsors: 12

Timing: Year-Round

The Leadership Center for Excellence's Community Leadership Advocates have demonstrated the highest level of investment in growing community leaders in our region. The sponsorship makes it possible for the Leadership Center to grow the impact of our business, nonprofit, and government sectors by training and connecting the leaders who are working on our most challenging issues. Our Community Leadership Advocates take leading roles in our priority programs, events, and initiatives.

Includes:

- Logo recognition on home page in "Community Leadership Advocates" section
- Logo recognition, with link, on Leadership Center for Excellence "Annual Sponsors" page
- Logo recognition on agenda for all Leadership Arlington and Ignite Young Professionals programs
- Logo recognition on welcome sign for in-person Leadership Arlington and Ignite program days
- Logo recognition in Leadership Center for Excellence e-newsletter
- Two (2) social media posts recognizing the Community Leadership Advocate sponsorship
- Two (2) tickets to reception following Regional Leadership Summit
- One (1) Community Leadership Advocate Custom Supplemental Package (see examples on the next page)
- Industry exclusivity and first-right-of-refusal for total sponsorship renewal; First-right-of-refusal for supplement renewal

COMMUNITY LEADERSHIP ADVOCATE SUPPLEMENTAL PACKAGES

Community Leadership Advocates may select one of the following supplemental packages. Availability for each package is limited and selection is first-come-first-served.

Scholarship Sponsor

(5 total)

- Dedicated full scholarship for Leadership Arlington OR Ignite Young Professionals
- Logo recognition on leadercenter.org Scholarship Page
- Opportunity for one (1) of the Community Leadership Advocate social media posts to be co-branded scholarship feature

Volunteer Arlington MLK Day

Premier Sponsor

(5 total)

- Logo recognition on event marketing materials, including the event webpage and event slideshow
- Logo recognition on in-person event signage
- Logo recognition on event t-shirts
- Verbal recognition during the event

Arlington Cares Premier Event Sponsor

(3 available)

- Logo recognition on event marketing materials, including the event webpage and event slideshow
- Logo recognition on introductory slide for virtual event
- Verbal recognition during event

Program Day Sponsorships

(based on availability)

- Opportunity for representative to speak to both a Leadership Arlington and Ignite Young Professionals class
- Company name listed on agenda
- Company thanked in LCE e-newsletter, after the class; logo included
- Post-event social media acknowledgment

Leadership Summit Signature Sponsor

(1 available, Accenture has first-right-of-refusal)

- Top-level logo recognition on event webpage and marketing materials
- Opportunity for representative to welcome attendees at the Summit
- Five (5) tickets to the Leadership Summit
- Exclusive opportunity for company promotional materials at registration desk

Torch Award Sponsor

(1 available, Dominion Energy has first-right-of-refusal)

- Award titling privilege (e.g., Dominion Energy Torch Award)
- Secondary logo recognition on Leadership Summit event webpage and marketing materials
- Opportunity for representative to present Torch Award at the Leadership Summit
- Five (5) tickets to the Leadership Summit

Homecoming Premier Sponsor

(1 available)

- Two (2) invitations to Homecoming event for Leadership Arlington and Ignite Young Professionals
- Opportunity for representative to verbally welcome new class members at event
- Opportunity to script a brief message on behalf of the sponsoring organization to welcome Leadership Arlington and Ignite Young Professionals. Leadership Center staff will include the message in class introductory communications.

Alumni Breakfast Series Premier Sponsor

(1 available)

- Includes two (2) Breakfast Reunion Series
- Top-level logo recognition on event webpage and event marketing materials
- Opportunity to give brief remarks to welcome alumni attendees
- Breakfast provided for up to three (3) alumni representatives from the sponsor organization
- Exclusive opportunity for company promotional materials on breakfast tables

LCE Alumni Reception Sponsor

(1 available)

- Top-level logo recognition on event signage
- Logo recognition on Summit slide advertising reception
- Opportunity to welcome all attendees at the beginning of the program
- Opportunity to provide promotional materials in the reception area
- Elevated sponsor recognition on name badges for attendees representing company

If you have an idea for a supplemental package that isn't listed here, we are happy to discuss custom opportunities. Contact hdannenfelser@leadercenter.org.

Program Sponsorships



PROGRAM DAY SPONSOR: LEADERSHIP ARLINGTON

Investment: \$2,500

Maximum sponsors: 1 per class day

Timing: Based on Availability

Program Day Sponsors demonstrate their commitment to the Leadership Center's training programs and have the opportunity to reach current classes during their chosen program day for Leadership Arlington.

