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LEADERSHIP SPRINGFIELD

SPONSORSHIP OPPORTUNITIES

OUR COMPANY

Sponsorship opportunities are now open for the 2021-2022 program year, and we're looking for strategic partners to join in making an impact locally.

Are you looking for opportunities to build stronger community ties, promote your business and increase your brand awareness? Choose to support local leadership development and be associated with a well-known civic and community leadership organization with three decades of investment in Springfield! Your business can promote community connection and talent retention with a Leadership Springfield sponsorship this year.

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

CONTACT US

www.leadershipspringfield.org

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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. Participants gain valuable leadership development as well as a higher level of community engagement through the program's curriculum. 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 | 1 AVAILABLE | \$5,000

- Exclusive, top billing for Signature Classes 41 & 42
- Opportunity to attend Strength & Impact Retreats
- Opportunity to display company signage and marketing materials at all retreats
- Prominent logo on all program materials
- Logo recognition on all retreat materials (print & digital)
- Name and logo recognition via 20+ times throughout year
- Name recognition in email communication leading up to the retreats
- Opportunity to attend retreats
- Monthly ad in Engage Alumni Member Newsletter reaching 400+ alumni members
- List of class participants and businesses provided prior to start of the program year

SIGNATURE SERIES TRANSPORTATION SPONSOR | 1 AVAILABLE | \$2,500

- Underwrites the cost of transportation for Signature Classes 41 & 42
- Prominent logo on leadershipspringfield.org
- Logo recognition on all program day and retreat materials (print & digital)
- Name recognition on social media 14+ times throughout year
- Name recognition in email communication leading up to the retreats
- Opportunity to provide marketing materials at all 4 retreats
- Monthly ad in Engage Alumni Member Newsletter reaching 400+ alumni members

SIGNATURE SERIES STRENGTHS SPONSOR | 1 AVAILABLE | \$1,500

- Underwrites the cost of StrengthsFinder 2.0 book and Strengths Assessment for each participant
- Opportunity to place company logo in each *StrengthsFinder 2.0* book at the launch retreats
- Prominent logo on leadershipspringfield.org
- Logo recognition on all program materials throughout the program year (10+ documents)
- Name recognition on social media up to 12 times throughout the year
- Name recognition in email communication leading up to the retreats

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

- Underwrites reception for Signature Classes 41 & 42 participants
- Opportunity to provide company signage at the beginning of reception
- Prominent logo on leadershipspringfield.org
- Logo recognition on all program materials
- Name recognition in email communication leading up to the welcome reception
- Opportunity to display company signage and marketing materials at welcome reception



"Working together to make Springfield a great place is a team sport.
Leadership Springfield gets you in the game." - Gary Gibson, Signature Class 32



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

- Opportunity to provide marketing materials at Launch Retreat
- Opportunity to display logo and marketing materials at Launch Retreat
- Prominent logo recognition on agenda
- Logo recognition on leadershipspringfield.org
- Name recognition in email communication leading up to 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 leading up to Launch Retreat
- Name recognition on social media

SIGNATURE CLASS PROGRAM DAY SPONSOR | 14 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 marketing materials at Impact Retreat
- Opportunity to display logo and marketing materials at Impact Retreat
- Prominent logo recognition on agenda
- Logo recognition on leadershipspringfield.org
- Name recognition in email communication leading up to 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 leading up to 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 | 1 AVAILABLE | \$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 Access Class event
- Welcome address for each class
- Name and logo recognition 20+ times throughout the year 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 reaching 400+ alumni members
- List of class participants and businesses provided prior to each Access Class

ACCESS SERIES TRANSPORTATION SPONSOR | 1 AVAILABLE | \$3,000

- Underwrites transportation costs for each Access Class
- Name recognition 20+ times throughout the year 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 reaching 400+ alumni members

