

# 2020 Sponsorship Opportunities

*Giving accomplished women the knowledge, confidence and connections to improve California's future.*

A variety of sponsorship levels and opportunities are available as Leadership California continues to further its mission to increase the representation and influence of diverse women leaders across the state and inspire them to act on their knowledge of issues and cutting-edge trends facing California, the nation and the world. Your support of our following key programs is crucial to the success of our mission:

- California Issues & Trends (CIT)
- Webinar Series
- Legacy of Leadership Awards

Contact Kat Lauer, Associate Director, at [KLauer@leadershipcalifornia.org](mailto:KLauer@leadershipcalifornia.org) to secure your sponsorship today!

# LEADERSHIP *California*

# California Issues & Trends (CIT)

## Our core program

More than 1,700 women leaders from around the state have participated in our CIT program to increase their knowledge of California issues and trends, broaden their connections, boost their influence and be inspired to act and make a difference.



## CIT III: California's Global Economy - Opportunities & Challenges

Session III will now be held virtually throughout August and September 2020



## CIT II: How California's Diversity is Shaping its Future

Session II will be held virtually June 5 – July 31, 2020



## CIT IV: A Thriving California Through Inspiration & Innovation

October 25-27, 2020  
San Diego  
The US Grant Hotel

# CIT Sponsorship Levels & Benefits

*per Session*



Bronze Level



Silver Level



Gold Level



Diamond Level

	\$1,000	\$3,000	\$5,000	\$10,000
Corporate logo on LeadershipCalifornia.org with link to your company’s website	*	*	*	*
Logo on signage near registration (if in-person event) or in select digital materials (if virtual event) such as “waiting room slide,” etc.	*	*	*	*
Recognition during opening remarks	*	*	*	*
Social media tag on LinkedIn, Facebook and Twitter thanking you for your support		*	*	*
Recognition in CIT promotional e-blasts		*	*	*
Mobile app banner ad			*	*
Push notification in the mobile app recognizing your support			*	*
One-time email blast to all Leadership California alumnae, friends and supporters. Sponsor to provide HTML content.				*
Ad or video on LeadershipCalifornia.org posted through the conclusion of sponsored CIT Session				*

# Webinar Series

\$5,000 each

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Showcase your organization's expertise to Leadership California's network of over 1,700 women leaders and support quality online education through a webinar sponsorship!

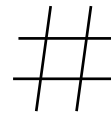
Facilitate a 60-minute webinar on the leadership topic of your choice. Your organization will be promoted as the exclusive webinar sponsor, plus:



Recognition on Leadership California's "Additional Engagement Opportunities" webpage and in all webinar promotions



Corporate logo on LeadershipCalifornia.org with link to your company's website



Social media tag on LinkedIn, Facebook and Twitter thanking you for your support



Recognition during opening remarks from Leadership California Staff before turning it over to you to kick off the webinar with an introduction of why this topic is important to your organization



Custom post-event thank you email to all webinar participants with your company's information



The recorded webinar offers sponsor visibility beyond the live program

# Legacy of Leadership Awards

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September 28, 2020



We look forward to celebrating women leaders throughout the state and recognizing the 2020 Legacy of Leadership honorees that truly promote and exemplify the very qualities that Leadership California is committed to fostering in women from all sectors of the state. We're excited to offer a variety of unique sponsorship levels with a variety of benefits sure to provide optimal exposure for your organization. See the following pages for details.

- Deluxe - \$1,500
- Premium - \$3,000
- Select - \$5,000
- Signature - \$10,000

# Legacy Deluxe Level

\$1,500

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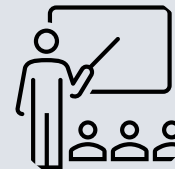
Corporate logo on LeadershipCalifornia.org and on the Legacy of Leadership virtual event website with link to your company's website



Logo recognition during virtual CIT Sessions II and III opening remarks



Logo featured on Legacy of Leadership virtual meeting "waiting room" slide



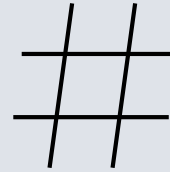
Logo recognition during Legacy of Leadership opening remarks

