



Leadership Maryland's programs—Executive, Emerging Leader, and Mentoring—build and maintain a pipeline of informed, engaged, and connected leaders who are positioned to tackle Maryland's challenges.

Our mission is to connect, empower, and inspire a diverse community of leaders across Maryland to drive meaningful change throughout the state.

Our vision is to be the premier statewide program for current and future leaders, igniting in them a lifelong passion to move Maryland forward.

With the help of our partners, we engage in the vital issues affecting our state and work to build solutions for real actionable change.



***Join us to build a
better Maryland.***



Why Become a Leadership Maryland Sponsor?

◆ To Support Leadership Development

Sponsorships support our work in cultivating a pipeline of influential leaders across industries and sectors. Leadership Maryland's Executive Program fosters collaborative solutions to address entrenched and emerging issues across the state while our Emerging Leader Program ensures that rising leaders are equipped with the skills, tools, experience, and state-wide professional network to take the mantle. Our new Mentoring Program ensures that alumni remain connected and have the opportunity to learn from each other.

◆ For Networking and Influence

Sponsors gain unique visibility within an elite group of professionals who are often influencers in their fields. This network is attractive for organizations looking to build strategic relationships with key leaders in the region. Sponsors can network directly with individuals who currently influence public policy and business decisions, or who will lead Maryland's organizations in the future.

◆ To Support Community Impact

Sponsors are investing in building an engaged and informed network of leaders who are equipped to tackle regional challenges in ways that directly benefit the public, private, and nonprofit sectors.

◆ To Support Long-term Impact

Sponsors are investing in a more capable, connected leadership pool. Leadership Maryland develops individuals with the skills, knowledge, and networks to address the most pressing economic, social, and political challenges within the state. This creates a long-term, ripple effect, as program alumni frequently step into leadership roles where they influence public policy, nonprofit efforts, and business decisions both statewide and regionally.

Your sponsorship can be directed to the area(s) that mean the most to you.

PROGRAMS

- ◆ Executive
- ◆ Emerging Leader
- ◆ Mentoring

REGIONS

- ◆ Southern
- ◆ Central
- ◆ Western
- ◆ Eastern
- ◆ Capital

EXECUTIVE PROGRAM TOPICS

- ◆ Agriculture
- ◆ Artificial Intelligence
- ◆ College and Career Readiness
- ◆ Community Revitalization
- ◆ Criminal Justice
- ◆ Diversity and Multiculturalism
- ◆ Education, Higher
- ◆ Education, K-12
- ◆ Energy
- ◆ Entrepreneurship and Innovation
- ◆ Environment/ Environmental Science
- ◆ Health and Human Services
- ◆ Housing
- ◆ Large Employers
- ◆ Non profit Impact
- ◆ Outdoor Economy
- ◆ Poverty/Housing/ Income Disparity
- ◆ Production
- ◆ Small Businesses
- ◆ Social Enterprise
- ◆ Workforce Development

EMERGING LEADER SESSIONS

- ◆ Inclusive Leadership
- ◆ Self-Awareness
- ◆ Leadership Styles
- ◆ Leading Teams
- ◆ Essentials of Coaching
- ◆ Leading Organizations
- ◆ Managing Change
- ◆ Fostering a Culture of Innovation



Sponsorship Packages

Premier Sponsor \$25,000



The sponsorship packages below are flexible, and we can tailor an experience to suit your organization's specific goals and interests.

As the exclusive Premier level sponsor, enjoy benefits across all Leadership Maryland and Alumni Engagement programs.

- ◆ Premier level recognition with company name on all Leadership Maryland and Alumni Engagement printed and digital materials
- ◆ Logo recognition on Leadership Maryland's website, including the Alumni Event registration pages
- ◆ Verbal recognition at the beginning of all Leadership Maryland and Alumni Engagement events and sessions
- ◆ Invitation to all Leadership Maryland program sessions and alumni engagement events with the opportunity to make welcome remarks
- ◆ Opportunity to host an alumni engagement event
- ◆ Premier level recognition with company name in all eNews editions plus an annual Sponsor Spotlight
- ◆ Complimentary Registration to Alumni Events for eight people and opportunity to make welcome remarks
- ◆ Quarterly social media recognition
- ◆ Opportunity to write a web blog post once per year
- ◆ Full page ad with prominent placement in Leadership Maryland's annual yearbook
- ◆ Complimentary registration and reserved table for eight at annual Celebration of Leadership and opportunity to make welcome remarks

Platinum Sponsor \$10,000



Enjoy Platinum level listing in all eNews editions plus an annual Sponsor Spotlight, social media recognition three times per year, and the opportunity to write a web blog post once per year. Program-specific benefits include:

- ◆ Platinum level recognition with company name on Leadership Maryland printed and digital program materials
- ◆ Logo recognition on Leadership Maryland's website
- ◆ Verbal recognition at the beginning of all sessions
- ◆ Invitation to all sessions with the opportunity to make welcome remarks
- ◆ Full page ad in the annual Leadership Maryland Yearbook
- ◆ Complimentary registration for four to the annual Celebration of Leadership

Enjoy Gold level listing in all eNews editions plus an annual Sponsor Spotlight and social media recognition. Program-specific benefits include:

- ◆ Gold level recognition with company name on all Leadership Maryland printed and digital program materials
- ◆ Logo recognition on Leadership Maryland's website
- ◆ Verbal recognition at the beginning of all sessions
- ◆ Invitation to all events during one session of your choice with the opportunity to make welcome remarks
- ◆ Complimentary half page ad in the annual Yearbook
- ◆ Complimentary registration for two to the annual Celebration of Leadership