ACCESS SERIES MEAL SPONSOR | 1 AVAILABLE | \$2,500

- Welcome address at one lunch meal during each Access Class
- Name recognition 20+ times throughout the year in communications via email, social media, website and Engage Alumni Member Newsletter

ACCESS SERIES PROMO SPONSOR | 1 AVAILABLE | \$500

- Logo on swag bag that will be used for all materials in each Access Class
- Name 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 AVAILABLE | \$3,500

- Exclusive, top sponsorship level for the Academy Class program
- Opportunity to address class at Launch Retreat and Graduation
- Opportunity to display company signage and marketing materials at Launch Retreat and Graduation
- Prominent logo on class t-shirts
- Prominent logo on leadershipspringfield.org
- Logo recognition on all program day and retreat materials (print & digital)
- Name and logo recognition on social media 10+ times throughout year
- Monthly ad in Engage Alumni Member Newsletter reaching 400+ alumni members
- Sponsor table at Academy Class Graduation

ACADEMY SERIES TRANSPORTATION SPONSOR | 1 AVAILABLE | \$1,000

- Underwrites transportation costs for the Academy Class program
- Prominent logo recognition on class t-shirts
- Prominent logo on leadershipspringfield.org
- Logo recognition on all program day and retreat materials (print & digital)
- Name recognition on social media 5+ times throughout year
- Opportunity to provide marketing materials at Launch Retreat

ACADEMY SERIES LAUNCH RETREAT SPONSOR | 1 AVAILABLE | \$500

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

ACADEMY SERIES PARENT/STUDENT ORIENTATION SPONSOR | 1 AVAILABLE | \$500

- Underwrites transportation for Academy student and parents at orientation
- Opportunity to give 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

SOLD





ACADEMY LAUNCH RETREAT SPONSOR | 1 AVAILABLE | \$500

- Opportunity to give a class at Launch Retreat
- Opportunity to provide company signage and marketing materials at Launch Retreat
- Prominent position 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 | 5 AVAILABLE | \$500

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

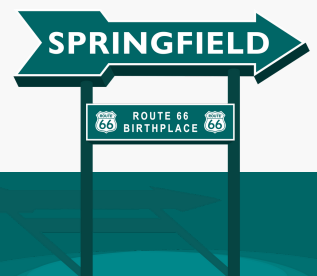
SOLD

ACADEMY CLASS GRADUATION SPONSOR | 1 AVAILABLE | \$500

- Opportunity to give 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
- Sponsor table at Academy Class Graduation
- Opportunity to set out marketing materials on tables at Academy Class Graduation

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"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. 230+ alumni, class participants, business leaders, friends, and family attended One Big Class Reunion in June of 2021.

ONE BIG PRESENTING SPONSOR | 1 AVAILABLE | \$2,500

- 
- Opportunity to give welcoming remarks at One Big Class Reunion
 - Prominent logo on event slideshow and program
 - Prominent logo on leadershipspringfield.org
 - Name and logo recognition in email communication leading up to the event
 - Name recognition on social media
 - Reserved table at One Big Class Reunion
 - Table signage with company logo
 - Opportunity to set out marketing materials on tables at event
 - Opportunity to set out company signage at event
 - Monthly ad in Engage! Alumni Member Newsletter reaching 400+ alumni members

ONE BIG GOLD SPONSOR | 6 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
- Reserved table at One Big Class Reunion
- Table signage with company logo
- Opportunity to set out marketing materials on tables at event

ONE BIG TABLE SPONSOR | UNLIMITED | \$250

- Reserved table at One Big Class Reunion
- Table signage with company logo





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ENGAGEMENT SERIES

ALUMNI ENGAGEMENT SPONSOR | 1 AVAILABLE | \$1,500

Reach more than 2,000 Leadership Springfield alumni at events throughout the year! In-person or virtual alumni events are scheduled at least once a quarter. From virtual lunch & learns to in-person happy hours, your support will have your support in continuing alumni engagement!

