



# Sponsorship Opportunities

2023-2024

## Includes:

Community Leadership Advocates  
Program Sponsorships  
Event Sponsorships

The Leadership Center for Excellence 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 all leaders can thrive.

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## Questions?

Contact **Lisa Fikes**  
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## COMMUNITY LEADERSHIP ADVOCATES

**Investment:** \$10,000

**Maximum sponsors:** 12

**Timing:** Year-Round

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The Leadership Center for Excellence's Community Leadership Advocates demonstrate the highest level of investment in growing community leaders in our region. This sponsorship level makes it possible for the Leadership Center for Excellence 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/in:
  - Home page in the "Community Leadership Advocates" section
  - Leadership Center for Excellence "Annual Sponsors" webpage (with link)
  - Agenda for all Leadership Arlington and Ignite Young Professionals programs
  - Welcome sign for in-person Leadership Arlington and Ignite program days
  - Leadership Center for Excellence's monthly e-newsletter
- Invitation for a representative to attend Gratitude Dinner with Board and Leadership Arlington Faculty
- One (1) Community Leadership Advocate Supplemental Package (see examples on the next page)
- Industry exclusivity and first-right-of-refusal for sponsorship renewal; First-right-of-refusal for supplement renewal

## SUPPLEMENTAL PACKAGES

### For Community Leadership Advocates

Community Leadership Advocates may select one (1) of the following supplemental packages or work with the Leadership Center for Excellence team to develop a custom opportunity. Availability for each package is limited and selection is first-come-first-served.

#### Scholarship Sponsor

- Dedicated full scholarship for Leadership Arlington OR Ignite Young Professionals
- Logo recognition on leadercenter.org Scholarship Page
- Dedicated social media post thanking the organization

#### Torch Award Sponsor

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

- Award "presented by" recognition privilege (e.g., Torch Award for Ethical Leadership, presented by Dominion Energy)
- 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

#### Leadership Summit Lead Sponsor

- Logo recognition on event webpage and marketing materials
- Opportunity for a representative to welcome attendees at the event
- Five (5) tickets to the event
- Exclusive opportunity for company to provide promotional materials at the registration desk

#### Leadership Summit Reception Sponsor

*(1 available)*

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

#### 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 Leadership Center for Excellence's e-newsletter, after the sponsored Program Day
- Post-event social media acknowledgment

*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](mailto:hdannenfelser@leadercenter.org).*

# Program Sponsorships



## PROGRAM DAY SPONSOR: LEADERSHIP ARLINGTON

**Investment:** \$2,500

**Maximum sponsors:** 1 per class day

**Timing:** Based on Availability

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

### Includes:

- Opportunity for a representative to speak to welcome a Leadership Arlington program day
- Company logo included on program day slide
- Company name listed on program day agenda
- Company thanked after the program day in Leadership Center for Excellence's e-newsletter
- Company thanked after the program day on social media

## PROGRAM DAY SPONSOR: IGNITE YOUNG PROFESSIONALS

**Investment:** \$1,000

**Maximum sponsors:** 1 per class day

**Timing:** Based on Availability

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

### **Includes:**

- Opportunity for a representative to speak to welcome an Ignite Young Professionals program day
- Company logo included on program day slide
- Company name listed on program day agenda
- Company thanked after the program day in Leadership Center for Excellence's e-newsletter
- Company thanked after the program day on social media

# YOUTH LEADERSHIP PROGRAM

**Timing:** July 17-21, 2023

The Leadership Center for Excellence's Summer Youth Program trains rising 11<sup>th</sup> and 12<sup>th</sup> 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.

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## **Lead Sponsor: \$3,000 (Maximum: 3)**

- Logo recognition on:
  - o Program marketing materials (e.g. e-newsletters, website), link included on website
  - o Agendas and event slides
  - o Logo recognition on in-person event signage
- Opportunity to briefly speak to students

## **Connecting Sponsor: \$1,000**

- Upper-level name recognition on:
  - o Program marketing materials, link included on website
  - o Agendas and event slides

## **Supporting Sponsor: \$500**

- Name recognition on:
  - o Program marketing materials
  - o Agendas and event slides



# ON BOARD!

**Timing:** Friday, October 13, 2023 and Thursday, May 9, 2024

On Board! sponsors build 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.