Enjoy Silver level listing in all eNews editions plus an annual Sponsor Spotlight and social media recognition. Program-specific benefits include:

- ◆ Silver level recognition with company name on all Leadership Maryland printed and digital program materials
- ◆ Logo recognition on Leadership Maryland's website
- ◆ Verbal recognition at the beginning of all sessions
- ◆ Invitation to one event at the session of your choice with the opportunity to make welcome remarks
- ◆ Complimentary quarter page ad in the annual Yearbook
- ◆ Complimentary registration for one to the annual Celebration of Leadership

Gold Sponsor
\$5,000



Silver Sponsor
\$2,500



Bronze Sponsor \$1,000



Executive Program Meal Sponsorships



Enjoy Bronze level listing in all eNews editions plus an annual Sponsor Spotlight and social media recognition. Program-specific benefits include:

- ◆ Bronze level recognition with company name on all Leadership Maryland printed and digital program materials, the website, and the annual yearbook
- ◆ Verbal recognition at the beginning of all sessions

Deliver your organization's targeted message by sponsoring a meal during the Executive Program of your choice.

Dinner \$4,000, Lunch \$2,000, Breakfast \$1,000

- ◆ Recognition with company name on all printed and digital materials for the day of your sponsored meal
- ◆ Verbal recognition on the day of your sponsored meal
- ◆ Invitation to join us at your sponsored meal and make remarks
- ◆ Recognition in eNews summary of sponsored session
- ◆ Social media recognition
- ◆ Recognition in annual Leadership Maryland yearbook

Emerging Leader Program Sponsorship Opportunities

The Emerging Leader Program connects and equips Maryland's rising leaders through a statewide, cohort-based leadership experience focused on practical skill-building, relationships, and impact.

The sponsorship packages below are flexible, and we can tailor an experience to suit your organization's specific goals and interests.

As a Program Sponsor, your organization receives recognition across the Emerging Leader Program experience.

Program-specific benefits include:

- ◆ Recognition with logo on Emerging Leader Program printed and digital materials (as applicable)
- ◆ Verbal recognition at the beginning of each session
- ◆ Invitation to select Emerging Leader Program events with the opportunity to make welcome remarks (Orientation and/or Closing Retreat, as appropriate)
- ◆ Invitation to join one cohort dinner (Wednesday evening) as our guest
- ◆ Complimentary half page ad in the Annual Yearbook
- ◆ Complimentary registration for two at the annual Celebration of Leadership
- ◆ Logo recognition on Leadership Maryland's website
- ◆ Recognition in eNews
- ◆ Social media recognition
- ◆ Recognition in Annual Yearbook

Deliver your organization's message by sponsoring one Emerging Leader Program session.

Program-specific benefits include:

- ◆ Named sponsor of one session
- ◆ Logo recognition on the session agenda/materials for the day of your sponsored session
- ◆ Verbal recognition at the beginning of the sponsored session
- ◆ Invitation to attend your sponsored session with the opportunity to make welcome remarks
- ◆ Recognition in eNews summary of the sponsored session
- ◆ Social media recognition
- ◆ Recognition in Annual Yearbook



Program Sponsor
\$5,000
(one available)

Session Sponsor
\$1,500
(five available)

Emerging Leader Program Meal Sponsor \$1,000

(five available)

Program Component Sponsorships



A straightforward, high-visibility option that supports the participant experience.

Program-specific benefits include:

- ◆ Signage at food/coffee station(s) during the sponsored breaks/meal
- ◆ Verbal recognition during the sponsored break/meal
- ◆ Invitation to attend the sponsored portion of the day (where feasible)
- ◆ Recognition in eNews summary of the sponsored session
- ◆ Social media recognition
- ◆ Recognition in Annual Yearbook

DiSC Profiles Sponsor

\$750 (one available)

Ideal for organizations that support talent development and leadership self-awareness.

Program-specific benefits include:

- ◆ Recognition on related agendas/materials
- ◆ Logo recognition on DiSC-related slides/materials (as applicable)
- ◆ Acknowledgement as supporting leadership self-awareness and professional development
- ◆ Recognition in eNews summary of the sponsored session
- ◆ Social media recognition
- ◆ Recognition in Annual Yearbook

Leadership Learning Activity Sponsor

\$750 (two available)

Supports an interactive leadership learning component (experiential activity).

Program-specific benefits include:

- ◆ Logo recognition on related slides/materials (as applicable)
- ◆ Verbal recognition during the activity
- ◆ Framed acknowledgement as supporting experiential leadership learning
- ◆ Recognition in eNews summary of the sponsored session
- ◆ Social media recognition
- ◆ Recognition in Annual Yearbook

Program Component Sponsorships (continued)



Participant Journal Sponsor **\$750** (one available)

Supports reflection and leadership growth throughout the program year.

Program-specific benefits include:

- ◆ Acknowledgement that journals are provided by your organization
- ◆ Recognition at Orientation (verbal)
- ◆ Logo recognition included with the journal distribution (format to be confirmed)
- ◆ Recognition in eNews
- ◆ Social media recognition
- ◆ Recognition in Annual Yearbook

A/V Sponsor **\$750** (five available)

Best suited for an organization in the A/V or event services space.

Program-specific benefits include:

- ◆ Verbal recognition during the sponsored session
- ◆ Recognition in eNews summary of the sponsored session
- ◆ Social media recognition
- ◆ Recognition in Annual Yearbook

For more information, contact:

Anita Anderson '14

Director, Development and Engagement

301-219-0226 | anita@leadershipmd.org | leadershipmd.org