

Leadership isn't just about making deals. It's about making change.

The Washington, DC region is one of the most complex metropolitan areas in the world. Diverse. Dynamic. And too often, divided.

Leadership Greater Washington is the DC area's premier leadership incubator because we see beyond the divisions that hold our region back, cultivating progress from common ground. We bring together our most visionary influencers across professions and geographies to unite them for a shared purpose: taking on the DC region's toughest problems.

Through our programs, visionary influencers:

- Are immersed in our region's toughest issues
- Learn from other regional leaders and community partners, and from one another
- Share space and exchange experience
- Nurture growth with authenticity, trust, and deep respect
- Build connections that facilitate positive change in our region

Join us to connect great minds for a greater purpose.

Below are some examples of sponsorship opportunities for programs and events LGW already has in place. We are happy to work with you and your organization to develop a partnership on a new event or program, or customize one of our existing opportunities.





Core Programs

LGW programs chart the course of leadership at all stages of development, and a Program Partnership is an excellent opportunity for organizations that want to invest in current or up and coming leaders in our region. For your support, your company will receive 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 30-55 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 55+

- Recognition at the beginning of 8 program days and 2 retreats
- Recognition in all agendas and program day materials
- Sponsorship recognition on Signature Program webpage
- If committed before September 1, sponsorship recognition in press release of the Class of 2024 in the WBJ and social media
- Opportunity for opening remarks at two program days and to join the Social Hour afterwards
- Full page color ad in LGW's 2024 printed 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

Signature Program Supporting Sponsor: \$7,500

- Recognition at the beginning of 4 program days
- Recognition in agendas and program day materials of 4 program days
- Opportunity for opening remarks at one program day and to join the Social Hour afterwards
- ½-page black and white ad in LGW's 2024 printed Member Directory
- Sponsorship recognition on Signature Program 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

Signature Program Day Sponsor: \$5,000

- Opportunity for opening remarks at a program day and to join the Social Hour afterwards
- Recognition in the agenda and program day materials
- Opportunity to assist with planning the program day
- Recognition on LGW's website with company logo





Core Programs

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+

- Exclusive sponsor of the Rising Leaders Program
- 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
- Sponsorship recognition on Rising Leaders 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



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 30 - 40

- Exclusive sponsor of the Youth Leadership Greater Washington (YLGW) Program
- 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
- Sponsorship recognition on YLGW 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





Anti-Racist Leadership Series and Journeys

Leadership Greater Washington's Anti-Racist Leadership Series and Civil Rights Learning Journeys help participants build opportunities for anti-racism, racial reconciliation, advocacy, and activism in our organizations, communities, and society. Over 800 cross-sector leaders have participated in LGW's Anti-Racist Leadership series, and over 100 participants have explored our country's racial history through our Civil Rights Learning Journeys to date. Join us to 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 virtual 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
- 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

Civil Rights Learning Journeys: \$5,000

Each quarter, LGW will lead a Learning Journey day trip to a different area of our DC region, and once per year, a two-day trip to a historical location in the Southeastern US. These journeys will allow leaders to explore our local and national Civil Rights and racial history. Dates and locations TBA.

- One participant to attend one quarterly Civil Rights Learning Journey, including bus transportation between sites, admission to museums, and hearing from people with lived experiences
- Sponsorship recognition at the beginning of the day
- Sponsorship recognition with logo on all promotional materials for the journey including:
 - Promotional emails to LGW members and the broader community
 - Event webpage
 - Promotional social media posts
 - Event agendas
 - All correspondence to event participants
 - Recognition in LGW's blog post





LGW Events and Annual Partnerships

The Leadership Greater Washington vision is rooted in connection and collaboration, and our events are essential in making that happen. From member-based social gatherings to thought leadership series and informative webinars open to all, these events are a prominent, outward-facing component of the LGW mission.

Leadership Today: \$5,000

Our interactive monthly virtual series with global thought leaders and local experts, focused on leadership skills, and purpose-driven impact. Participants range between 20-40 per session.

- 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

Lunch Around Town: \$15,000

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 20 members at each lunch, for meaningful networking.

- Exclusive sponsor of Lunch Around Town
- Speaking opportunity at each session
- Attendee contact information provided for follow up after each lunch
- 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

Lessons In Leadership: \$10,000

Lessons in Leadership brings together vital leaders in our community to tell the stories that shaped them during these quarterly sessions. Between 40-75 members and guests attend each session.

- Exclusive Sponsorship of Lessons in Leadership
- Opportunity to interview the guest regional leader at each session
- Recognition at the beginning of each event
- Invitation for sponsor organization's employees to attend each event
- Sponsorship recognition on all promotional materials and event webpage
- Ongoing sponsorship recognition through views of recorded sessions on 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





LGW Events and Annual Partnerships

The Weekly Lead: \$10,000

LGW's weekly email sent 52 times a year to over 700 members, informing them of upcoming events, opportunities, and updates from LGW.

- Exclusive sponsor of The Weekly Lead
- Recognition with organization's logo featured at the top of each weekly member newsletter
- 1/2 page black and white ad in LGW's 2024 printed Member Directory
- 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 LGW's 2024 printed 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





LGW Events and Annual Partnerships

Annual Meeting: \$10,000

Our annual year-end event to celebrate highlights and achievements of the year, look at the goals and plans for the following year, announce the incoming Board of Directors, and honor our partners.

- Exclusive sponsor of the Annual Meeting
- Speaking opportunity at Annual Meeting
- Sponsorship recognition on all promotional materials and event webpage
- ½ page black and white ad in LGW's 2024 printed Member Director
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership

LGW Directory Sponsorship: \$5,000

This member-exclusive resource features information for more than 2,000 prominent executive leaders committed to advancing our region. Sent to 700+ active members each year.

- Exclusive sponsor of LGW's 2024 printed Member Directory
- Full page color ad on outside Back Cover
- Full page color ad on inside Front Cover
- Organization name and sponsor acknowledgment on every other page of the directory
- Exclusive sponsorship recognition on LGW's online 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

