



SATURDAY, APRIL 29 | THE THINKERY

Join us for Best Party Ever, the annual celebration of Leadership Austin programs - and the largest fundraiser for our scholarship fund, out of which more than \$100,000 is awarded every year. We enter the third decade of this incredible, popular event in 2023. **Partner with us!**



WHY SPONSOR?

A pipeline of connected community leaders who understand the systemic issues and challenges facing our community and are working together to create solutions is critically needed now more than ever. We must have open and honest dialogue about regional issues such as education, diversity, affordability and healthcare.

Your support of Best Party Ever enables Leadership Austin to provide high-quality programming and connection opportunities needed to build this strong network of current and future leaders.

SPONSOR BENEFITS

In addition to providing vital support to Leadership Austin programs and scholarships, sponsorship offers a wide array of brand-building opportunities and access to highly engaged community leaders, including more than 500 event attendees and 3,000 Leadership Austin alumni.



CONTACT

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THE SPONSOR EXPERIENCE

Sponsorships are crafted to meet the needs and objectives of corporate and community partners. Standard packages are outlined in the following pages. Customizations are also available.

Benefit Overview

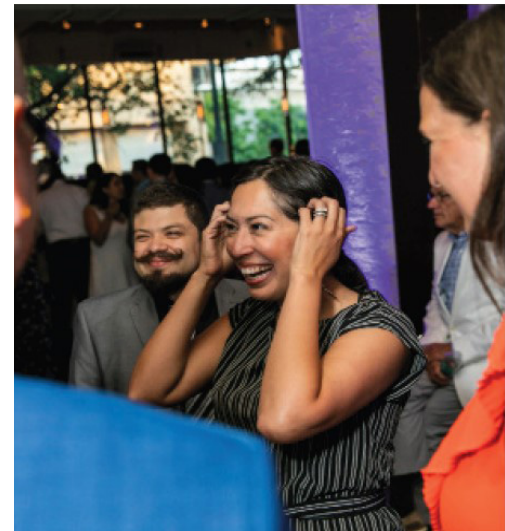
- Multi-month brand recognition on website, emails and social media
- Access to more than 500 event attendees from influential leaders in the Greater Austin area
- Opportunities to attend Leadership Austin programming or to have a customized training brought to your organization in topics such as strategy, values and organizational development
- Elevated VIP party experience

Our Loyal Audience

- 3,000 alumni + 4,000 additional engaged community members
- Business, nonprofit and government leaders

Our Channels

- Leadership Austin website (average 120,000 yearly views)
- Leadership Austin social media 21,000 followers across, Twitter, Instagram, Facebook and LinkedIn
- Weekly emails to 2,000 alumni and bi-weekly emails to an additional 4,000 engaged constituents





FULL BENEFITS BY LEVEL

Presenting Sponsor | ~~\$40,000~~ **SOLD**

- 12 event tickets with VIP access
- Complimentary parking
- Event swag bags
- 4 complimentary registrations to the Courageous Conversation: Beyond Diversity™ seminar
- 1 complimentary registration to Experience Austin
- 1 custom social media placement pre-event
- Linked logo on website and in promo materials
- Logo placement throughout the event including interior and exterior projected logo

Super Star | \$20,000

- 10 event tickets with VIP access
- Complimentary parking
- Event swag bags
- 2 complimentary registrations to the Courageous Conversation: Beyond Diversity™ seminar
- 1 complimentary registration to Experience Austin
- 1 custom social media placement pre-event
- Linked logo on website and in promo materials
- Logo placement throughout the event including interior projected logo
- Scholarship match challenge sponsor opportunity

Rock Star | \$10,000

- 8 event tickets with VIP access
- Event swag bags
- 1 complimentary registration to the Courageous Conversation: Beyond Diversity™ seminar or Experience Austin
- Dance Floor or Bar sponsor opportunity with custom-branded party favors
- 1 custom social media placement pre-event
- Linked logo on website and in promo materials
- Logo placement throughout the event

Shining Star | \$5,000

- 6 event tickets
- Photo Booth, Famous Donut Wall, Lounge, Candy Bar, Bounce House or Registration sponsor opportunity with custom branded party favors
- Name recognition in pre-event social media
- Logo on website and in promo materials

Lucky Star | \$3,000

- 4 event tickets
- Lunch bag sponsor opportunity
- Name recognition in pre-event social media
- Name recognition on web and in promo materials

Compare benefits on the next page!

SPONSORSHIP BENEFIT HIGHLIGHTS

BENEFITS		PRESENTING \$40,000	SUPER STAR \$20,000	ROCK STAR \$10,000	SHINING STAR \$5,000	LUCKY STAR \$3,000
BRAND RECOGNITION						
Naming Recognition	Presented By...	Scholarship Match Challenge	Dance Floor or Bar	Donut Wall, Photo Booth, Candy Bar or Registration	Lunch Bag	
On-site, Web, & Print Materials	LOGO	LOGO	LOGO	LOGO	NAME	
Social Post	LOGO	LOGO	LOGO	NAME	NAME	
PROGRAMMING						
Beyond Diversity™	4 SEATS	2 SEATS	CHOICE OF 1	-	-	
Experience Austin	1 SEAT	1 SEAT	CHOICE OF 1	-	-	
PARTY EXPERIENCE						
Party Tickets	12	10	8	6	4	
SPECIALTY BENEFITS						
VIP Access	✓	✓	✓	-	-	
Swag Bags	✓	✓	✓	-	-	



OUR LEADERSHIP

Best Party Ever 2023 Chairs

Susana Carbajal & Teresa Carbajal Ravet

Board of Directors

Executive Committee

Dr. Harold Hardaway
Chair, AthenaHealth

Dr. Liz Garcia
Past Chair, Courageous Feats

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ECPR

Mary McDowell
Casa of Travis County

Kellie Sauls
Teacher Retirement System of Texas

Jessica Weaver
Jessica Weaver Consulting



2022 EVENT SPONSORS



THANK YOU TO OUR 2023 COMMITTEE

Susana Carbajal, City of Austin, Economic Development

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