

2021 Sponsorship Opportunities

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.

What does your investment in Leadership California support? Giving accomplished women the knowledge, confidence, connections and inspiration to act improve California's future.

Your support of our key programs including California Issues & Trends (CIT), Legacy of Leadership Forum & Awards, LC to DC or our 30th Anniversary "Leading with Purpose and Resiliency" or "Vital Conversations" webinar series is crucial to the success of our mission.



Contact Brittany Marsala Olson at bolson@leadershipcalifornia.org to secure your sponsorship today!

About

LEADERSHIP *California*

The mission of Leadership California is 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.

Leadership California, through our flagship California Issues & Trends (CIT) program, moves women from success to significance. Each program is live and interactive as we thoughtfully select leaders and experts that truly facilitate engagement and a rich dialogue among the class to build leadership competencies. CIT provides a critical foundation and experiences to help motivate and inspire accomplished women reach higher aspirations to positively impact their workplaces and communities.

More than 1,600 diverse women leaders from around the state have graduated from our CIT program to broaden their connections, boost their influence, and be inspired to act to make a difference.

Alumnae participation is of utmost importance as well. We are thrilled to open select CIT programs up to our alumnae network and are continuously seeking additional opportunities to foster meaningful interaction and dialogue.

Our History

Born in Texas, Raised in California

In 1983 a group of women leaders in Texas created a program to bring women leaders together from across the state to learn the issues and trends and meet the movers and shakers and knowledge holders making things happen.

In 1988, a few alumnae of Leadership Texas found themselves in California and decided to start Leadership California. The first program launched in 1991 and has grown and adjusted to best serve the women leaders of California ever since.

Our Impact

1626

Graduates of the California Issues and Trends course

253

Capitol area participants

268

Cities throughout California that are represented

Top 10 Industries

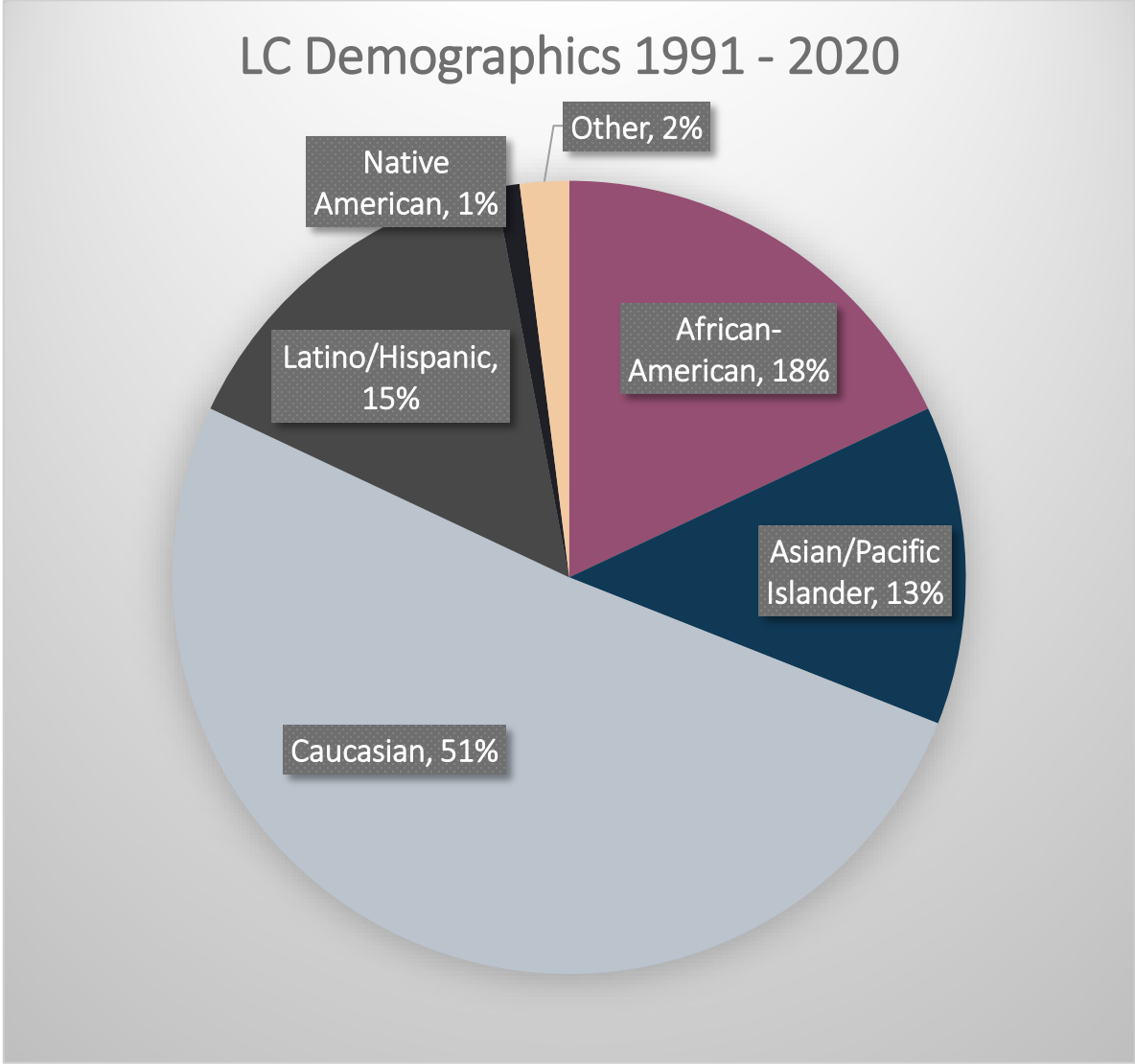
Over 63 industries are represented in our alumnae with the top 10 as follows:

