



LEADERSHIP SPRINGFIELD

INSPIRE • DEVELOP • CONNECT

2020-2021 Sponsorship Opportunities



leadershipspringfield.org

417.986.2884

info@leadershipspringfield.org



SPONSORSHIP OPPORTUNITIES

OUR COMPANY

Sponsorship opportunities are now open for the 2020-2021 program year, and we're looking for strategic partners to join in making an impact locally.

This packet contains opportunities to build stronger community ties, promote your business, and be associated with a well-known civic and community leadership organization with three decades of investment in Springfield. Increase your brand awareness, support local leadership development and talent retention, and promote community connection with a sponsorship this year.

Sponsors can reach more than 2,000 Leadership Springfield alumni, 200+ current participants, and 350+ valuable business partners. Programs and events have both digital and in-person components this year, giving our sponsors new promotional aspects and additional recognition!

CONTACT US

www.leadershipspringfield.org

info@leadershipspringfield.org

(417) 986-2884

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SIGNATURE SERIES

For more than 30 years, the Signature Class program has provided area leaders with professional and personal development through a nine-month intensive community leadership program. In addition to leadership development, course curriculum includes a Springfield-centric deep dive into Community Focus Report blue ribbons and red flags and the inclusive excellence model to support seeing Springfield through a culturally relevant lens. With two classes each year, you can reach 80+ participants in addition to more than 2,000 Leadership Springfield alumni and community leaders.

SIGNATURE SERIES PRESENTING SPONSOR | \$5,000

- Opportunity to address each class at Launch & Impact Retreats
- Opportunity to display company signage and marketing materials at all retreats
- Prominent logo on leadershipspringfield.org
- Logo recognition on all program day agendas and retreat materials
- Name and logo recognition on social media throughout year
- Opportunity to attend all program days
- Monthly ad in Engage Alumni Member Newsletter
- List of class participants and businesses provided prior to start of the program year

SIGNATURE SERIES TRANSPORTATION SPONSOR | \$2,500

- Prominent logo on leadershipspringfield.org
- Logo recognition on all program day agendas and retreat materials
- Name recognition on social media throughout year
- Opportunity to provide marketing materials at all retreats
- Monthly ad in Engage Alumni Member Newsletter

SOLD

SIGNATURE SERIES CLASS WELCOME RECEPTION SPONSOR | \$1,000

- Underwrites appetizers and one drink ticket for Signature Class participants
- Opportunity to provide welcoming remarks at the beginning of reception
- Prominent logo on leadershipspringfield.org
- Logo recognition on social media
- Name recognition in email communication leading up to the welcome reception

SOLD

SIGNATURE SERIES SNACK SPONSOR | \$1,000

- Underwrites the cost of snacks for class participants at Launch and Impact Retreats
- Prominent logo on leadershipspringfield.org
- Logo recognition on all retreat agendas
- Name recognition on social media
- Name recognition in email communication leading up to the retreats



"Leadership Springfield is one of the greatest experiences I have ever had. Not only did I learn so much about my community, but the networking has been amazing. You may think you have a handle on the happenings of Springfield, but you really have no idea all the great things in the works here until you go through this program!" - Crystal Quade, Signature Class 29



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SIGNATURE SERIES

SIGNATURE LAUNCH RETREAT SPONSOR | 2 AVAILABLE | \$1,000

- Opportunity to provide welcoming remarks at Launch Retreat
- Opportunity to display company signage and marketing materials at Launch Retreat
- Prominent logo on Launch Retreat agenda
- Logo recognition on leadershipspringfield.org
- Name recognition in email communication for Launch Retreat
- Logo and name recognition on social media

SOLD

SIGNATURE LAUNCH RETREAT DINNER SPONSOR | 2 AVAILABLE | \$500

- Opportunity to provide marketing materials to put on tables at Launch Retreat dinner
- Logo recognition on Launch Retreat agenda
- Name recognition in email communication for Launch Retreat
- Name recognition on social media

SOLD

SIGNATURE CLASS PROGRAM DAY SPONSOR | 1 AVAILABLE | \$750

- Opportunity to address the class at your sponsored program day
- Prominent logo recognition on your sponsored program day agenda
- Logo recognition on leadershipspringfield.org
- Logo and name recognition on social media
- Name recognition in email communication for your sponsored program day

SIGNATURE IMPACT RETREAT SPONSOR | 2 AVAILABLE | \$1,000

- Opportunity to provide welcoming remarks at Impact Retreat
- Opportunity to display company signage and marketing materials at Impact Retreat
- Prominent logo on Impact Retreat agenda
- Logo recognition on leadershipspringfield.org
- Name recognition in email communication for Impact Retreat
- Logo and name recognition on social media

SOLD

SIGNATURE IMPACT RETREAT DINNER SPONSOR | 2 AVAILABLE | \$500

- Opportunity to provide marketing materials to put on tables at Impact Retreat dinner
- Logo recognition on Impact Retreat agenda
- Name recognition in email communication for Impact Retreat
- Name recognition on social media

SOLD



Reach 100+ professionals who are new to the area or seeking to increase community engagement by sponsoring this immersive community experience. Access Class offers an immediate connection to a network of local leaders through an inside look into the Springfield metropolitan area.