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## **Lead Sponsor: \$2,500 (Maximum: 3)**

- Logo recognition on:
  - Program marketing materials, link included on website
  - Agenda and on event slides
- Name recognition in email marketing for event
- Opportunity for a representative to welcome participants at the event
- Post-event social media acknowledgment
- Opportunity to include a one-pager in On Board! participant materials
- Opportunity for company to provide printed promotional materials to attendees
- Three (3) registrations for On Board! training

## **Connecting Sponsor: \$1,000**

- Name recognition on:
  - Event marketing materials, link included on website
  - Agenda and on event slides
- Name recognition in dedicated event emails
- One (1) free registration for On Board! training

# Event Sponsorships



# MLK DAY OF SERVICE

**Timing:** January 15, 2024

MLK Day of Service Sponsors show their 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.

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## Lead Sponsor: \$10,000 (Maximum: 5)

- Primary logo recognition on:
  - Event marketing materials, including the event webpage with link and event slideshow
  - In-person event signage
  - Event t-shirts
- Recognition in emails promoting the event
- Recognition in post-event social media post
- Verbal recognition during the event
- Opportunity for company to provide promotional materials at event
- Opportunity for vendor booth at kick-off event for volunteers
- Priority seating during MLK Day of Service Kick-Off
- Opportunity for sponsor to host a volunteer project at their space and briefly verbally welcome volunteers (Note: Must be located in Arlington)
- Opportunity for company to hold twenty (20) volunteer slots at chosen project site
  - *Note: Project site choice must be made by December 1 and volunteer names provided one week in advance of the day of service in order to be guaranteed.*

## Connecting Sponsor: \$5,000 (Maximum: 5)

- Secondary logo recognition on:
  - Event marketing materials including the event webpage and event slideshow (link available on website)
  - In-person event signage
  - Event t-shirts
- Opportunity for vendor booth at kick-off event for volunteers
- Verbal recognition during the event
- Opportunity for company to hold ten (10) volunteer slots at chosen project site
  - *Note: Project site choice must be made by December 1 and volunteer names provided one week in advance of the day of service in order to be guaranteed.*

## Inspiring Sponsor: \$2,500

- Name recognition on:
  - Event marketing materials, including the event webpage with link and event slideshow
  - Event t-shirts
- Opportunity for vendor booth at kick-off event for volunteers
- Verbal recognition during the event

## Supporting Sponsor: \$1,000

- Company name listed on:
  - Event t-shirt
  - Event slideshow
  - Event website

## Additional Sponsorship Opportunity

### Beloved Community Award Sponsor: \$7,500

- Sponsor name in award title privileges (e.g. Beloved Community Award, presented by company name)
- Sponsor name will be included in announcement of award recipient (e.g. social media, press release)
- Secondary logo recognition on MLK Day of Service marketing materials, including the event webpage and event slideshow (link available on website)
- Secondary logo recognition on event t-shirt
- Opportunity for representative to present Beloved Community Award Sponsor at MLK Day of Service event
- Verbal recognition at event during award presentation
- Opportunity for vendor booth at kick-off event for volunteers

# LEADERSHIP SUMMIT

**Timing:** May 16, 2024

The Leadership Center for Excellence's annual Leadership Summit brings together regional leaders for an exciting and powerful afternoon of networking and leadership development. It also marks the culmination of the Leadership Arlington, Leadership Alexandria, and Ignite Young Professionals classes and features their class speakers.

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## **Lead Sponsor: \$5,000 (Maximum: 3)**

- Top-level logo recognition on:
  - Event webpage and marketing materials, link included on website
  - Event signage
  - Event materials for attendees
  - Event slides
- Opportunity for representative to speak at the Leadership Summit
- Opportunity for company to provide promotional materials at the registration desk
- Recognition in post-event social media post
- Five (5) tickets for representatives to attend the Leadership Summit
- Elevated sponsor recognition on name badges for attendees representing company

## **Connecting Sponsor: \$2,500**

- Name recognition on:
  - Event webpage and marketing materials
  - Dedicated event emails
  - Event signage
  - Event materials for attendees
  - Event slides
- Logo recognition on Leadership Summit slides
- Four (4) tickets for representatives to attend the Leadership Summit
- Elevated sponsor recognition on name badges for attendees representing company

## Supporting Sponsor: \$1,000

- Name recognition on:
  - Event webpage
  - Dedicated event emails
  - Event signage
  - Event materials for attendees
  - Event slides
- Two (2) tickets for representatives to attend the Leadership Summit
- Elevated sponsor recognition on name badges for attendees representing company

## Additional Sponsorship Opportunities

### Reception Sponsor: \$5,000 (Maximum: 1)

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

### Torch Award for Ethical Leadership Sponsor: \$5,000 (Maximum: 1)

*Note: Dominion Energy has first-right-of-refusal for this sponsorship*

- Sponsor name in award title privilege (e.g. Torch Award for Ethical Leadership, presented by Dominion Energy)
- Sponsor name will be included in announcement of award recipient (e.g. social media, press release)
- Secondary logo recognition on Leadership Summit event webpage and marketing materials
- Opportunity for representative to present Torch Award at the Leadership Summit
- Verbal recognition at event during award presentation
- Five (5) tickets to the Leadership Summit
- Elevated sponsor recognition on name badges for attendees representing company

## SHARE THE LOVE

### Timing: February 2024 (Date TBA)

A family-friendly night out to support the Leadership Center for Excellence and the Scholarship Fund at Bowlero in Crystal City. An evening of bowling, dinner, and drinks to lift up all leaders in our community.

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### Lead Sponsor: \$2,500 (Maximum: 5)

- Logo recognition on:
  - Event webpage and event marketing materials, link included on website
  - Event signage
- Logo recognition in event reception room
- Name recognition in emails marketing event
- Dedicated bowling lane for 6-8 team members with company name recognition
- Dinner, drink tickets, bowling, bowling shoes, and arcade cards for 6-8 team members

### Supporting Sponsor: \$750

- Name recognition on:
  - Event webpage and event marketing materials
- Name recognition in event reception room
- Dedicated lane for 6-8 team members with company name recognition
- Dinner, drink tickets, bowling, bowling shoes, and arcade cards for 6-8 team members

# HOMECOMING

## Timing: September 21, 2023

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

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### Lead Sponsor: \$3,000 (Maximum: 3)

- Top-level logo recognition on:
  - Event webpage and event marketing materials, with link included on website
  - Event signage
- Opportunity for company to provide promotional materials to attendees
- Five (5) tickets to Homecoming event
- Elevated sponsor recognition on name badges for attendees representing company

### Supporting Sponsor: \$1,000

- Name recognition on:
  - Event webpage and event marketing materials
  - Event signage
- Two (2) tickets to Homecoming event
- Elevated sponsor recognition on name badges for attendees representing company



# ARLINGTON CARES VOLUNTEER AWARDS

**Timing:** July 13, 2023

Arlington Cares is an awards ceremony that recognizes Volunteer Award Winners and reminds us of the importance of serving others. It also includes a volunteer fair for attendees to find ways to make a positive impact. Sponsors receive recognition as supporters of these exemplary contributors to Arlington.

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## **Lead Sponsor: \$2,000 (Maximum: 5)**

- Logo recognition on:
  - o Event marketing materials, including the event webpage with link
  - o Slides for event
- Opportunity for a vendor booth in the volunteer fair
- Opportunity for sponsor name badges for designated representatives
- Opportunity to present an award during the event
- Verbal recognition during event

## **Connecting Sponsor: \$1,000**

- Name recognition on:
  - o Event marketing materials, including the event webpage with link
  - o Slides for event
- Opportunity for a vendor booth in the volunteer fair
- Opportunity for sponsor name badges for designated representatives
- Verbal recognition during event

## **Supporting Sponsor: \$500**

- Name recognition on:
  - o Marketing materials including the event webpage
  - o Slides for event
- Opportunity for sponsor name badges for designated representatives

## CAUSES & COCKTAILS

**Timing:** October 24, March 19, June 11

A networking happy hour that brings together civic-minded young professionals to learn about important causes impacting the local community. Sponsors demonstrate support for activating young professionals to serve their community. The opportunities below are for individual events.

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### **Lead Sponsor: \$1,500 (1 per event, 3 total events)**

- Logo recognition on event marketing materials, including the event webpage with link
- Opportunity to speak to attendees at event
- Opportunity for a vendor booth at event
- Elevated name badge recognition for two (2) representatives

### **Supporting Sponsor: \$500**

- Name recognition on event marketing materials, including the event webpage with link
- Verbal recognition during event
- Elevated name badge recognition for one (1) representative