



LEADERSHIP
AUSTIN

AMPLIFY YOUR IMPACT

2025-26 Sponsorship Deck

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, appearing to read "Manny Gonzalez".

Dr. Manny Gonzalez
Board Chair



A handwritten signature in black ink, appearing to read "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

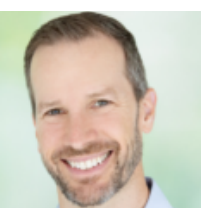
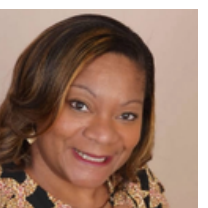
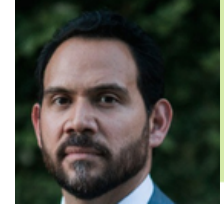
2025 Board of Directors*

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/

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 Kris at kcano@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

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

*For more details on benefits, email Kris at kcano@leadershipaustin.org



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*

*For more details on benefits, email Kris at kcano@leadershipaustin.org



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*
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TRAINING AND DEVELOPMENT



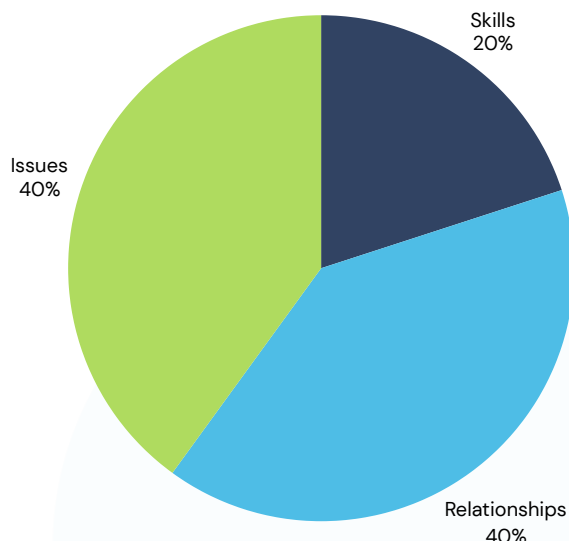
Essential is our flagship program where competitively selected class members gather and work through a 9-month curriculum that includes an in-depth **exploration of regional issues**.

- 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

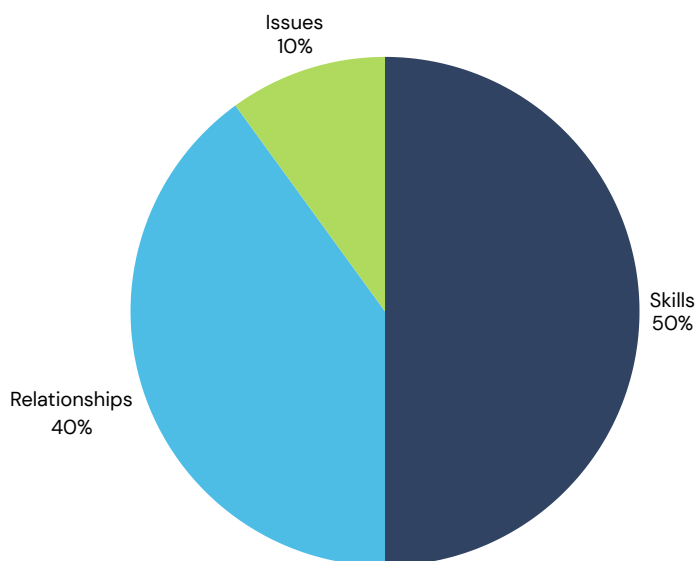


Leadership Austin's Emerge Program is a **lab for leadership development** for a diverse community of aspiring leaders in the Greater Austin area, where skills are taught, trained, and put into practice through discussions, team activities, and community involvement.

- 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.

Emergence 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 Kris at kcano@leadershipaustin.org

2024 HIGHLIGHTS



Board adopts a new
Vision for a better
Central Texas!

Welcomed

120



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

Leadership Austin joins
NATIONAL Community
Leadership Collaborative.



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

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



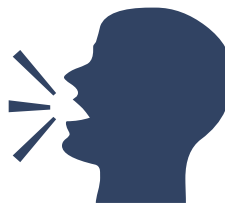
Welcomed **ROCKSTARS**
Amy Blahnik and Chris
Nieto.

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.