ACCESS SERIES PRESENTING SPONSOR | \$5,000

- Top billing on event signage and promotional materials, including media recognition
- Business profile in printed and online course materials
- Recognition on welcome slide at each quarterly event
- Welcome address for each class and in communications via email, social media, website and Engage Alumni Member Newsletter
- One half price Access Class registration for each class
- Two passes for Corporate Representatives to attend each Access Class Family Reception
- Monthly ad in Engage Alumni Member Newsletter
- List of class participants and businesses provided prior to each Access Class

ACCESS SERIES TRANSPORTATION SPONSOR | \$3,000

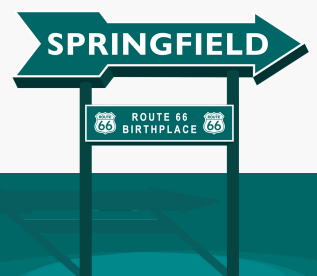
- Logo recognition during the class and in communications via email, social media, website and Engage Alumni Member Newsletter
- Opportunity to provide marketing materials at each Access Class Family Reception
- Two complimentary passes for corporate representative to attend each Access Class Family Reception
- Monthly ad in Engage Alumni Member Newsletter

ACCESS SERIES MEAL SPONSOR | \$2,500

- Welcome address at one lunch meal during each Access Class
- Logo recognition during the class and in communications via email, social media, website and Engage Alumni Member Newsletter

ACCESS SERIES PROMO SPONSOR | \$500

- Logo on swag bag that will be used for all materials in each Access Class
- Logo recognition during the class and in communications via email, social media, website and Engage Alumni Member Newsletter



"The Leadership Springfield Access Class was an amazing two-day immersive experience. It was a deep dive into all things Springfield in a condensed, perfectly scheduled format...this experience was game-changing for me. I highly recommend it!" - Steve Kelly, Access Class 2

The Academy Class, a program modeled after the Signature Class, is open to juniors from nine Springfield public and private high schools as well as home school students who reside within the Springfield Public School district. Thirty-two students are selected annually to participate in this program at no cost to the students, families, or school districts.

ACADEMY SERIES PRESENTING SPONSOR | \$1,500

- Opportunity to address class at Launch Retreat
- Opportunity to display company signage and marketing materials at Launch Retreat
- Prominent logo on class t-shirts
- Prominent logo on leadershipspringfield.org
- Logo recognition on all program day agendas and retreat materials
- Name and logo recognition on social media throughout year
- Opportunity to speak at Academy Class Graduation
- Monthly ad in Engage Alumni Member Newsletter

ACADEMY SERIES TRANSPORTATION SPONSOR | \$1,000

- Prominent logo recognition on class t-shirts
- Prominent logo on leadershipspringfield.org
- Logo recognition on all program day agendas and retreat materials
- Name recognition on social media throughout year
- Opportunity to provide marketing materials at Launch Retreat

SOLD

ACADEMY SERIES SHIRT SPONSOR | \$500

- Prominent logo on class t-shirts
- Logo on leadershipspringfield.org
- Logo recognition on Launch Retreat agenda
- Recognition on social media

SOLD

ACADEMY SERIES PARENT/STUDENT ORIENTATION SPONSOR | \$500

- Underwrites appetizers for Academy student and parents at orientation
- Opportunity to provide welcoming remarks at the beginning of orientation
- Logo on leadershipspringfield.org
- Logo recognition on orientation agenda
- Name and logo recognition on social media
- Name recognition in email communication leading up to orientation

SOLD





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SPRINGFIELD
ACADEMY

ACADEMY SERIES

ACADEMY LAUNCH RETREAT SPONSOR | \$500

- Opportunity to address class at Launch Retreat
- Opportunity to display company signage and marketing materials at Launch Retreat
- Prominent logo on Launch Retreat agenda
- Logo on leadershipspringfield.org
- Name and logo recognition on social media
- Name recognition in email communication for Launch Retreat

