



**LEADERSHIP**  
AUSTIN

# AMPLIFY YOUR IMPACT

2025-26 Sponsorship Deck

[leadershipaustin.org](https://leadershipaustin.org)

# A CALL FOR PARTNERS

**Boost your brand. And your impact.**

*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 "Dr. Manny Gonzalez".

Dr. Manny Gonzalez  
Board Chair



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

Jill R. Goodman  
Chief Executive Officer



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# STRATEGIC PLAN

## Leadership Pathways to a Better Central Texas

Convene. Collaborate. Contribute.



**LEADERSHIP**  
AUSTIN

## Mission

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



## 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.



## Vision

A future where all people and communities contribute to a better Central Texas.

## GOALS

### ELEVATE CENTRAL TEXAS

Expand Leadership Austin's relevance, exposure, and reach within our five-county region to foster relationships that facilitate regional problem-solving.



### GO-TO LEADERSHIP COMMUNITY

To be the premier source of leadership development that connects, supports, and activates Central Texans throughout their community leadership journey.



### SUSTAINABLE FUTURE

Ensure equitable access to programming with a revenue model that achieves profitability, alumni ownership in Leadership Austin's success, and optimized resources for organizational sustainability.



# MEET THE BOARD

## 2025 Board of Directors\*

Dr. Manny Gonzalez, Board Chair  
Matt Pope, Chair Elect  
Susana Carbajal, Past Chair  
Tony Prenger, Treasurer  
Emmy Alcocer-Hill, Secretary  
Sujata Ajmera, At- Large  
Shahreen Abedin  
Sofia Aranha  
Jeremiah Bentley

Paula Black  
Rabbi Neil F. Blumofe  
Amber Bradbury  
Justin Brady-Joyner  
Brian Carter  
LaCole Foots  
Dr. Harold Hardaway  
Rashed Islam  
Dr. Rudy Jimenez  
Kristin Marcum

Virginia Miracle  
Carla Molina  
Chris Mugica  
Sharmila Mukherjee  
Jessica Scanlon  
Angela Shaw  
Alicia Smith  
Marc Tucci  
Deirdre Walsh

**\*Listed in order from left to right**



# OUR HISTORY

Where we started, where we're going.

## Leadership Austin Timeline

- **1979** - Founded as a program of the Greater Austin Chamber of Commerce
- **2002** - Spin off as standalone 501(c)(3) nonprofit organization
- **2007** - Emerge launches for rising 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
- **2024** - [New Strategic Plan](#) adopted

## 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
- YouTube

## MEET THE TEAM



**Jill Goodman**  
Chief Executive Officer



**Chris Nieto**  
Chief Program Officer



**Missy Strittmatter**  
Chief Development Officer



**Lindsay Smith**  
Marketing & Communications Manager



**Amy Blahnik**  
Office Manager



**Josh Aguilar**  
Alumni & Donor Relations Manager



**PJ Diamond**  
Senior Program Manager



**Kris Cano**  
Director of Partnerships & Business Development

# EVERY DOLLAR MAKES A DIFFERENCE

**Levels for all budgets. Ask us about customization options!**

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.

## GENERAL SPONSOR BENEFITS

### Champion (\$3,000)

- Name listing on website
- Recognition in event emails
- Recognition in social media
- Name listing at event or program

### Day/VIP (\$5,000)

- Name listing on website
- Recognition in event emails
- Recognition in social media
- Name listing at event or program
- Invitation to corporate roundtable

### Program (\$10,000)

- Logo listing on website
- Recognition in event emails
- Recognition in social media
- Logo listing at event or program
- Invitation to corporate roundtable
- Tickets to Courageous Leaders Lunch
- Discover Central Texas Registration
- Leadership Austin Conference Registration

### Impact (\$25,000)

- Logo listing on website
- Recognition in event newsletter and emails
- Recognition in social media
- Logo listing at event or program
- Invitation to corporate roundtable
- Tickets to Community Engagement Awards
- Tickets to Courageous Leaders Lunch
- Discover Central Texas Registrations
- Leadership Equip for your Company
- Leadership Austin Conference Registrations

