



LEADERSHIP
AUSTIN

AMPLIFY YOUR IMPACT

Signature Event/Program
Sponsorship Opportunities
2025-26

leadershipaustin.org

A CALL FOR PARTNERS

Boost your brand. And your impact.

Imagine a Central Texas united by courageous, effective leaders.

Since 1979, Leadership Austin has equipped thousands to bridge divides, drive change, and strengthen our community. Today, the need for civic reconciliation, hope, and renewed trust in leadership has never been greater. Your partnership builds the capacity of hundreds of changemakers each year and connects your company to efforts that shape our region's future.

Together, let's lead with purpose!



Matt Poole
Board Chair



Jill R. Moore
Chief Executive Officer

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INVEST IN LEADERS. ELEVATE YOUR BRAND.

Levels for all budgets. Ask us about customization options!

Sponsoring Leadership Austin connects your brand with top regional leaders. Boost visibility, strengthen relationships, and showcase your company’s impact. We have a variety of sponsorship opportunities.

<u>Sponsor Benefits</u>	Connector \$3,000	Convener \$5,000	Impact \$10,000	Mission \$25,000	Purpose \$50,000+
Logo listing on website	X	X	X	X	X
Recognition in event emails	X	X	X	X	X
Logo at event or program	X	X	X	X	X
Recognition in social media		X	X	X	X
Invite to CEO’s Corporate Roundtable		X	X	X	X
Tickets to Holiday Party			6*	6*	6*
Open Courses (1/2 priced)			OR 2*	OR 2*	OR 2*
Courageous Leaders Lunch				2*	2*
Conference				OR 4*	OR 4*
Speaking opportunity				X	X
Co-Sponsored Social Post				X	X
Future strategy session with CEO					X
Exclusive Headlining logo placement across all event materials					X
Tailored Equip training (Half Day)					X

PARTNERSHIP THAT DELIVERS



Value Drivers for Your Company:

- **Strategic Visibility** – Place your brand in front of the region’s top decision-makers, influencers, and community leaders.
- **Industry Authority** – Elevate your executives as recognized experts with access to exclusive forums.
- **Talent Development** – Upskill your promising leaders through Leadership Austin’s proven leadership programs.
- **Community Impact** – Your sponsorship fuels the growth of civic leaders shaping Central Texas’s future.
- **Trusted Connections** – Build meaningful relationships across sectors that drive business and community progress.

Our Reach:

Alumni

- **Unparalleled Network** – More than 3,400 alumni in influential roles across business, government, media, education, and the nonprofit sector.
- **Exclusive Reach** – Bi-weekly access to 2,125 engaged alumni through our targeted alum-only newsletter.
- **Curated Leadership Circle** – CEOs, civic officials, media executives, superintendents, and top decision-makers shaping Central Texas.

Public

- Engaged Events: **1,500+** participants annually, in-person and virtual
- Website Reach: **2,100+** monthly visitors
- Pipeline: **5,775** bi-weekly impressions
- Social Media: **7.9K** Facebook | **3.3K** Instagram | **8K** LinkedIn

Check out our
2025 Top 10 Highlights!



SIGNATURE EVENTS

WELCOME RECEPTION

Celebrate the next generation of leadership at our annual Welcome Reception. This premier evening brings together alumni and 160+ newly selected participants from our signature Essential, Emerge, and C-Suite LeaderLab programs. This gathering draws 250+ influential leaders, marking it an exciting start of our program year.



HOLIDAY PARTY

With more than 400 attendees, the annual Alumni Holiday Party is Leadership Austin's largest event. Centered around building meaningful connections, the event is designed to foster relationships and strengthen the bond among alumni. This celebration is a cornerstone of our community—and an important part of our Annual Giving Campaign.



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

SIGNATURE EVENT

COURAGEOUS LEADERS LUNCH (ANNUAL FUNDRAISER)

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. All funds raised support program delivery and scholarships through the Rising Leaders Fund.

50%

Senior-Level Executives



A celebration of distinguished leaders and the Rising Leaders Fund!

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

SIGNATURE EVENT

LEADERSHIP AUSTIN CONFERENCE

This regional leadership conference refreshes and re-energizes your leadership. Hear from expert speakers and gain practical guidance to boost performance and lead with courage and confidence. Participants build professional connections and explore ways to create positive momentum—from grassroots initiatives to civic boards and commissions.

