



2023-2024

SPONSORSHIP OPPORTUNITIES

 LEADERSHIP
AUSTIN ★
Igniting Passion



a Call for Partners

Greetings -

Imagine a future where we all contribute to a better Central Texas.

Now more than ever, we are in need of civic reconciliation, hope, and renewed trust in leadership across institutions. Leadership Austin is cultivating a pipeline of courageous leaders who not only believe in doing good, but are equipped to give back, and lead effectively. Join us in this work. We look forward to partnering with you in a meaningful way. The impact of thousands of Leadership Austin alumni since 1979 is multi-faceted and ongoing.

Together, let's expand our impact across Central Texas.



A handwritten signature in black ink that reads "Susana Carbajal".

Susana Carbajal
Board Chair



A handwritten signature in black ink that reads "Jill R. Goodman".

Jill R. Goodman
Chief Executive Officer



Meet the Board of Directors

2024 Board of Directors*

Susana Carbajal, Chair

Dr. Harold Hardaway, Past Chair

Dr. Manny Gonzalez, Chair-Elect

Matt Pope, Treasurer

Sujata Ajmera, Secretary

LaCole Fouts, At- Large

Shahreen Abedin

Sofia Aranha

Emmy Alcocer-Hill

Jeremiah Bentley

Rabbi Neil F. Blumofe

Justin Brady-Joyner

Jamarr Brown

Kathy Burrell

Albert Carrion

Julie Fisher

Nikki Graham

Rashed Islam

Kristin Marcum

Mary McDowell

Christopher Mugica

Sharmila Mukherjee

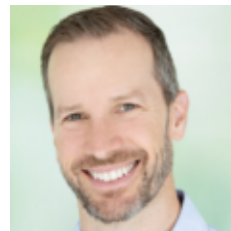
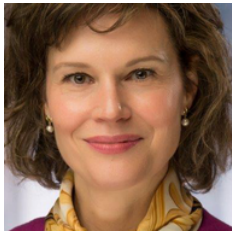
Tony Prenger

Kellie Sauls

Marc Tucci

Deirdre Walsh

*Listed in order from left to right



About Leadership Austin

Our Mission:

We connect and develop leaders to courageously engage and transform our communities.

Our Values:

Equity

We have a responsibility to create more just and equitable communities.

Relationships

We foster intersectional connections.

Learning

We are dedicated to lifelong learning that leads to transformative action.

Our History:

- **1979** - Founded as a program of the Greater Austin Chamber of Commerce
- **2002** - Spin off as standalone 501(c)(3) nonprofit organization
- **2008** - Emerge launches for emerging leaders
- **2015** - Transition from membership organization to alumni and community organization. With no membership dues, there is more access to education and connection resources.
- **2023** - Hires Jill Goodman as fifth Leadership Austin CEO; Launches first conference

Our Team:



(l-r) **Chris Nieto**, Chief Program Officer; **Jill Goodman**, Chief Executive Officer; **Erin Osenbaugh**, Alumni & Donor Relations Manager; **Missy Strittmatter**, Chief Development Officer; **Lindsay Smith**, Marketing & Communications Manager; **Amy Blahnik**, Office Manager;

Our Reach:

Alumni

- More than 3,000 total alumni of the Essential and Emerge programs
- 2,125 bi-weekly alumni newsletter impressions
- 500+ actively engaged alumni

Public

- 1,500 in-person and virtual event participants annually
- 2,100+ monthly website visits
- 5,775 bi-weekly public newsletter impressions

Social Media

- Facebook
- Instagram
- LinkedIn

BECOME A LEADERSHIP AUSTIN *Sponsor*

Leadership Austin connects and develops leaders to courageously engage and transform our communities. *Be part of the Leadership Austin magic.* We have a variety of sponsorship opportunities to fit your needs. Customizable sponsorship packages available upon request.

