

2021-2022 Partnership Opportunities

Core Programs

Program partnership is the perfect opportunity for organizations interested in investing in a specific LGW program or initiative. For your support, your company will be named the Official Program Partner, receiving brand visibility and opportunities to engage with participants throughout the program year. Our programs span across five to ten months and convene a cohort of 30-60 participants monthly, depending on the program.

SIGNATURE PROGRAM PREMIERE SPONSOR: \$15,000

Our core ten-month program for executive-level leaders in business, government, and nonprofit sectors across the region; cohort of 50+

- Recognition at the beginning of 8 program days
- Recognition in all agendas and program day materials
- Opportunity for opening remarks at two program days and to join the Social Hour afterwards
- Full page color ad in the LGW directory
- Recognition as an Annual Sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting

SIGNATURE PROGRAM SUPPORTING SPONSOR: \$7,500

- Recognition at the beginning of 4 program days
- Recognition in all agendas and program day materials
- Opportunity for opening remarks at one program day and to join the Social Hour afterwards
- ½-page black and white ad in the LGW directory
- Recognition as an Annual Sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting

RISING LEADERS PROGRAM SPONSOR: \$10,000

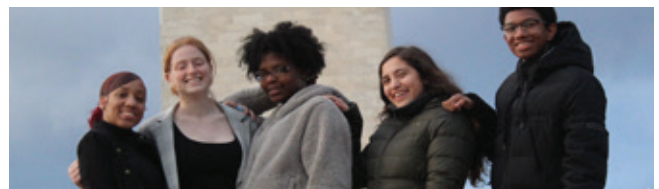
A five-month program that develops mid-level professionals and provides them with practical tools and knowledge to succeed as leaders; cohort of 30+

- One participant in the Rising Leaders program at no additional cost
- Recognition at the beginning of all 5 program days
- Opportunity for opening remarks at one program day and to join the Social Hour afterwards
- Recognition in all agendas and program day materials
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting

YOUTH LEADERSHIP PROGRAM SPONSOR: \$5,000

A five-month, interactive youth leadership development and community education program for high school sophomores and juniors; cohort of 35+

- Recognition at the beginning of all 5 program days
- Recognition in all agendas and program day materials
- Opportunity for opening remarks at one program day
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting



Anti-Racist Leadership Series

The Leadership Greater Washington Anti-Racist Leadership Series helps participants build opportunities for anti-racism, racial reconciliation, advocacy, and activism in our organizations, communities, and society. 650 cross-sector leaders have participated in LGW's Anti-Racist leadership series to date. Play a key role in dismantling systemic racism and help others create more inclusive work cultures.

ANTI-RACIST LEADERSHIP 101 SPONSOR: \$10,000

Our introductory six-session series on taking anti-racist awareness into action through ally-ship, advocacy, and activism.

- Up to 25 employees can participate in the program at no additional cost
- Recognition at the beginning of all 6 program sessions
- Recognition in email marketing
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting

ANTI-RACIST LEADERSHIP 201 SPONSOR: \$5,000

Our advanced three-session series with further explorations into creating Anti-Racist organizations, for participants who have completed the 101 series.

- Up to 10 employees can participate in the program at no additional cost
- Recognition at the beginning of all 3 program sessions
- Recognition in email marketing
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting

ANTI-RACIST LEADERSHIP 301 SPONSOR: \$5,000

Our advanced three-session series on building an Anti-Racist organization for those who have completed both the 101 and 201 series.

- Up to 10 employees can participate in the program at no additional cost
- Recognition at the beginning of all 3 program sessions
- Recognition in email marketing
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting

TESTIMONIAL FROM A SPONSOR

"Because of our sponsorship, we have been able to include many team members at Volunteers of America. 17 of our 30 affiliates are participating at some level, in addition to the national office staff. This is expanding our conversation within Volunteers of America. We are taking the educational tools and framing those out so they can support our 30 affiliates. This is very much in line with our strategic plan around diversity, equity, and inclusion, and it is moving the needle forward."

– Joe Budzynski ('06), Chief Financial Officer, Volunteers of America

LGW Events

PROGRAMS WITH A PURPOSE: \$10,000

LGW's live book talk series featuring best-selling and emerging authors (in partnership with Hooks Book Events). Participants numbers range between 45-70.

- Opportunity to provide input on topics
- Sponsorship acknowledgment in opening remarks of each quarterly session
- Opportunity to interview an author
- Sponsorship recognition on all related promotional materials and event webpage
- 25 books by the featured author of each session sent to participants of your choice
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting

LUNCH AROUND TOWN: \$12,000

A monthly opportunity for members to network, engage in meaningful conversations about current events in our region and discuss their LGW experience. An intimate gathering of 12 for meaningful networking.

- Speaking opportunity at each session
- Attendee email addresses provided for an email follow up after the session
- Sponsorship recognition on all promotional materials and event webpage
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting



FRONTLINE CONVERSATIONS: \$10,000

Our live interview series hosted by President and CEO Doug Duncan, amplifying the voices and perspectives of the visionary influencers of LGW. Participants range between 40-300 depending on speaker and topics.

- Exclusive sponsorship of Frontline Conversations
- Opportunity to be interviewed and featured in a Frontline Conversation
- Sponsorship recognition on all promotional materials and event webpage
- Sponsorship acknowledgment in opening remarks of each session
- Ongoing sponsorship recognition through video views and streams on YouTube and other platforms
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting



LEADERSHIP TODAY: \$5,000

Our interactive once-monthly virtual series with global thought leaders and local experts, focused on leadership skills, and purpose-driven impact. Participants range between 35-100.

- Sponsorship recognition on all promotional materials and event webpage
- Sponsorship acknowledgment in opening remarks of each session
- Ongoing sponsorship recognition through LGW's online media platforms
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting



Annual Partnerships

LGW DIRECTORY SPONSORSHIP: \$10,000

This member-exclusive resource features information for more than 1,900 prominent executive leaders committed to advancing our region. Mailed to 650+ active members each year.

- Full page color ad on Back Cover
- Full page color ad on Front Cover
- Organization name and sponsor acknowledgment on every other page of the directory
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting

SUPPORTER ANNUAL SPONSORSHIP: \$5,000

- Full page color ad in the Member Directory
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting

THE WEEKLY LEAD: \$10,000

LGW's weekly email sent 52 times a year to over 1,000 members and contacts, informing them of upcoming events, opportunities, and updates from LGW.

- Logo featured at the top of each weekly member newsletter
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo



LESSONS IN LEADERSHIP: \$10,000

Lessons in Leadership brings together vital leaders in our community to tell the stories that shaped them.

- Recognition at the beginning of each event from the LGW CEO
- Team members invited to attend each event
- Recognition on all event promotional materials
- Ongoing sponsorship recognition through video views and streams on LGW's online media platforms
- Opportunity to interview the guest regional leader
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting

ANNUAL MEETING: \$10,000

Our closing event to celebrate highlights and achievements of the year, announce the incoming Board of Directors, and honor partners.

- Speaking opportunity at Annual Meeting
- Logo on all event-related materials, emails, and social media
- ½ page black and white ad in the LGW Directory
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership

THE CONNECTOR, LGW'S MEMBER PORTAL: \$5,000

LGW's exclusive online members portal where members share resources, opportunities, and access our digital directory.

- Exclusive branding on The Connector
- Branding on all communications related to the Connector
- ½ page black and white ad in the LGW Directory
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual Meeting