40%

Leadership Austin Alumni

60%

New Connections



2025 EVENT STATS:

- 1-day regional convening
- Keynote + 4 tracks
- 30+ speakers
- 300 attendees
- 10% scholarships awarded
- Attendees representing 50+ ZIP Codes



“



It was a day for making new connections, bringing together entrepreneurs, elected officials, and community leaders to advance ideas that can improve our city.”

-Brian Carter, *Essential 44-2023*

Connect

Inform

Activate

LEADERSHIP PROGRAMS

COMMUNITY LEADER COHORTS (APPLICATION BASED)

Ask us about
Class Day
Sponsorships!



Leadership Austin's Emerge Program develops aspiring leaders in Greater Austin, teaching and applying skills through discussions, team activities, and community engagement.

Emerge Topics:

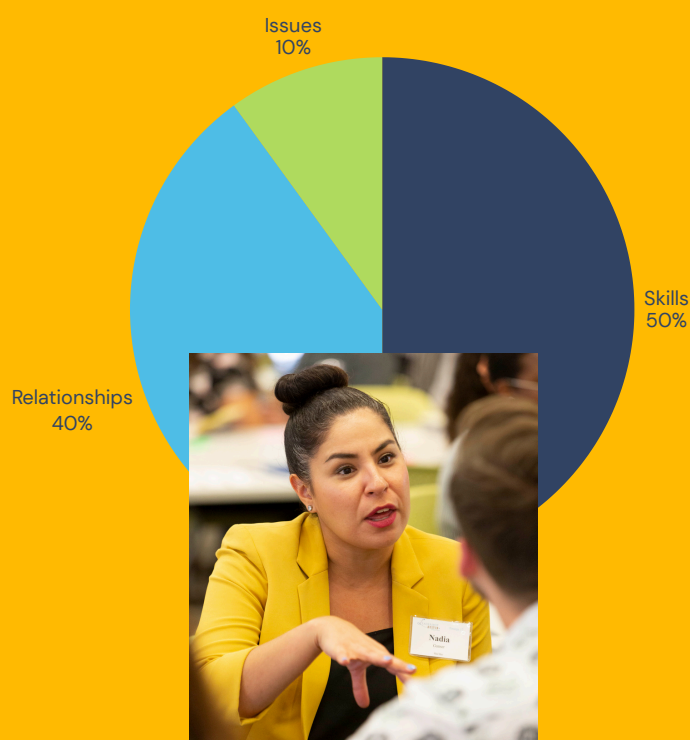
- Opening/Closing Retreats
- Values & Guiding Principles
- Growth Mindset
- Courageous Leadership
- Difficult Conversations
- Leading Teams & Collaboration
- Strategy & Innovation
- Civic and Social Impact



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.

Essential Topics:

- Opening/Closing Retreats
- Civic Landscape
- Culture & Belonging
- Education
- Economy and Arts
- Built Environment
- Safety & Justice Systems
- Health & Environment



LEADERSHIP PROGRAMS

C-SUITE EXECUTIVE CIRCLES (BY INVITATION ONLY)

LEADER LAB

For executives ready to tackle the most advanced leadership issues, LeaderLab offers a curated platform to strengthen your leadership and organizational dynamics alongside sector peers.

LeaderLab Is:

- An invitation-only program for C-suite leaders in Central Texas.
- A master class in modern leadership, featuring curated personal and professional leadership development.
- A collaborative community to share new ideas, challenges, and resources in a confidential space.

TRAINING (OPEN TO THE PUBLIC)

LEAD ACROSS DIFFERENCES

This program offers tools and strategies for navigating difficult conversations, fostering belonging, and building stronger workplaces and communities.

Lead Across Differences Is:

- A forum to learn how to approach and address hot-button issues
- A supportive practice-based environment to fumble and be yourself
- A path to learn communication strategies to lead groups effectively through difficult conversations.

OPEN COURSES + EQUIP

Leadership Austin offers a range of crash courses and on-site experiences to address the needs of today's workforce:

- Open Enrollment Leadership Courses
- Private and On-Site Training and Facilitation
- Microlearning, Talks and Keynotes



STRATEGIC PLAN

Leadership Pathways to a Better Central Texas

Convene. Collaborate. Contribute.



Mission

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

Vision

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

Strategic 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.

Check out the full Strategic Plan:

