



LEADERSHIP  
CENTER OF  
ARLINGTON

# Sponsorship Opportunities

2024-2025

## Includes:

Community Leadership Advocates  
Program Sponsorships  
Event Sponsorships

The Leadership Center of Arlington 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 of Arlington'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 of Arlington 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 of Arlington "Annual Sponsors" webpage (with link)
  - Agenda for all Lead and Ignite programs
  - Welcome sign for in-person Lead and Ignite program days
  - Leadership Center of Arlington's monthly e-newsletter
- Invitation for a representative to attend Gratitude Dinner with Board and Lead 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 of Arlington 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 Lead OR Ignite
- 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)
- Top-level recognition on Torch Award landing page
- 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

- 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 Lead and Ignite class
- Company name listed on agenda
- Company thanked in Leadership Center of Arlington’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 [lfikes@leadercenter.org](mailto:lfikes@leadercenter.org).*





# Program Sponsorships



## PROGRAM DAY SPONSOR: LEAD

**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 of Arlington's training programs and have the opportunity to reach current classes during their chosen program day for Lead.

### Includes:

- Opportunity for a representative to speak to welcome a Lead 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 of Arlington's e-newsletter
- Company thanked after the program day on social media

## PROGRAM DAY SPONSOR: IGNITE

**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 of Arlington's training programs and have the opportunity to reach current classes during their chosen program day for Ignite.

### Includes:

- Opportunity for a representative to speak to welcome an Ignite 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 of Arlington's e-newsletter
- Company thanked after the program day on social media



## INSPIRE

### Timing: June 2025

The Leadership Center of Arlington's Inspire 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:
  - Program marketing materials (e.g. e-newsletters, website), link included on website
  - Agendas and event slides
  - Logo recognition on in-person event signage
- Opportunity to briefly speak to students

### Connecting Sponsor: \$1,000

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

### Supporting Sponsor: \$500

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



## ON BOARD!

**Timing:** Friday, October 18, 2024 and Friday, May 9, 2025

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 per training (Maximum: 3)**

- Logo recognition on:
  - Event landing page, link included on website
  - Agenda and on event slides
  - Event email marketing
- 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 per training**

- 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:** Monday, January 20, 2025

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 and 20 t-shirt sizes 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 and 10 t-shirt sizes 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

## LEADERSHIP SUMMIT

**Timing:** Thursday, May 15, 2025

The Leadership Center of Arlington'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 Lead, Leadership Alexandria, and Ignite 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:** Monday, February 10, 2025

A family-friendly night out to support the Leadership Center of Arlington 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





## NORTHERN VIRGINIA 40 UNDER 40

**Timing:** April 2025

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

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

- Logo recognition on:
    - Event website
    - Email promotions
    - Event slideshow
  - Acknowledgement in honoree press release
  - Verbal acknowledgment during the event program
  - Opportunity to introduce a group of honorees during the celebration event
  - Opportunity for one representative to attend reception
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### **Reception Sponsor: \$2,500 (Maximum 1)**

The Reception Sponsor makes it possible for honorees to gather together in person to celebrate their recognition. It provides high-level recognition of young regional leadership and demonstrates support for the cohort.

- Exclusive logo recognition on-site at honoree reception
- Opportunity for one representative to attend reception and speak to honorees during the brief program
- Acknowledgement in honoree press release
- Name recognition in primary event slideshow
- Name recognition on primary event website
- Name recognition on primary event email promotions
- Verbal acknowledgment during the primary event program

### **Supporting Sponsor (Unlimited Available) | \$1,000**

Supporting Sponsors receive recognition for their support of the Northern Virginia 40 Under 40 honorees and demonstrate their commitment to young regional leadership.

- Name listed on event website



- Name listed in event slide show
- Verbal acknowledgment during the event program



## HOMECOMING

**Timing:** Thursday, September 19, 2024

The Leadership Center of Arlington'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:** Tuesday, July 9, 2024

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:
  - Event marketing materials, including the event webpage with link
  - 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:
  - Event marketing materials, including the event webpage with link
  - 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:
  - Marketing materials including the event webpage
  - Slides for event
- Opportunity for sponsor name badges for designated representatives



## CAUSES & COCKTAILS

**Timing:** Tuesday, October 22, 2024; Tuesday, March 18, 2025; Tuesday, June 10, 2025

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 (2 per event, 3 total events)**

- Logo recognition on event marketing materials, including the event webpage with link
- 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