Includes:

- Opportunity for representative to speak to welcome a Leadership Arlington class
- Company name listed on class agenda
- Company thanked in Leadership Center newsletter, after the class; logo included
- Company thanked on social media, after program day

PROGRAM DAY SPONSOR: IGNITE YOUNG PROFESSIONALS

Investment: \$1,500

Maximum sponsors: 1 per class day

Timing: Based on Availability

Program Day Sponsors demonstrate their commitment to the Leadership Center's training programs and have the opportunity to reach current classes during their chosen program day for Ignite Young Professionals.

Includes:

- Opportunity for representative to speak to welcome an Ignite Young Professionals class
- Company name listed on class agenda
- Company thanked in Leadership Center newsletter, after the class; logo included
- Company thanked on social media, after program day

SUMMER YOUTH PROGRAM LEAD SPONSORS

Investment: \$5,000

Maximum sponsors: 3

Timing: July 18 – 22, 2022

The Leadership Center's Summer Youth Program trains rising 11th and 12th graders in leadership development and civic engagement in order to grow the next generation of leaders. Sponsors of this long-standing summer program support the education of local students, are appreciated by parents, and benefit the larger community.

Includes:

- Logo recognition on program marketing materials (e.g. newsletters, website)
- Logo recognition on agendas and on program day slides
- Logo recognition on in-person signage
- Opportunity to briefly speak to students

SUMMER YOUTH PROGRAM PREMIER SPONSORS

Investment: \$1,000

Timing: July 18 – 22, 2022

The Leadership Center's Summer Youth Program trains rising 11th and 12th graders in leadership development and civic engagement in order to grow the next generation of leaders. Sponsors of this long-standing summer program support the education of local students, are appreciated by parents, and benefit the larger community.

Includes:

- Upper-level name recognition on event marketing materials
- Upper-level name recognition on agendas and on program day slides

SUMMER YOUTH PROGRAM SUPPORTING SPONSORS

Investment: \$500

Timing: July 18 – 22, 2022

The Leadership Center's Summer Youth Program trains rising 11th and 12th graders in leadership development and civic engagement in order to grow the next generation of leaders. Sponsors of this long-standing summer program support the education of local students, are appreciated by parents, and benefit the larger community.

Includes:

- Name recognition on event marketing materials
- Name recognition on agendas and on program day slides

ON BOARD! PREMIER SPONSORS

Investment: \$2,500

Maximum sponsors: 2 per session

Timing: October 14, 2022 or May 12, 2023

On Board! Lead Sponsors take a leading role in building civic engagement capacity by supporting local leaders in training to become high-quality Board members. Sponsors reach high-impact volunteers who are leveraging their skills to guide nonprofit organizations.

Includes:

- Logo recognition on program marketing materials
- Logo recognition on agenda and on program day slides
- Three (3) free registrations for On Board! training
- Opportunity for a representative to welcome participants
- Post-event social media acknowledgment
- Opportunity to include a one pager in On Board! participant folder
- Opportunity to provide promotional materials to attendees

ON BOARD! SUPPORTING SPONSORS

Investment: \$1,500

Timing: October 14, 2022 or May 12, 2023

On Board! Supporting Sponsors take a critical role in building civic engagement capacity by supporting local leaders in training to become high-quality volunteer Board members. They reach high-impact volunteers who are leveraging their skills to guide nonprofit organizations.

Includes:

- Name recognition on event marketing materials
- Name recognition on agenda and on program day slides
- One (1) free registration for On Board! training

Event Sponsorships



MLK DAY OF SERVICE PREMIER SPONSORS

Investment: \$5,000

Maximum sponsors: 5

Timing: January 16, 2023

MLK Day of Service Premier Sponsors show the highest level of support for volunteerism in Arlington on this day of service in honor of Dr. Martin Luther King, Jr. Sponsors demonstrate their commitment to Dr. King's vision of a beloved community and reach volunteers across Arlington.

Includes:

- Logo recognition on event marketing materials, including the event webpage and event slideshow
- Logo recognition on in-person event signage
- Logo recognition on event t-shirts
- Verbal recognition during the event
- Opportunity for company promotional materials at event

MLK DAY T-SHIRT SPONSORS

Investment: \$1,000

Maximum sponsors: 8

Timing: January 16, 2023

MLK Day T-Shirt Sponsors show their support for volunteerism in Arlington and Dr. Martin Luther King, Jr.'s vision of a beloved community. Thousands of Arlingtonians recognize this sponsor's support during the annual MLK Day of Service and after the event as the t-shirt circulates in the community.

Includes:

- Company name listed on event t-shirt
- Company name listed on event slideshow

LEADERSHIP SUMMIT: CLASS SPEAKER SPONSOR

Investment: \$5,000

Maximum sponsors: 1

Timing: May 18, 2023

The Leadership Center for Excellence is proud to present its annual Regional Leadership Summit in May. Members of the Leadership Arlington, Leadership Alexandria, and Ignite Young Professionals classes vote for an inspiring classmate to serve as their class speaker at the annual summit. Speakers briefly share lessons learned and visions for future leadership.