### Presenting (\$35,000+)

- Linked logo listing on website
- Recognition in event newsletter and emails
- Co-sponsored social media posts
- Welcome message at event or program
- In-person program and partnership meeting
- Invitation to corporate roundtable
- Ticket to Community Engagement Awards
- Ticket to Courageous Leaders Lunch
- Discover Central Texas Registration
- Leadership Equip for your Company
- Leadership Austin Conference Registration

For more details on benefits, visit [leadershipaustin.org/contribute/sponsorship/](https://leadershipaustin.org/contribute/sponsorship/)

# SIGNATURE EVENTS

## 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.

### Invitation (\$1,000)

- Name listing on website
- Recognition in event emails
- Recognition in social media
- Logo recognition at event

### Hospitality (\$3,000)

- Logo listing on website
- Recognition in event emails
- Recognition in social media
- Logo recognition at event

### Presenting (\$5,000)

- Logo listing on website
- Recognition in event emails and newsletter
- Recognition in social media
- Logo recognition at event
- Invitation to Corporate Roundtable



## 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.

### Games (in-kind)

- Name listing on website
- Recognition in event emails
- Recognition in social media
- Name listing at event

### Treat Bags (\$1,000)

- Logo listing on website
- Recognition in event emails
- Recognition in social media
- Logo recognition at event

### Hospitality (\$3,000)

- Logo listing on website
- Recognition in event emails and newsletter
- Recognition in social media
- Logo recognition at event
- Invitation to Corporate Roundtable

### Presenting (\$5,000)

- Name listing on website
- Recognition in event emails and newsletter
- Recognition in social media
- Logo recognition at event
- Invitation to Corporate Roundtable



For more details on benefits, email Missy at [mstrittmatter@leadershipaustin.org](mailto:mstrittmatter@leadershipaustin.org)



# SIGNATURE EVENTS

## COURAGEOUS LEADERS LUNCH

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 re-discover the power of collective good.

### Registration (\$1,500)

- Name listing on website
- Recognition in event emails
- Name listing at event
- (5) Tickets to Courageous Leaders Lunch

### Table (\$3,000)

- Logo on website
- Recognition in event emails
- Logo listing at event
- (10) Tickets to the Courageous Leaders Lunch

### VIP (\$5,000)

- Logo on website
- Recognition in event emails
- Recognition in social media
- Logo listing at event
- (10) Tickets to the Courageous Leaders Lunch
- Invitation to Corporate Roundtable and Pre- Lunch VIP Reception

\*For more details on benefits, email Missy at [mstrittmatter@leadershipaustin.org](mailto:mstrittmatter@leadershipaustin.org)

### Lunch (\$10,000)

- Linked logo on website
- Recognition in event emails and newsletter
- Recognition in social media
- Logo listing at event
- (10) Tickets to the Courageous Leaders Lunch
- Invitation to Corporate Roundtable and Pre-Lunch VIP Reception

### Scholarship Match (\$30,000)

- All Lunch sponsor benefits plus:
- Discover Central Texas Registration\*
- Leaders Equip for your company\*
- Leadership Austin Conference Registration\*

### Presenting (\$50,000)

- All Scholarship Match sponsor benefits plus:
- (20) Tickets to the Courageous Leaders Lunch
- So-sponsored post on social media
- Welcome message at the Courageous Leaders Lunch



# SIGNATURE EVENTS

## LEADERSHIP AUSTIN CONFERENCE

Now in its third year, our conference strives 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 has opportunities to learn about various ways to engage, from grassroots organizing to participating in municipal boards and commissions, along with refreshers on leadership skills and modern approaches. To meet critical needs facing the region, we need the business community, government entities, and nonprofits to join forces and dialogue across differences to find solutions that enable every member of our community to thrive and prosper.

[VIDEO RECAP HERE](#)



- One day
- Four tracks + Keynote
- 14+ sessions
- 36+ speakers
- 200 attendees
- 10% received scholarship
- Regional representation



Leadership Austin is doing the work that our future communities will benefit from in creating leaders who are courageous, intentional, informed, passionate, and willing to do the right thing even when no one's looking."