# Legacy Premium Level

\$3,000

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## *Deluxe Level benefits plus:*



Social media tag on LinkedIn, Facebook and Twitter thanking you for your support



Logo in Leadership California staff email signatures thank you for your support



Recognition in Legacy of Leadership promotional e-blasts to Leadership California alumnae, friends and supporters

# Legacy Select Level

\$5,000

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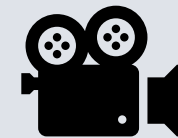
## *Premium Level benefits plus:*



Special “shout out” from the Legacy of Leadership Emcee



Priority seating at Legacy of Leadership 2021



Show your support to the Leadership California community by participating in a video montage of “well wishes” featured on the Legacy of Leadership virtual event website



# Legacy Signature Level

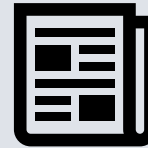
\$10,000

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## *Select Level benefits plus:*



Pre and post-event email blast to all Leadership California alumnae, friends and supporters. Sponsor to provide HTML content.



Feature story posted through the remainder of the 2020 calendar year on LeadershipCalifornia.org highlighting your organization's core values and why you have decided to partner with Leadership California



Additional visibility through Virtual Dinner or Celebration Swag sponsorship. See next page for details.

# Exclusive Opportunities for Legacy of Leadership Signature Level Sponsors

Cultivating connectedness, engagement and networking through this inaugural dynamic virtual meeting is of utmost importance to Leadership California. We would be thrilled to provide registrants with Virtual Dinner E-Vouchers and Celebration Swag but need your support to deliver these items!

## Virtual Dinner E-Vouchers

*(exclusive opportunity)*

Although we may not be able to dine together in-person, we are excited to leverage Grubhub's technology to provide each participant a \$10 e-voucher to help offset the costs to have the meal of their choice delivered straight to their door from their favorite local restaurant! This exclusive sponsor will be recognized in event registration confirmations, communications with instructions to place their online meal order and more.

## Celebration Swag

*(multiple opportunities)*

Help build attendee connectedness by providing attendees with custom branded gifts shipped to their home prior to the virtual event. We're happy to customize the item of your choice such as a wine glass, at home spa gift set, cocktail making kit, etc.

# Legacy of Leadership Awards Silent Auction

## September 28, 2020

**New this year!** A silent auction will be held in-conjunction with the Legacy of Leadership Awards program which is Leadership California's largest fundraising event of the year. Donate a silent auction item today!

All donations will be featured on the Legacy of Leadership silent auction website offering even greater donor visibility beyond Legacy of Leadership attendees.

***Need donation inspiration?*** Consider home office décor, jewelry, electronics, gift baskets, sports memorabilia or a food delivery service subscription!

**The donation commitment deadline is Monday, August 17, 2020.** Contact [info@leadershipcalifornia.org](mailto:info@leadershipcalifornia.org) with questions or to confirm your donation. Leadership California staff will provide next steps to promote your donation and instructions for shipping the donation to the highest bidder. If needed, a receipt for your donation can also be provided.



# How you can help!



During these challenging times for the global workforce, Leadership California remains committed to fostering the leadership skills and careers of women in California. Now more than ever, your support is needed to support current and future programming and educational opportunities aimed to move women from success to significance. Whether you donate as an individual or corporation, your support helps move women from success to significance.

1

Donate [online](#) to the General Giving Contribution Fund or to the Pamela Hemann Scholarship Fund. Contributions are tax-deductible.

2

Add Leadership California to your AmazonSmile account. Leadership California will earn 0.5% of your eligible purchases when you shop on AmazonSmile. [Sign up](#) and start shopping!

3

Match your gift for double the impact! Many companies offer matching programs. List your donation made to the “Foundation of Leadership California” on your company’s matching gift form.

# Thank you!

Help us spread the word by including this graphic in your email signature, which links directly to our donation page.



[www.leadershipcalifornia.org](http://www.leadershipcalifornia.org)