- Education
- Utilities
- Government
- Consulting
- Insurance
- Banking/financial services
- Computer technology
- Oil Refining
- Law
- Non-profit management

Our Commitment to Diversity, Equity & Inclusion

Leadership California focuses on education and actions that promote diversity, equity and inclusion, and these values are at the core of our mission. To us, it is about bringing together women of different backgrounds, ethnicities, professional experiences, and stages of their career and giving a voice to those differences — in short, celebrating intersectionality. Leadership California is committed to policies and practices that make our organization inclusive for everyone.

Education for leaders is an important step in eliminating unconscious bias, implicit bias and creating awareness of our own blind spot bias and are critical components of becoming an effective ally and leader. As leaders we must start with ourselves and ensure that we have the awareness about our own bias and how that impacts everything that we do so that we can more effectively shape the policies around us.



California Issues & Trends (CIT)

Our California Issues & Trends (CIT) program is a year-long, virtual, four-session program that brings together a cohort of approximately 60 diverse women across regions, sectors, professions and backgrounds. Through thought leaders, experts, and unique access to experiential learning, we bring California to your doorstep. Participants gain knowledge and insights about California. The program also facilitates a rich dialogue among the class, advancing leadership competencies and stimulating a more diverse and inclusive mindset.



What does your investment in CIT Support?

KNOWLEDGE

Exposure to California's issues and trends and their effects on the state, nation and globe through speakers, and unique experiences. A non-partisan atmosphere of dialogue and learning. 360 perspective for the importance of inclusion and value of diversity. Understanding of opportunities that exist to lead and contribute to California.

CONNECTIONS

Opportunity to connect and learn from diverse thought leaders and women role models, including our well-connected, esteemed alumnae. Geographically diverse perspectives. Network of professional women from all sectors, regions and expertise.

INSPIRATION TO ACT

Continuous dialogue around issues impacting our communities and organizations. Empowerment to act to make a difference in our state.

SESSION I - The Political Landscape: California's Dynamic Government

Know:

Understand how government influences all sectors at state, national and global levels; meet key decision makers from all branches; participate in non-partisan, non-political learning environment

Connect:

Learn from diverse thought leaders and women role models

Act:

Discover the unique contribution of women leaders and begin charting your leadership plan

SESSION II - How California's History And Diversity Is Shaping Its Future

Know:

Interpret demographic trends and how they impact the role of diversity to develop a 360 perspective on the importance of inclusion and value of diversity; identify your leadership values

Connect:

Find your voice and be part of the dialogue in your community; build a diverse network outside your sector, region, expertise, and background

Act:

Identify how you can lead and contribute in your workplace and community

SESSION III - California's Global Economy: Opportunities And Challenges

Know:

Learn about the economic issues and trends, global positioning, future disruptors / influencers, technology and infrastructure

Connect:

Shape your leadership journey and credo

Act:

Consider how to share what you have learned and how you might modify your path forward

SESSION IV - A Thriving California Through Inspiration And Innovation

Know:

Create change through collaboration, innovation, adaptation, role of science

Connect:

Solidify lasting connections and network

Act:

Finalize your leadership journey and identify what motivates and inspires you to take action and make a difference; become active in the alumnae program

Alumnae Testimonials



Nancy Hoque
Manager of Sales Operations at Adobe

Class of 2020

[Watch video testimonial.](#)