| Sponsor Benefits | Champion In-kind | Day \$3,000 | Program \$10,000 | Impact \$25,000 | Presenting \$35,000 | Sustaining \$50,000+ |
|--|---------------------|----------------|---------------------|----------------------|------------------------|-------------------------|
| Sponsor Recognition & Brand Promotion | | | | | | |
| Recognition on website | Logo | Name listing | Name listing | Logo | Linked logo | Linked logo |
| Recognition in digital communications | | Event emails | Event emails | Newsletters + Emails | Newsletters + Emails | Newsletters + Emails |
| Recognition in social media | ✓ | ✓ | ✓ | ✓ | Co-sponsored post | Co-sponsored post |
| Recognition at event or program | Name listing | Name listing | Logo | Benefit available | Welcome message | Welcome message |
| Tickets to Community Engagement Awards | | | | Benefit available | Benefit available | Benefit available |
| Tickets to Leadership Austin lunch event | | | Benefit available | Benefit available | Benefit available | Benefit available |
| Program Development | | | | | | |
| In-person program and partnerships meeting | | | | | ✓ | ✓ |
| Invitation to Corporate Roundtable | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Access to Learning + Connection | | | | | | |
| Experience Austin Registration | | | Benefit available | Benefit available | Benefit available | Benefit available |
| Leadership Equip for your company | | | | Benefit available | Benefit available | Benefit available |
| Leadership Austin Conference Registration | | | Benefit available | Benefit available | Benefit available | Benefit available |

For more details on benefits, visit <https://leadershipaustin.org/contribute/sponsorship>



A woman with long brown hair, wearing a black top and large, colorful, teardrop-shaped earrings, is hugging a man from behind. The man has short, dark hair and is wearing a black t-shirt. The background is blurred, suggesting an indoor setting. The text "Alumni Connection" is written in a dark blue, cursive font across the middle of the image.

Alumni Connection

SIGNATURE EVENTS

SIGNATURE EVENTS

SEPTEMBER

WELCOME RECEPTION

The annual kickoff to our program year, the Welcome Reception is an opportunity for alumni to meet the incoming cohorts of Essential and Emerge - our signature, application-based programs. The event is casual, come-and-go, hosted during the week in the early evening with approximately 200 people in attendance.

The goal of the event is to welcome the new cohort and ignite alumni interest in volunteer and education opportunities for the coming program year.

| Sponsor Benefits | | Invitation \$1,000 | Hospitality \$3,000 | Presenting \$5,000 |
|--|--|-----------------------|------------------------|----------------------------|
| <u>Sponsor Recognition & Brand Promotion</u> | | | | |
| Recognition on website | | Name listing | Logo | Logo |
| Recognition in digital communications | | Event emails | Event emails | Event emails & Newsletters |
| Recognition in social media | | ✓ | ✓ | ✓ |
| Recognition at event | | Logo | Logo | Logo |
| <u>Program Development</u> | | | | |
| Invitation to Corporate Roundtable | | | | ✓ |

For more details on benefits, email Missy at mstrittmatter@leadershipaustin.org.



SIGNATURE EVENTS

NOVEMBER

ALUMNI HOLIDAY PARTY

With more than 400 attendees, the annual Alumni Holiday Party is the largest event hosted by Leadership Austin. The focus of the event is purely relational, with a goal of fostering connection for alumni. The 2023 event will be on Thursday, November 30 at the Thinkery.

| Sponsor Benefits | | Games In-kind | Treat Bags \$1,000 | Hospitality \$3,000 | Presenting \$5,000 |
|--|--|------------------|-----------------------|------------------------|----------------------------|
| Sponsor Recognition & Brand Promotion | | | | | |
| Recognition on website | | Name listing | Name listing | Logo | Logo |
| Recognition in digital communications | | Event emails | Event emails | Event emails | Event emails & Newsletters |
| Recognition in social media | | ✓ | ✓ | ✓ | ✓ |
| Recognition at event or program | | Name listing | Logo | Logo | Logo |
| Program Development | | | | | |
| Invitation to Corporate Roundtable | | | | ✓ | ✓ |

For more details on benefits, email Missy at mstrittmatter@leadershipaustin.org.



SIGNATURE EVENTS

MAY

COURAGEOUS LEADERS LUNCHEON

Join leaders from the business, civic, and social sectors as we connect on the courage needed to effectively lead in today's changing world. Central Texas leaders are called on daily to be courageous, transformational leaders.

