

# SPONSORSHIP OPPORTUNITIES

# 2019



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Noelle McCoy  
**Program Manager**

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## WE BRING OUT THE LEADER IN YOU.

### OUR MISSION

*To strengthen regional leadership.*

### OUR VISION

*To be the premier leadership resource in our region*

### OUR REGION

*Headquartered in Niagara Falls, Leadership Niagara has its feet grounded in Niagara County and its arms reaching out to the entire Western New York Community, including Erie County, and extending to our neighbors to the North, Southern Ontario.*

## LN SESSIONS

January- Opening Retreat & Class Mixer

February- LN Session: Manufacturing/Change & Transformation

March- LN Session: Bi-National Collaboration/Professional Collaboration

April- LN Session: Privilege & Marginalization/Social Awareness

May- LN Session: Criminal Justice/Ethics & Standards

June- Mid-Year Retreat & Class Mixer/Community Action Projects

July- LN Session: Tourism/Vision

August- LN Session: Economic Development/Regionalism

September- LN Session: Agribusiness/Innovation

October- LN Session: Education /Habits of Mind

November- LN Session: Closing Retreat/Year in Review

December- Graduation Ceremony

## LN EVENTS

Leader of the Year Luncheon

Recruitment Mixer

Alumni & Organization Events

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## SPONSORSHIP BENEFITS

Partnership with Leadership Niagara through sponsorship represents a strategic community investment that creates real value for your company. Consider the following benefits:

- ◆ Demonstrate your company's commitment to serve our communities
- ◆ Connect your brand with powerful and compelling stories of personal determination and achievement
- ◆ Increase corporate visibility and build in-roads to communities across the region
- ◆ Establish access and build relationships with a talented, diverse and highly prepared pool of future employees and business leaders
- ◆ Increase opportunities for positive media coverage highlighting corporate community investment, servant leadership, and regional partnership

## COMMUNICATION SNAPSHOT

### Key Audiences:

- ◆ Alumni & LN Supporters
- ◆ Community Leaders & Partners
- ◆ Emerging leaders & their colleagues
- ◆ College students and graduates

### Communication Tools:

- ◆ Website
- ◆ Social Media
- ◆ Newsletters
- ◆ Community & Alumni Events
- ◆ Advertising & Publicity

### Our Content Focus:

- ◆ Local Leadership & Perseverance
- ◆ Contributions in the region
- ◆ Diverse Perspectives
- ◆ LN Program News & Highlights
- ◆ Proven leadership methods

## SIGNATURE

**SPONSOR \$15,000**

The Signature Sponsor level includes sponsorship of all year-round community events, with benefits listed below:

- ◆ Design and implementation of a customized partnership plan
- ◆ Address Audience at Events: An opportunity for a company representative to address the audience at any or all adult events
- ◆ Leadership Gallery: Company logo on five (5) leadership gallery banners (see the full description on next page)
- ◆ Co-branding: LN apparel, event marketing and giveaways
- ◆ Email Outreach: Company logo and link included on newsletter updates to 3,000+ email subscribers (alumni, supporters, community partners, and prospects). Company logo on 12 leadership session agendas, all recruitment materials and for events
- ◆ Directly Email Subscribers: Opportunity to directly email all LN subscribers twice with program related message including company promotional materials

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## GOLD

**SPONSOR \$10,000**

The Gold Sponsor level includes the following benefits for one event:

- ◆ Event Signage: Signage with company logo highly visible at events
- ◆ Materials: Prominently display company materials at local events
- ◆ Recognized in Media Release: Company recognized as a sponsor in media press releases
- ◆ Logo on Website: Company logo and link displayed on LN website throughout 2019
- ◆ Social Media Promotions: Co-branding of 12 Social Media promotional posts distributed to 1400 subscribers

## SILVER

**SPONSOR \$7,500**

The Silver Sponsor level includes the following benefits for LN's Annual Leader of the Year Luncheon:

- ◆ Company Name on Program: Prominent placement of company name and logo printed on our annual Leader of the Year program
- ◆ Verbal Acknowledgement: Company verbally acknowledged as a sponsor at the Annual Leader of the Year Luncheon
- ◆ Signage at Event: Signage with company logo highly visible at the event. Bring your banners and other promotional material to distribute at the event and each table
- ◆ Honorary Sponsorship Table: Honorary sponsorship table of eight guests
- ◆ Company Recognition in Event Promotions
- ◆ Promotional materials recognizing company as Silver Sponsor of the event

## CUSTOMIZED SPONSORSHIP

We value your contribution to Leadership Niagara and want to recognize your generosity accordingly. Depending on the sponsorship level you select, we will be happy to customize a sponsorship opportunity just for you.

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## LEADERSHIP GALLERY

**SPONSOR \$5,000**

The Leadership Gallery Sponsor includes the following:

- ◆ Company logo on five (5) leadership gallery banners
- ◆ Gallery banners feature photos of 5 leaders (one per banner) with their leadership philosophy
- ◆ Sponsor has the ability to feature an employee from their company (must be an LN graduate) on one banner
- ◆ Banners are present at all Leadership Niagara Events and leadership sessions

## COLLABORATOR

**SPONSOR \$2,500**

The Collaborator Sponsor level includes the following benefits:

- ◆ Leader of the Year Luncheon Guest Table: Sponsorship table for 8 guests
- ◆ Logo on Website: Company logo and link on LN website
- ◆ Company Recognition in Event Promotions: Promotional materials, such as flyers and posters for the event, recognizing company as a sponsor of the event
- ◆ Single session sponsor

## SUPPORTER

**SPONSOR \$1,000**

The Local Community Sponsor level includes the following benefits (Choice of one):

- ◆ One Leadership Monthly Class Mixer: Choice of available sessions
  - ◇ Recognition as the bar and hors d'oeuvres sponsor
  - ◇ Company Name on session agenda
- ◆ Leader of the Year Luncheon Guest Table
  - ◇ Sponsorship table for 8 guests
  - ◇ Company name listing in program