Includes:

- Secondary logo recognition on Leadership Summit event page and marketing materials
- Opportunity to distribute diplomas to classes of Leadership Arlington and Ignite Young Professionals on final program day (Note: Different day than Summit)
- Opportunity to introduce three (3) class speakers in front of all Summit attendees
- Five (5) tickets to the Summit
- Elevated sponsor recognition on name badges for attendees representing company

LEADERSHIP SUMMIT: RECEPTION SPONSOR

Investment: \$5,000

Maximum sponsors: 1

Timing: May 18, 2023

The Leadership Center for Excellence is proud to present its annual Regional Leadership Summit in May. This sponsorship for the Leadership Summit & Alumni Reception makes it possible for Summit attendees to gather at the end of the day to reflect on the day, and for Leadership Center alumni to gather and mingle with Summit attendees.

Includes:

- Top-level logo recognition on event signage during reception
- Logo recognition on Summit slide advertising reception
- Opportunity to welcome all attendees at the beginning of the program
- Opportunity to provide promotional materials in the reception area
- Five (5) tickets to the Summit
- Elevated sponsor recognition on name badges for attendees representing company

LEADERSHIP SUMMIT: SUPPORTING SPONSOR

Investment: \$1,000

Timing: May 18, 2023

The Leadership Center for Excellence is proud to present its annual Regional Leadership Summit annually in May. Leadership Summit Supporting Sponsors reach all program attendees to demonstrate their support of local leadership and civic engagement growth opportunities.

Includes:

- Name recognition on event page
- Name recognition on dedicated event emails
- Name recognition on event signage and in event folder
- Name recognition on Summit slides
- Two (2) tickets to the Summit
- Elevated sponsor recognition on name badges for attendees representing company

ALUMNI BREAKFAST REUNION SERIES PREMIER SPONSOR

Investment: \$2,500

Maximum sponsors: 1 Per Series

Timing: October 5 & 6, 2022 or February 2023 (exact dates TBD)

Alumni Breakfast Reunions provide an opportunity for Leadership Center alumni from all classes to re-connect over an informal breakfast. The Breakfast Reunion series is offered twice a year, with each series including two breakfasts for alumni to choose to attend. The Premier Sponsor has the opportunity to reach attendees as they join the Leadership Center to start the day together.

Includes:

- Logo recognition on event webpage and event marketing materials
- Logo recognition on event signage
- Opportunity to give brief remarks to welcome alumni attendees
- Breakfast provided for up to three (3) alumni representatives from the sponsor organization
- Exclusive opportunity for company promotional materials on breakfast tables

HOMECOMING PREMIER SPONSORS

Investment: \$5,000

Maximum sponsors: 2

Timing: September 15, 2022

The Leadership Center's annual Homecoming event serves as an opportunity for alumni to connect with one another and welcome the Class of 2023. The Premier Sponsors demonstrate their support of this celebration of Leadership Center programs, while reaching numerous community leaders coming together.

Includes:

- Top-level logo recognition on event webpage and event marketing materials
- Top-level logo recognition on event signage
- Opportunity to give brief remarks during the program to welcome class members and alumni attendees
- Exclusive opportunity to provide promotional materials to attendees
- Five (5) tickets to Homecoming event
- Elevated sponsor recognition on name badges for attendees representing company

ARLINGTON CARES PREMIER SPONSORS

Investment: \$1,500

Maximum sponsors: 3

Timing: July 12, 2022

Arlington Cares is a virtual event that recognizes Community Service Award Winners and reminds us of the importance of serving others. Premier Sponsors receive top recognition as supporters of these exemplary contributors to Arlington.

Includes:

- Logo recognition on event marketing materials, including the event webpage
- Logo recognition on slides for virtual event
- Verbal recognition during event

ARLINGTON CARES SUPPORTING SPONSORS

Investment: \$500

Timing: July 12, 2022

Arlington Cares is a virtual event that recognizes Community Service Award Winners and reminds us of the importance of serving others. Supporting Sponsors demonstrate their commitment to these exemplary contributors to Arlington.

Includes:

- Name recognition on marketing materials including the event webpage
- Name recognition on slides for virtual event

NORTHERN VIRGINIA 40 UNDER 40 SPONSORSHIPS

Investment: TBD

Timing: March 24, 2023

The Leadership Center for Excellence and Leadership Fairfax are proud to partner to recognize young leaders through the annual Northern Virginia 40 Under 40 program. This program celebrates emerging leaders who demonstrate exceptional and impactful leadership in their professional and personal spheres within the Northern Virginia region.

Coming soon; please contact hdannenfelser@leadercenter.org to express your interest in supporting this event.

