

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

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

SOLD

Our core ten-month program for executive-level leaders in business, government, and nonprofit sectors across the region; cohort of 55+

- Exclusive premiere sponsor of the Signature Program
- 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 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

Signature Program Day Sponsor: \$5,000

- Opportunity for opening remarks at program day
- Recognition in agenda and program day materials
- Opportunity to assist with planning the program day
- Opportunity to participate in program day sessions
- Recognition on LGW's website with company logo



Core Programs

Rising Leaders Program Sponsor: \$10,000

SOLD

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
- 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

SOLD

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

- Exclusive sponsor of the Youth Leadership 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
- 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

Leadership Greater Washington's Anti-Racist Leadership Series helps participants build opportunities for anti-racism, racial reconciliation, advocacy, and activism in our organizations, communities, and society. Over 700 cross-sector leaders have participated in LGW's Anti-Racist Leadership series 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 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

"As an executive search firm focused on the nonprofit sector, Good Insight is actively building an antiracist approach to our consulting work. Our team is committed to examining and undoing harmful hiring practices that present barriers to career advancement for leaders of color, from understanding biases to developing racially diverse networks of talent across our sector. We were pleased to join LGW and its participants to further refine our framework for a more just and equitable executive search practice, and appreciate the rich dialogue and learning presented by the sessions."

– Carlyn Madden ('21), CEO, Good Insight



LGW Events

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 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

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 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





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. Sent to 650+ active members each year.

- Exclusive sponsor of LGW's 2024 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
- Recognition as an annual sponsor
- Recognition on LGW's website with company logo
- Recognized at major events including Celebration of Leadership and Annual

The Weekly Lead: \$10,000

LGW's weekly email sent 52 times a year to over 650 members and contacts, informing them of upcoming events, opportunities, and updates from LGW.

- Exclusive sponsor of The Weekly Lead
- Logo featured at the top of each weekly member newsletter
- 1/2 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

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

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.

- Exclusive Sponsorship of Lessons in Leadership
- Recognition at the beginning of each event
- 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 at each session
- 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

SOLD

Annual Meeting: \$10,000

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

- Exclusive sponsor of the Annual Meeting
- 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 sponsor of The Connector
- 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