- Opportunity to speak at each alumni engagement event (4+ events each year)
- Opportunity to display your logo and marketing materials at all alumni engagement events
- Prominent logo placement on leadershipspringfield.org
- Logo and name recognition in communications and social media 10+ times throughout the year
- Monthly ad in Engage Alumni Member Newsletter reaching 400+ alumni members

SOLD

PLUGGED IN PODCAST SPONSOR | 1 AVAILABLE | \$1,500

Reach more than 2,000 Leadership Springfield alumni at events throughout the year and connect with alumni and the Springfield community via our podcast! The SGF Insider Podcast is a collaborative podcast with the Springfield Chamber of Commerce. Tune in twice a month to hear one episode segment with a Springfield member called SGF Business Insider and one episode segment with Carrie F. Springfield titled Plugged In. The SGF Insider Podcast has received over 100,000 downloads for the past 6 months!

- Exclusive opportunity to be featured in Plugged In segment of the SGF Insider Podcast
- Prominent logo placement on leadershipspringfield.org
- Logo recognition on leadershipspringfield.org graphic displayed on leadershipspringfield.org and used in promotions for the podcast
- Name recognition on social media 12+ times throughout the year and Engage Alumni Member Newsletter
- 30 second advertisement in monthly Plugged In podcast segment
- Monthly ad in Engage Alumni Member Newsletter reaching 400+ alumni members

SOLD



"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



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ENGAGEMENT SERIES

FRIENDSGIVING EVENT PRESENTING SPONSOR | 1 AVAILABLE | \$1,500

Get in front of Leadership Springfield alumni and their friends, family and coworkers as they gather together to reconnect, enjoying some good food and great company at the second annual Friendsgiving event! We can't wait for you to join the fun!

- Opportunity to provide welcoming remarks at Friendsgiving event on December 2, 2021
- Opportunity to provide marketing materials to every participant
- Monthly ad in Engage Alumni Member Newsletter reaching 400+ alumni members
- Logo on leadershipspringfield.org
- Logo and name recognition via email communications and social media

FRIENDSGIVING EVENT DO GOOD WITH FRIENDS SPONSOR | 1 AVAILABLE | \$1,000

Encourage Leadership Springfield alumni to do good with friends at the second annual Friendsgiving event on December 2! The Do Good with Friends sponsor will sponsor a social media challenge for LeadSGF alumni, community members and their friends to do good for the community this holiday season. The Friendsgiving participants will be challenged to tag their favorite local nonprofit organization of their choice, take a photo with a swag item you provide and post on social media, tagging your company, Leadership Springfield and the nonprofit they selected to highlight and bring awareness to. Your sponsorship will help us encourage giving this holiday season!

- Opportunity to provide a swag item to all virtual participants for a social media challenge
- Opportunity to provide marketing materials to all virtual participants
- Opportunity to have a company representative pre-record a promo for the social media challenge and talk about your why for community giving
- Logo on leadershipspringfield.org
- Logo and name recognition via email communications and social media

FRIENDSGIVING EVENT BASKET SPONSOR | 2 AVAILABLE | \$750

Help us stuff the baskets with lots of local treats and goodies for our second annual Friendsgiving fundraiser on December 2! The Friendsgiving Event Basket sponsorship allows you to showcase a product from your company as well as treats and goods from other locally owned businesses. These baskets will be enjoyed by LeadSGF alumni, community leaders, and their families and friends who attend this virtual event!

- Opportunity to provide one company product for each participant basket (example: bottle of wine)
- Opportunity to have a company representative pre-record a promo about your company and product in the basket that will be played during the Friendsgiving event
- Opportunity to provide marketing materials and/or coupons to all virtual participants
- Logo on leadershipspringfield.org
- Logo and name recognition via email communications and social media



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 Ashley Clair, Communications Director at aclair@leadershipspringfield.org or **417.986.2884**.

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
January 31, 2022.*

\$ _____

Signature: _____ **Date:** _____

Printed Name: _____