- 2024 Conference Attendee

Connect

Inform

Activate

# SIGNATURE EVENTS

## 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 or Room (\$2,500)

- Name listing on website
- Recognition in event emails
- Recognition in social media
- Logo recognition at event
- Ticket to Community Engagement Awards
- (2) Tickets to Courageous Leaders Lunch

### Hospitality (\$5,000)

- All benefits of Track or Room plus:
- (4) Tickets to Courageous Leaders Lunch
- Invitation to Corporate Round Table

### Awards (\$10,000)

- All benefits of Hospitality plus:
- (10) Tickets to Community Engagement Awards

### Keynote (\$15,000)

- Linked logo listing on website
- Recognition in event emails
- Recognition in social media
- Welcome message at event
- Tickets to Community Engagement Awards
- (6) Tickets to Courageous Leaders Lunch
- Invitation to Corporate Round Table

### Presenting (\$25,000)

- Linked logo listing on website
- Recognition in event emails and newsletter
- Co-sponsored social media post
- Welcome message at event
- Tickets to Community Engagement Awards\*
- (10) Tickets to Courageous Leaders Lunch
- In-person program and partnerships meeting
- Invitation to Corporate Round Table
- Discover Central Texas Registration\*
- Leader Equip for your company\*
- Leadership Austin Conference Registration\*



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# TRAINING AND DEVELOPMENT



## DISCOVER

Discover Central Texas is the fastest way to stay up to date on our transforming region. Dive into the heart of our community, meeting the people, trends, and issues shaping Central Texas's future.

Central Texas is home to more than 40 cities and towns, each with unique economic drivers, civic cultures, policies, and assets. Expanding on Experience Austin, this program provides an in-depth exploration of the region's changing landscape, economy, environment, and social fabric.

### CORE TRACK

- Session 1:** Courageous Leadership & Central Texas Demographics
- Session 2:** Economic Climate
- Session 3:** Housing, Land Use, and Transportation
- Session 4:** Education & Workforce

### COMMUNITY TRACK

- Session 1:** Community Engagement
- Session 2:** Arts & Culture
- Session 3:** Health & Wellness
- Session 4:** Sustainability & Environment

! "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."



# TRAINING AND DEVELOPMENT



## DISCOVER CENTRAL TEXAS

Discover Central Texas 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)

- Logo listing on website
- Recognition in program emails (sponsored session only)
- Recognition in social media (sponsored session only)
- Recognition at program (sponsored session only)

### Program (\$10,000)

- Logo listing on website
- Recognition in program emails
- Recognition in social media
- Name listing at program
- Invitation to Corporate Round Table

### Presenting (\$25,000)

- Linked logo listing on website
- Recognition in event newsletter and emails
- Recognition in social media posts
- Logo recognition at program
- Tickets to Community Engagement Awards
- Tickets to Courageous Leaders Lunch
- In-person program and partnerships meeting
- Invitation to Corporate Round Table
- Discover Central Texas Registration\*
- Leader Equip for your company\*
- Leadership Austin Conference Registration\*



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# TRAINING AND DEVELOPMENT



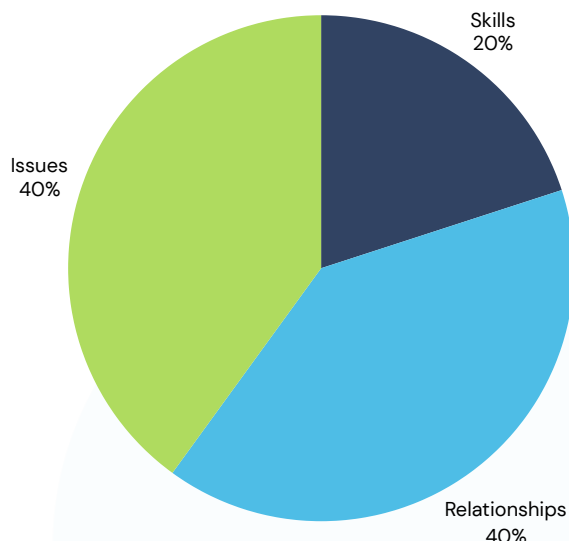
Essential is our flagship program where competitively selected class members gather and work through a 9-month curriculum that includes an in-depth **exploration of regional issues**.