Vickie Sherman
Senior Vice President, Director of Integrated Marketing

Class of 2019

[Watch video testimonial.](#)

**Our powerful
network for over 30
years.**

Notable Alumnae

- **Alana Mathews Arcurio**, Chief Consultant of the Joint Legislative Committee on Climate Change
- **Noelia Rodriguez**, Chief of Staff, Metrolink
- **Whitney Roy**, Partner, Sheppard Mullin
- **Emily Murase**, Candidate, District 7 Supervisor, San Francisco
- **Judy Sakaki**, President, Sonoma State University
- **Soraya Coley**, President, California State Polytechnic University, Pomona
- **Denise Morrison**, Retired President & CEO, Campbell Soup Company
- **LaKenya Jordan**, Executive Director, California Commission on the Status of Women and Girls

Notable Capitol Alumnae

- **Sue Parker**, Chief Clerk of the Assembly
- **Katrina Rodriguez**, Interim Chief of the Senate Sergeant at Arms
- **Tiffani Alvidrez**, Chief of Staff to Senator Holly Mitchell
- **Carla Castilla**, Chief of Staff to Assemblymember Salas
- **Junay Gardner**, Deputy Chief of Staff to Senator Scott Wilk
- **Myesha Jackson**, Policy Director to Assembly Speaker Anthony Rendon
- **Gayle Miller**, Department of Finance
- **Martina Sabeniano**, Chief of Staff for Senator-elect Monique Limon
- **Sheron Violini**, Deputy Secretary of Operations, Senate

CIT – *Virtual in 2021*

Sponsorship Levels & Benefits

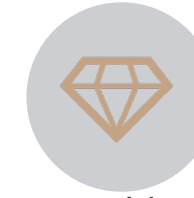
per Session



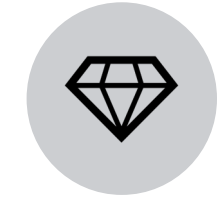
Bronze



Silver



Gold



Diamond

| | \$1,000 | \$3,000 | \$5,000 | \$10,000 |
|---|---------|---------|---------|----------|
| Corporate logo on LeadershipCalifornia.org with link to your company's website | * | * | * | * |
| Logo recognition during session opening remarks | * | * | * | * |
| Recognition in CIT promotional e-blasts | * | * | * | * |
| Social media tag on LinkedIn, Facebook and Twitter thanking you for your support | | * | * | * |
| Sponsor highlight in one of Leadership California's quarterly newsletters. Sponsor to provide text. Up to 500 words with option to link to sponsor's corporate website to continue reading or learn more. | | * | * | * |
| 5 complimentary registrations to the Legacy of Leadership Forum & Awards event in Fall 2021 | | | * | |
| 10 complimentary registrations to the Legacy of Leadership Forum & Awards event in Fall 2021 | | | | * |
| Cultivating connectedness is of utmost importance. Throughout the year Leadership California will deliver various course materials to 2021 CIT class participants. Any packages delivered during your respective sponsored session will include a postcard featuring corporate recognition of Diamond level sponsors. | | | | * |



Legacy of Leadership Forum & Awards

Virtual in Fall 2021

Each year Leadership California celebrates individuals and corporations throughout the state who have made significant contributions to support the advancement of women in the workforce. The Legacy of Leadership honorees truly promote and exemplify the very qualities that Leadership California is committed to fostering in women from all sectors of the state.

NEW in 2021! The Legacy of Leadership program will also offer an educational forum with unique opportunities focused on diversity, equity and inclusion.

The Legacy of Leadership Forum & Awards offers a variety of unique sponsorship levels ranging from \$1,500 to \$10,000 with a variety of benefits sure to provide optimal exposure for your organization. See the following pages for details.



Sponsorship Levels & Benefits

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| | Deluxe | Premium | Select | Signature |
|--|---------|---------|---------|-----------|
| | \$1,500 | \$3,000 | \$5,000 | \$10,000 |
| Corporate logo on LeadershipCalifornia.org with link to your company's website | * | * | * | * |
| Logo recognition during virtual CIT Sessions II and III opening remarks | * | * | * | * |
| Logo recognition during Legacy of Leadership Forum & Awards opening remarks | * | * | * | * |
| Recognition in Legacy of Leadership Forum & Awards promotional e-blasts to Leadership California alumnae, friends and supporters | * | * | * | * |
| 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 | | * | * | * |
| Show your support to the 2021 CIT class by participating in a video montage of "well wishes" that will be shared during graduation this fall | | | * | * |
| Sponsor highlight in one of Leadership California's quarterly newsletters. Sponsor to provide text. Up to 500 words with option to link to sponsor's corporate website to continue reading or learn more. | | | * | * |
| Legacy of Leadership Forum & Awards will include a "Happy Half Hour" wine sampling which will be delivered to each participant. Sponsors will be recognized on the packaging. | | | | * |
| Feature story posted through the remainder of the 2021 calendar year on LeadershipCalifornia.org highlighting your organization's core values and why you have decided to partner with Leadership California | | | | * |



