SPONSORSHIP OPPORTUNITIES

2023-2024
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.

Susana Carbajal
Board Chair

Jill R. Goodman
Chief Executive Officer

Celebrating
45 Years
of inspiring community engagement and civic leadership
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 Foots, 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
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
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

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<th>Sponsor Recognition &amp; Brand Promotion</th>
<th>Champion</th>
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**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 | 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](https://leadershipaustin.org/contribute/sponsorship)
Alumni Connection

SIGNATURE EVENTS
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.

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

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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.

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| Access to Learning + Connection | Leadership Austin Conference Registration | Benefit available | Benefit available |

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Equipping Leaders

TRAINING AND DEVELOPMENT
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.”
EXPERIENCE AUSTIN

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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.

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

Essential Topics Include:
- Civic Landscape
- Culture & DEIB
- Education
- Economy and Arts
- Built Environment
- Justice Systems
- Health & Environment
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 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
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.

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### Program Development

- In-person program and partnerships meeting
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- Experience Austin Registration
- Leader Equip for your Company
- Leadership Austin Conference Registration

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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.

“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
LEADERSHIP AUSTIN CONFERENCE

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- In-person program and partnerships meeting
- Invitation to Corporate Roundtable

### Access to Learning + Connection

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- Leader Equip for your Company
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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