- 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 & Belonging
- Education
- Economy and Arts
- Built Environment
- Justice Systems
- Health & Environment



# TRAINING AND DEVELOPMENT

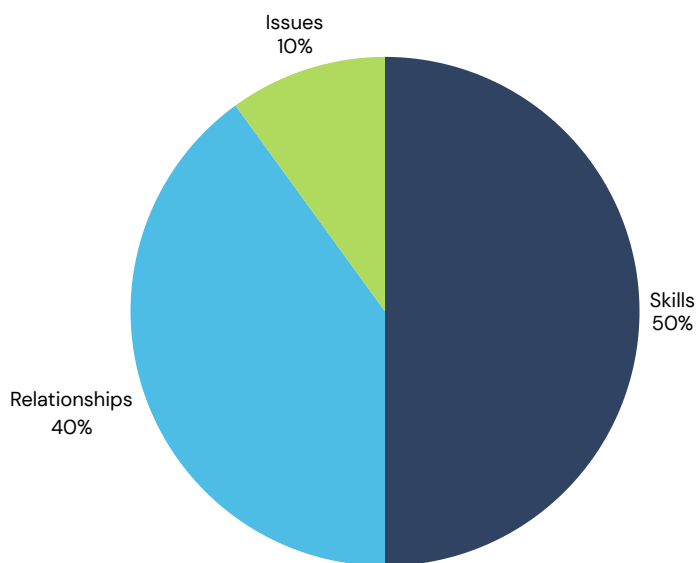


Leadership Austin's Emerge Program is a **lab for leadership development** for a diverse community of aspiring leaders in the Greater Austin area, where skills are taught, trained, and put into practice through discussions, team activities, and community involvement.

- 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



# TRAINING AND DEVELOPMENT

## EMERGE & ESSENTIAL

**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)

- Name listing on website
- Recognition in program emails

### Class Day (\$5,000)

- Logo listing on website
- Recognition in program emails (class day only)
- Invitation to Corporate Round Table

### Program (\$10,000)

- Logo listing on website
- Recognition in program emails
- Invitation to Corporate Round Table
- Tickets to Community Engagement Awards\*
- Tickets to Courageous Leaders Lunch\*

### Presenting (\$25,000)

- Linked logo listing on website
- Recognition in event newsletter and emails
- Co-sponsored social media post
- Welcome message at program
- Tickets to Community Engagement Awards
- Tickets to Courageous Leaders Lunch
- In-person program and partnerships meeting
- Invitation to Corporate Round Table
- Discover Central Texas Registration\*
- Leader Equip for your company\*
- Leadership Austin Conference Registration\*



\*For more details on benefits, email Missy at [mstrittmatter@leadershipaustin.org](mailto:mstrittmatter@leadershipaustin.org)



# 2024 HIGHLIGHTS



Board adopts a new *Vision* for a better Central Texas!



2024 **HONOREES**: The Hon. Rudy Metayer, Nhat Ho and Rep. Gina Hinojosa.

Welcomed

**120**



**COMMUNITY LEADERS**  
into the Class of **2024!**

Leadership Austin joins **NATIONAL** Community Leadership Collaborative.

Leadership Austin takes the **GLOBAL** stage at SXSW and SXSW Edu.

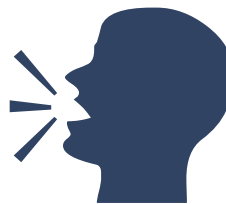


Welcomed **ROCKSTARS** Amy Blahnik and Chris Nieto.

Courageous Leaders Lunch unites sectors and raises

**\$40,000**  
IN SCHOLARSHIPS.

**ALUMNI VOICES** shape new Strategic Plan and engagement strategies.



Celebrated in plaid at the **FLANNEL & FRIENDS** Holiday Party.



Leadership Austin **CONFERENCE** features new ACC Chancellor and sells out.