Sponsorship Levels & Benefits

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Legacy of Leadership Forum & Awards Complimentary Registration(s) According to Sponsorship Level:

- Deluxe – One complimentary registration
- Premium – Two complimentary registrations
- Select – Five complimentary registrations
- Signature – Ten complimentary registrations

Donate a Silent Auction Item or Service

For the second year in a row, a silent auction will be held in-conjunction with the Legacy of Leadership Forum & Awards program. This year we are encouraging donations from your favorite local retailer. Gifting local is a great way to support businesses in need in your own community – particularly those that may have been more impacted by the pandemic.

The silent auction is also a unique opportunity to show support for Black-owned businesses near you. Google search for businesses such as “Black-owned shops near me” or “Black-owned restaurants near me” to support local Black-owned businesses.

Complete this [online form](#) to donate today or if you need donation inspiration, please contact Brittany Marsala Olson bolson@leadershipcalifornia.org with the amount you’d like to commit, and staff will handle the shopping for you! The donation deadline is **Friday, August 13, 2021.**

30 YEARS *Leading with Purpose and Resiliency* **LEADERSHIP** *California*

Leadership California is celebrating its 30th anniversary of providing California Issues and Trends program! We will celebrate in part by introducing a special interactive live webinar series called *Leading with Purpose and Resiliency*. Each month throughout the 2021 calendar year influential women speakers will engage with the audience to discuss relevant and critical topics, research and share actionable knowledge and inspire participants to use their influence to create change through their leadership within their organizations and communities.

The goal is to energize women to spring forward from difficult times with a resolve and the purpose of making a difference.

[Click here](#) for glimpse at the caliber of diverse women leaders that will present in this one-of-a-kind speaker series. Additional speakers will be added.

Certain webinars will require additional books, tools and resources which will be delivered to each 2021 CIT participant. For \$5,000 your sponsorship will help offset the cost of such materials throughout the entire series. Sponsors will be recognized on the 30th Anniversary webpage, during webinar opening remarks and in material packaging.



“Vital Conversations” Webinar Series

Quarterly throughout 2021

Leadership California’s Vital Conversations Series launched in 2020 and was designed to be a forum for women leaders to share their stories of racism and inequity in marginalized communities and to increase the knowledge and understanding of all participants through inspiring and candid conversation.

The four-part series will focus on the African American, Native American, Asian American & Pacific Islander, Latina, and LGBTQ communities. [Click here](#) for details.

Sponsor a single webinar for \$3,000 or all four for \$10,000. *Multiple sponsorship opportunities available.* Each \$3,000 sponsorship will include:

- ✓ Corporate logo on LeadershipCalifornia.org with link to your company’s website
- ✓ Logo recognition and during opening remarks
- ✓ Recognition in Vital Conversations Series promotional e-blasts
- ✓ Social media tag on LinkedIn, Facebook and Twitter thanking you for your support



May 5, 2021

8:30-10am PT

Virtual

Join us to hear from Susan Page, Journalist and Biographer; Washington Bureau Chief, *USA Today*, about her new book "Madam Speaker: Nancy Pelosi and the Lessons of Power".

Learning Objectives:

- Learn how national issues affect California business, and how California's business and culture influence the nation and the world
- Engage with national leaders
- Explore the big issues and trends driving the national dialog
- Gain deeper insights into California's role in the national and global agenda
- Learn along with a diverse group of executive women leaders
- Visit historically and culturally significant sites and tour inspiring monuments

Each \$5,000 sponsorship will include:

- Corporate logo on LeadershipCalifornia.org with link to your company's website
- Logo recognition during session opening remarks
- Recognition in promotional e-blasts
- Social media tag on LinkedIn, Facebook and Twitter thanking you for your support
- 5 complimentary registrations to the Virtual LC to DC Program

How you can help!



1

Donate [online](#) to the General Giving Contribution Fund, the Pamela Hemann Scholarship Fund or the Ozie B. Gonzaque Leadership Scholarship. 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.

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 provide current and future programming and educational opportunities aimed to move women from success to significance. Whether you donate as an individual or corporation, no act of generosity is too small to make a difference.

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