

LEADERSHIP PLANO SPONSORSHIP OPPORTUNITY

PROGRAM OVERVIEW

Leadership Plano is dedicated to educating, developing, and empowering current and future leaders for the community and motivating them to serve civic, charitable, and business organizations. Leadership Plano is a 9-month, intensive learning program focused on skills development and critical issues facing the community. The program serves as a replenishing source of diverse leaders who are prepared to then serve as catalysts for positive change in Plano and the North Texas region.

STATS

- Up to 36 class members are chosen each year, from a large application pool.
- Program alumni total more than 4,000 individuals in the business community.
- Participants complete 9 class days, 1 service project, and 2 special programs.
- Total Reach for marketing is more than 10,000 business professionals in the Plano region.

VALUE

Sponsorship of the Leadership Plano program includes a value of over \$16,000. The AUDIENCE includes 36 established and emerging leaders across various industries and organizations, potential candidates, class facilitators, Leadership Plano Board of Directors, Alumni, speakers, and the general Plano Chamber of Commerce membership. Additional assets include press releases, social media, event marketing, and Class Profile Book.

Sponsor Level	Presenting \$10,000 (1)	Gold \$3,500 (8)	Silver \$1,500	Bronze \$750
Company name/logo as presenting sponsor in all materials, at all sessions	•			
Opportunity to provide message from company on the website (leadershipplano.org) and in the Class Profile Book	•			
Opportunity to include promotional gift and/or materials at New Class Reception, Retreat Send-off, and Graduation	•			
Cost of Tuition for company employee valued at \$1350 (if selected through formal selection process)	•			
Invitation for Top Executive to be a featured guest on "Plano Pulse" Podcast	•			
Opportunity for speaking role at the New Class reception.	•			
Opportunity for speaking role (such as serving as a panelist or keynote speaker) at an assigned class session*	•	•		
Rotating ad on Leadershipplano.org and Planochamber.org program pages	•	•		
Logo or name featured on recruitment communication to Chamber's top investors and on Planochamber.org	Logo	Name		
Company guests invited to Meet n' Greet during New Member Reception, Distinguished Leadership Award program, and Graduation	•	•	•	
Company mention in program-related blogs, social media posts, and press releases, if applicable	•	•	•	
Company logo or name included in all marketing materials, email blasts, alumni newsletters, and program web pages	Logo & Link	Logo & Link	Name	Name
First right of sponsorship renewal for the following year	•	•	•	•
Opportunity to showcase testimonial on website (leadershipplano.org)	•	•	•	•
Opportunity to donate branded item to Retreat Goody Bag	•	•	•	•
Complimentary registration to Leadership Plano events valued at \$75 per person (Wine Tasting, DLA, Graduation, New Class Reception)	8 Tickets	6 Tickets	4 Tickets	2 Tickets

*Class assignment decided by Executive Board of Leadership Plano

LEADERSHIP PLANO SPONSORSHIP REGISTRATION



COMPANY NAME: _____

CONTACT: _____ PHONE: _____

E-MAIL: _____

PLEASE SELECT YOUR PREFERRED SPONSORSHIP PACKAGE:

_____ Presenting Sponsorship - \$10,000 Annual Investment (1 available)

_____ Gold Sponsorship - \$3,500 Annual Investment (8 available)

_____ Silver Sponsorship - \$1,500 Annual Investment

_____ Bronze Sponsorship - \$750 Annual Investment

**All food and/or beverage sponsors will be recognized at the BRONZE sponsorship level.*

APPROVED BY (NAME PRINTED): _____

SIGNED: _____ DATE: _____

All sponsors will be provided an invoice and payment is due July 1, 2019. All benefits of sponsorship will be provided by staff of the Plano Chamber of Commerce and any changes will be provided in writing to the primary sponsorship contact.

Please return this form to:
Shannon Kmak
Leadership Plano Program Director
Leadershipplano@planochamber.org
(972) 424-7547