



OVERVIEW & SPONSORSHIP OPPORTUNITIES 40th ANNIVERSARY CLASS

PROGRAM OVERVIEW

Celebrating its 40th Anniversary, 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

- Approximately 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

The AUDIENCE includes established and emerging leaders across various industries and organizations, potential candidates, class facilitators, LP Board of Directors, Alumni, speakers, and the general Plano Chamber membership. Additional assets include press releases and social media.

	Presenting \$10,000 (1)	Gold \$5,000 (8)	Silver \$2,500	Bronze \$1,250
Company logo included as Presenting Sponsor on all Leadership Plano event marketing	•			
Invitation for top executive to be a featured guest on “Plano Pulse” Podcast (Timing based on availability)	•			
Opportunity to provide message from company in digital class profile book (Oct.)	•			
Opportunity for speaking role at the New Class reception (Oct.)	•			
Opportunity to serve as a panelist or keynote speaker at an assigned class session (Speaking opportunity decided by Executive Board of Leadership Plano)	•	•		
Banner ad to appear on four key webpages throughout planochamber.org: Business Directory Search Page, Chamber Events Calendar Page, Job Posting Page, and Hot Deals Page. (Timing based on availability; ad will run for one month)	•	•		
Opportunity to include promotional gift and/or materials for LP class members at New Class Reception, (Oct.) and Graduation (May)	•	•		
Opportunity to address the class for five minutes on one class session day (Timing based on availability)	•	•	•	
Company employees & guests invited to (30 minute) Meet & Greet before New Class Reception (Oct.), Distinguished Leadership Award program (April), and Graduation (pre-registration required)	•	•	•	
Complimentary registration to LP Graduation (\$40 value per person)	4 guests	2 guests	1 guest	
Complimentary registration to New Class Reception (\$10 value per person)	6 guests	4 guests	1 guest	
Complimentary Registration to LP Alumni Wine Tasting (\$35 value per person)	4 guests	2 guests	1 guest	
Company logo included in the following: digital class profile book, LP alumni newsletters, homepage of leadershipplano.org (includes website link), and annual event sponsor sign	•	•	•	•
Opportunity to include promotional gift and/or materials for LP class members in Retreat Goody Bag	•	•	•	•



LEADERSHIP PLANO 40th ANNIVERSARY SPONSORSHIP AGREEMENT

COMPANY NAME: _____

CONTACT: _____ PHONE: _____

E-MAIL: _____

PLEASE SELECT YOUR PREFERRED SPONSORSHIP PACKAGE:

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

_____ Gold Sponsorship - \$5,000 Annual Investment

_____ Silver Sponsorship - \$2,500 Annual Investment

_____ Bronze Sponsorship - \$1,250 Annual Investment

**All in-kind sponsors will have a custom agreement and will be recognized at the BRONZE sponsorship level.*

APPROVED BY (NAME PRINTED): _____

SIGNED: _____ DATE: _____

Important Notes:

- All sponsors will be provided an invoice, and payment is due August 15, 2023.
- A Chamber staff member will send an email to the provided contact prior to each benefit requesting participation. It is the responsibility of the sponsor contact to reply with requested information to ensure benefit is fulfilled.
- Sponsors must remain active members of the Plano Chamber for the entirety of the commitment to remain a sponsor.

Please return this form to:

Carole Greisdorf, Leadership Plano Program Director

Leadershipplano@planochamber.org

Phone: 214-697-2743