SOLD

ACADEMY CLASS PROGRAM DAY SPONSOR | 1 AVAILABLE | \$500

- Opportunity to address class at your sponsored program day
- Prominent logo on your sponsored program day agenda
- Logo on leadershipspringfield.org
- Name recognition in email communication for program day
- Name and logo recognition on social media

ACADEMY CLASS GRADUATION SPONSOR | \$500

- Opportunity to provide welcoming remarks at Academy Class Graduation
- Logo on Academy Class Graduation slideshow and program
- Logo on leadershipspringfield.org
- Name and logo recognition on social media
- Name recognition in email communication for Academy Class Graduation
- Two tickets to Academy Class Graduation
- Opportunity to set out marketing materials on tables at Academy Class Graduation

SOLD

"My time in Leadership Springfield was full of valuable experiences. I learned about the inner workings of my community and how to conduct myself in a professional atmosphere. I developed my leadership skills and found the strength to say, "Follow me"." - David Wells, Academy Class 29



One Big Class Reunion is Leadership Springfield's annual celebration event where alumni from the past three decades connect to cheer on the current year's graduating Signature Classes. 200+ alumni, class participants, business leaders, friends, and family attended One Big Class Reunion in June of 2019.

ONE BIG PRESENTING SPONSOR | \$2,500

- Prominent logo recognition on event slideshow and program
- Prominent logo recognition on leadershipspringfield.org
- Name and logo recognition in email communication leading up to the event
- Name recognition on social media
- Sponsor table at One Big Class Reunion (includes 8 tickets)
- 8 drink tickets
- Opportunity to set out marketing materials on tables at event
- Opportunity to display company signage at event
- Monthly ad in Engage Alumni Member Newsletter

ONE BIG GOLD SPONSOR | 3 AVAILABLE | \$1,000

- Logo recognition on event slideshow and program
- Logo recognition on leadershipspringfield.org
- Name and logo recognition in email communication leading up to the event
- Name recognition on social media
- 4 tickets to One Big Class Reunion
- 4 drink tickets
- Opportunity to set out marketing materials on tables at event

ONE BIG TABLE SPONSOR | \$250

- Sponsor table at One Big Class Reunion (includes 8 tickets)
- 8 drink tickets





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ENGAGEMENT SERIES

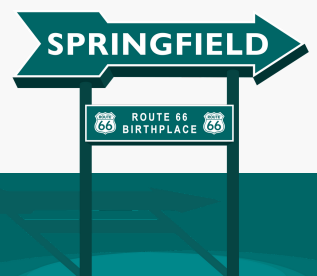
Reach more than 2,000 Leadership Springfield alumni at events throughout the year and connect with alumni and the Springfield community via our brand new podcast! The SGF Insider Podcast is a collaborative podcast with the Springfield Area Chamber of Commerce launching this fall. Twice a month, you will hear one episode segment with Matt Morrow from the Chamber called SGF Business Insider and one episode segment with Carrie Richardson from Leadership Springfield titled Plugged In. We can't wait for you to join us!

ALUMNI ENGAGEMENT SPONSOR | \$1,500

- Opportunity to provide welcoming remarks at each alumni engagement event
- Opportunity to display company signage and marketing materials at all alumni engagement events
- Prominent logo on leadershipspringfield.org
- Logo and name recognition via email communications and social media
- Monthly ad in Engage Alumni Member Newsletter

PLUGGED IN PODCAST SPONSOR | \$1,500

- Presenting sponsor for the Plugged In segment of the SGF Insider Podcast
- Prominent logo on leadershipspringfield.org
- Logo recognition on Plugged In segment graphic which will be displayed on leadershipspringfield.org and used in promotions for the podcast
- Name recognition on social media and Engage Alumni Member Newsletter
- 30 second advertisement in monthly Plugged In podcast segment
- Monthly ad in Engage Alumni Member Newsletter



"In the years since my Leadership Springfield experience (Class 5) I have continued to maintain social, professional and business relationships with many of my classmates. Even as a Springfield native, the experience certainly opened my eyes to new opportunities in the community." - Dr. Tom Prater, Signature Class 5

Thank you for your commitment to partner with us as we inspire, develop and connect leaders to serve the Springfield community! Please complete the commitment form with your contact information and sponsorship selections below. Need more information before making a decision? Contact us at info@leadershipspringfield.org or **417.986.2884**.

Want to complete this form online? **Click here.**

CONTACT INFORMATION

Company Name: _____

Contact Name & Title: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email Address: _____

SPONSORSHIP SELECTIONS

Sponsorship Name

Amount

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

☐ Invoice Me

☐ Check (enclosed)

Total Investment:

*Please remit payment by
May 1, 2021.*

\$ _____

Signature: _____ **Date:** _____

Printed Name: _____