

# Celebration of Leadership

Tuesday, October 12  
7:00 - 8:30 pm

Bringing together more than 650 of the region's most accomplished leaders from the business, government, and nonprofit sectors, the LGW Celebration of Leadership serves as the largest celebration of diverse, cross-sector changemakers in our region.

This year, LGW will proudly honor Lyles Carr ('87), Senior Vice President, The McCormick Group, with the 2021 LGW Leader of the Years award. His commitment, influence and extraordinary leadership in the region have made him a steady presence and force for change in both our region and LGW. Please join us as we celebrate Lyles and his impact on this region.

For more information on the hybrid event and honoree, visit [lgwdc.org/celebration](http://lgwdc.org/celebration)



#### Co-Chairs:

Kathy Albarado ('20)  
John A. Allen ('20)

#### Committee:

Mary Abbajay ('06)  
Peter Abrahams ('20)  
Rosie Allen-Herring ('02)  
Gwendolyn Boyd ('96)  
David Bradt ('93)  
Mary-Claire Burick ('15)  
Julie Coons ('20)  
Allison Cryor DiNardo ('06)  
Allison Dyer ('20)  
Sara Pluta Gibson ('15)  
Myra Peabody Gossens ('87)  
Luanne Gutermuth ('20)  
Sandi Hallmark ('13)  
Artis Hampshire-Cowan ('89)  
Beth Johnson ('15)  
Karen Kalish ('90)  
Rachel Kronowitz ('15)  
Pinkie Mayfield ('01)  
Alex Orfinger ('98)  
Chris Stacey ('09)  
Howard W. Stone, Jr. ('96)  
Mahan Tavakoli ('98)  
Diane Tipton ('98)

## Annual Event by the Numbers

300+

Organizations  
Represented

650+

Ticket  
Purchasers

100+

Sponsorships  
Sold

# Celebration of Leadership

## LEADERSHIP GREATER WASHINGTON

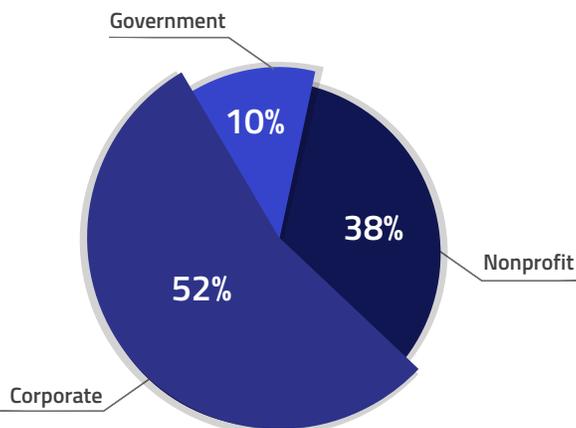
### Mission

To bring leaders together to make positive community impact in the Washington Metropolitan region.

### Our Member Network

1,900 Regional Leaders

1,180 Organizations



### 35 Years of LGW

In 1986, Leadership Greater Washington was established by a group of regional leaders and three leading organizations—Meyer Foundation, Greater Washington Board of Trade, and the Junior League of Washington—to foster communication and cooperation among the area’s established leaders. Modeled after successful leadership programs in metropolitan cities like Atlanta and Philadelphia, the organization began with a focus on developing executive-level leaders through its core program, the Signature Program. After five years of operation, LGW expanded its programming to serve area high school students through its Youth Leadership Greater Washington program. Then in 2014, the Rising Leaders program was launched to provide career-building skills and training to mid-level professionals. Today, LGW continues to offer unique programming to leaders by way of its three core programs and a number of member events that connect leaders and inspire their collaborative efforts to improve the Greater Washington community. Across its 35-year history, LGW’s impact has fostered the success of more than 1,900 influential leaders, 300 young professionals, and over 1,000 high school students in DC, Virginia, and Maryland.

“At TD Bank, one of our core missions is to enrich the lives of our customers, communities, and colleagues. To accomplish this we have to be actively engaged members of our local community, and our partnership with Leadership Greater Washington provides the perfect conduit to make this happen at all levels of TD market leadership.”

- Terry Kenny (LGW Class of '16), Market President, Metro Washington, Baltimore and Delaware, TD Bank

### — LGW Impact at a Glance —

**\$62,000+**  
Awarded in  
Scholarships  
to Program-  
Participants in  
2020

**1,500+**  
Unique Event  
Attendees

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## SPONSORSHIP OPPORTUNITIES

*Sponsorship funds will be used to support LGW programming, educational leadership experiences, and scholarships.*

### Leader - \$25,000

- 10 tickets to the hybrid event
- One VIP gift delivery
- Hybrid event:
  - Opportunity for pre-recorded video feature
  - Branded breakout room
  - Half-page color ad in hybrid event program book
  - Logo in hybrid event program book
  - Acknowledgment from emcee
  - Logo on slides shown during hybrid event
- Pre-Promotion
  - Logo in Washington Business Journal full page ad
  - Branding on registration webpage
  - Logo on promotional emails
  - Recognition on event webpage and social media platforms
- Post-Promotion
  - Full page color ad in LGW Member Directory
  - Year-round logo placement on LGW website



### Benefactor - \$10,000

- 10 tickets to the hybrid event
- One VIP gift delivery
- Hybrid event:
  - Branded breakout room
  - Quarter-page color ad in hybrid event program book
  - Logo in hybrid event program book
  - Acknowledgment from emcee
  - Logo on slides shown during hybrid event
- Pre-Promotion
  - Acknowledgment in Washington Business Journal full page ad
  - Logo on promotional emails
  - Recognition on event webpage and social media platforms
- Post-Promotion
  - Half-page black and white ad in LGW Member Directory
  - Year-round logo placement on LGW website

To discuss event sponsorship, please contact Darin Allen, Director of Development at [dallen@lgwdc.org](mailto:dallen@lgwdc.org) or 202.294.9052.

Leadership Greater Washington is a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. Sponsorship of the Celebration of Leadership is tax-deductible.

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## Patron - \$6,000

- 10 tickets to the hybrid event
- Hybrid event:
  - Logo in hybrid event program book
  - Logo on slides shown during hybrid event
- Pre-Promotion
  - Recognition on event webpage and social media platforms
  - Recognition in sponsor emails to entire membership
- Post-Promotion
  - Year-round logo placement on LGW website



## Supporter- \$3,500

- 5 tickets to the hybrid event
- Hybrid event:
  - Company name in hybrid event program book
  - Company name on slides shown during event
- Recognition in sponsor emails to entire membership
- Acknowledgment on event webpage

## Friend of Lyles - \$1,000

- One ticket to the event
- Name in hybrid event program book



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