Join Leadership Austin and hundreds of your fellow champions, motivators, and collaborators to de-discover the power of collective good.

| Sponsor Benefits | Printing \$1,000 | Registration \$1,500 | Table \$3,000 | Lunch \$10,000 | Keynote \$20,000 | Presenting \$40,000 |
|--|---------------------|-------------------------|------------------|-------------------|----------------------|------------------------|
| Sponsor Recognition & Brand Promotion | | | | | | |
| Recognition on website | Name listing | Name listing | Logo | Logo | Logo | Linked logo |
| Recognition in digital communications | Event emails | Event emails | Event emails | Event emails | Newsletters + Emails | Newsletters + Emails |
| Recognition in social media | | | | | ✓ | Co-sponsored post |
| Recognition at event | Name listing | Name listing | Logo | Logo | Logo | Welcome message |
| Tickets to Leadership Austin lunch event | | 10 | 10 | 10 | 10 | 20 |
| Program Development | | | | | | |
| Invitation to Corporate Roundtable | | | | ✓ | ✓ | ✓ |
| Access to Learning + Connection | | | | | | |
| Experience Austin Registration | | | | | Benefit available | Benefit available |
| Leader Equip for your Company | | | | | Benefit available | Benefit available |
| Leadership Austin Conference Registration | | | | | Benefit available | Benefit available |

For more details on benefits, email Missy at mstrittmatter@leadershipaustin.org.



District 9

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in district

Equipping Leaders

**TRAINING AND
DEVELOPMENT**

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EXPERIENCE AUSTIN

Experience Austin provides participants with an understanding of the issues and systems that impact Greater Austin. From urban planning to the state of education, participants explore the systems at work and meet the people who shape our backyard.

Topics include:

- Civic Engagement
- Demographics and the Region's Changing Landscape
- Economic Climate
- Housing
- Land Use & Transportation
- Education & Workforce



"As a newer resident of Austin, this was a unique way to get grounded in the history and the issues that impact the local community. Plus, a great opportunity to connect with others who are passionate about not just learning, but getting involved."

PRESENTING SPONSOR



TRAINING AND DEVELOPMENT

FALL & SPRING

EXPERIENCE AUSTIN

Experience Austin provides participants with an understanding of the issues and systems that impact Greater Austin. From urban planning to the state of education, participants explore the systems at work and meet the people who shape our backyard.

| Sponsor Benefits | | Day \$5,000 | Program \$10,000 | Presenting SOLD |
|--|--|--|---------------------|------------------------------|
| Sponsor Recognition & Brand Promotion | | | | |
| Recognition on website | | Logo | Logo | Linked logo |
| Recognition in digital communications | | Program emails <small>*sponsored session only</small> | Program emails | Program emails & Newsletters |
| Recognition in social media | | Sponsored session only | ✓ | ✓ |
| Recognition at program | | Sponsored session only | Name listing | Logo |
| Tickets to Community Engagement Awards | | | | Benefit available |
| Tickets to Leadership Austin lunch event | | | | Benefit available |
| Program Development | | | | |
| In-person program and partnerships meeting | | | | ✓ |
| Invitation to Corporate Roundtable | | | ✓ | ✓ |
| Access to Learning + Connection | | | | |
| Experience Austin Registration | | | | Benefit available |
| Leader Equip for your Company | | | | Benefit available |
| Leadership Austin Conference Registration | | | | Benefit available |

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TRAINING AND DEVELOPMENT

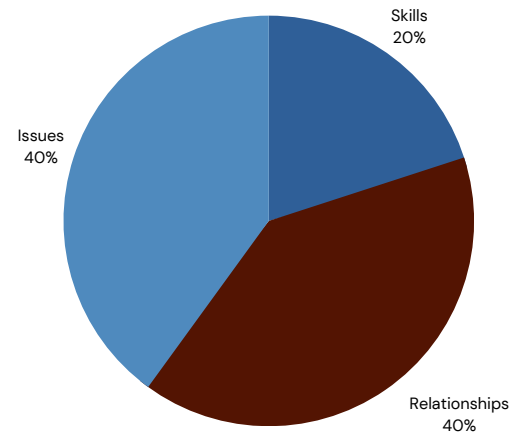
SEPT. -
MAY

FLAGSHIP PROGRAMS

ESSENTIAL

Essential is our flagship program where competitively selected class members gather and work through a 9-month curriculum that includes an in-depth exploration of regional issues.

- Our Essential program brings together cross-industry, established leaders.
- Participants study the intersectionality of regional demographics, economy, housing, transportation, race, education, criminal justice and health care and discover new relationships that are just outside their current circles of influence. By the end of the year participants say these new relationships become their best collaborators, advisers, supporters and community resources.
- Essential graduates leave with a deeper understanding of civic leadership and the systemic issues of the day while building lasting relationships with individuals who will work innovatively and collaboratively for transformational impact.



Essential Topics Include:

- Civic Landscape
- Culture & DEIB
- Education
- Economy and Arts
- Built Environment
- Justice Systems
- Health & Environment



“ Leadership Austin offered an opportunity to get out of the limited social circle and expand to other people also doing good on-the-ground in Austin. There is no mathematical probability that 37 random people of this caliber could have met in Austin without the assistance of Leadership Austin.

- **SAM HAYTHAM , ESSENTIAL 44-2023**



TRAINING AND DEVELOPMENT

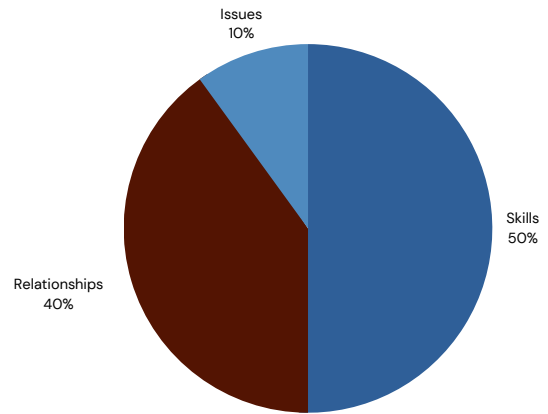
SEPT. -
MAY

FLAGSHIP PROGRAMS

EMERGE

Leadership Austin's Emerge Program is a lab for leadership development for a diverse community of aspiring leaders in the Greater Austin area, where skills are taught, trained, and put into practice through discussions, team activities, and community involvement.

- Participants in the program will develop a deeper knowledge of themselves as leaders by exploring what gives them energy, guides their decisions, and drives their actions.
- Participants will build leadership skills necessary to navigate the various community systems at play.
- Participants will also grow meaningful relationships with Emerge participants, alumni, and community leaders.



Emerge Topics Include:

- Values & Guiding Principles
- Growth Mindset
- Purpose & Passion: Pick up the Torch
- From Bias to Belonging
- Difficult Conversations
- Leading Teams & Collaboration
- Strategy & Innovation



“ Emerge will push you to face inward and identify the type of leader you wish to be in order to face outward and be the change you wish to see.

- JASMINE "JAS" AVERY, EMERGE 16-2023



FLAGSHIP PROGRAMS

SEP - MAY

ESSENTIAL & EMERGE PROGRAMS

Greater Austin needs transformational leaders. Essential is a forum to understand our current regional issues and the systems at play in our community. Essential provides experiences for leaders to transcend differences, build on common ground, and apply effective models to facilitate change in the community.

Emerge is a learning lab to deepen our collective understanding of courageous leadership. Participants in Emerge refine their leadership style, while exploring what gives them energy, guides their decisions, and drives their actions.

| Sponsor Benefits | Scholarship \$1,500+ | Class Day \$5,000 | Program \$10,000 | Presenting ESSENTIAL SOLD |
|--|-------------------------|--|---------------------|----------------------------------|
| Sponsor Recognition & Brand Promotion | | | | |
| Recognition on website | Name listing | Logo | Logo | Linked logo |
| Recognition in digital communications | Program emails | Program emails <i>*class day only</i> | Program emails | Newsletters + Emails |
| Recognition in social media | ✓ | ✓ | ✓ | Co-sponsored post |
| Recognition at program | | | | Welcome message |
| Tickets to Community Engagement Awards | | | Benefit available | Benefit available |
| Tickets to Leadership Austin lunch event | | | Benefit available | Benefit available |
| Program Development | | | | |
| In-person program and partnerships meeting | | | | ✓ |
| Invitation to Corporate Roundtable | | ✓ | ✓ | ✓ |
| Access to Learning+ Connection | | | | |
| Experience Austin Registration | | | | Benefit available |
| Leader Equip for your Company | | | | Benefit available |
| Leadership Austin Conference Registration | | | | Benefit available |

For more details on benefits, email Missy at mstrittmatter@leadershipaustin.org.





Civic Activation

Through the Leadership Austin Conference and Community Engagement Awards, we strive to enrich, educate, and inspire individuals to work for the greater good of our region. We will provide on-the-spot professional connections, along with off-ramps and follow-up resources to make that possible. Each participant will have opportunities to learn about various ways to engage, from grassroots organizing to participating in municipal boards and commissions.

- One day
- Three Community Engagement Awards
- Four tracks
- 14 sessions
- 36 speakers
- 250 attendees
- 17% of attendees receive a scholarship
- 50 ZIP codes represented



2023 sessions included The Mixology of Modern Leadership, How to be an inclusive leader, Local Elections Matter, How to be a connected neighbor, The Intersection of Media and Civic Engagement and more!

New in 2024 - Courageous leadership takes center stage along with a lunchtime presentation of the Community Engagement Awards, honoring three outstanding individuals who are leading with a commitment to improving our region and embracing Leadership Austin values.

Connect

Inform

Activate

“Real talk about the challenges that leaders have, good answers that I can apply to my leadership role at work and in the community.” - 2023 Conference Attendee





SIGNATURE EVENTS

FEBRUARY

LEADERSHIP AUSTIN CONFERENCE

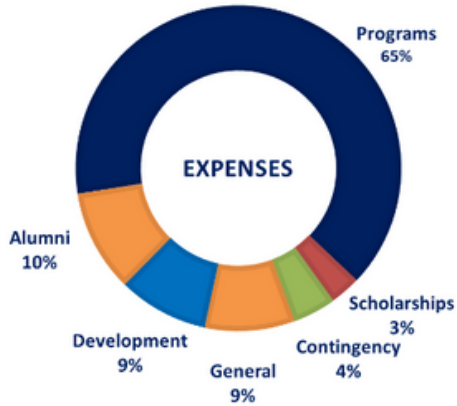
Through this conference, we strive to enrich, educate, and inspire individuals to work for the greater good of our region. We provide on-the-spot professional connections, along with off-ramps and follow-up resources to make that possible. Each participant will have opportunities to learn about various ways to engage, from grassroots organizing to participating in municipal boards and commissions.

| Sponsor Benefits | Track \$2,500 | Room \$2,500 | Hospitality \$5,000 | Awards \$10,000 | Keynote \$15,000 | Presenting \$25,000 |
|--|-------------------|-------------------|------------------------|--------------------|---------------------|------------------------|
| Sponsor Recognition & Brand Promotion | | | | | | |
| Recognition on website | Name listing | Name listing | Name listing | Logo | Linked logo | Linked logo |
| Recognition in digital communications | Event emails | Event emails | Event emails | Event emails | Event emails | Newsletters + Emails |
| Recognition in social media | ✓ | ✓ | ✓ | ✓ | ✓ | Co-sponsored post |
| Recognition at event | Name listing | Logo | Logo | Logo | Welcome message | Welcome message |
| Tickets to Community Engagement Awards | Benefit available | Benefit available | Benefit available | 10 | Benefit available | Benefit available |
| Tickets to Leadership Austin lunch event | 2 | 2 | 4 | Benefit available | 6 | 10 |
| Program Development | | | | | | |
| In-person program and partnerships meeting | | | | | | ✓ |
| Invitation to Corporate Roundtable | | | ✓ | ✓ | ✓ | ✓ |
| Access to Learning + Connection | | | | | | |
| Experience Austin Registration | | | | | | Benefit available |
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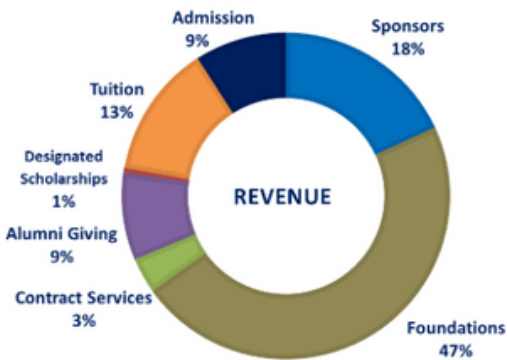
2,223 Essential
Graduates in 44
years.



2023 Essential cohort included 10% Asian and 18% Black participants, surpassing Austin MSA levels



2023 Emerge cohort increased representation from people of color by 11% over three years



818 EMERGE
GRADUATES
SINCE 2007

