

2024 LeadingBetter SUMMIT



May 22, 2024

WHAT IS IT?

THE REGION'S LARGEST COMMUNICATION & COLLABORATION EVENT

Great leadership pulls double duty for your bottom line. It drives your contributors' performance, and is the key to engaging and retaining that valuable talent. Today's work climate challenges organizations to think differently about how they can cultivate employee loyalty and prepare their leaders for success. Organized by the Leadership Louisville Center, the LeadingBetter Summit is an annual conference (formerly named the Best of Leadership Summit) that brings together global experts for a full day of relevant, leading-edge guidance. For the third year in a row, attendees can join in person or experience a high-quality and interactive virtual event, both with features that will leave participants feeling engaged, connected, and prepared to lead now and into the future.

WHO ATTENDS & WHY?

The LeadingBetter™ Summit presents a unique learning opportunity for leaders at all levels. It offers professional development opportunities that allow participants to discover new ideas and grow their ability to lead. Attendees range from high-potential emerging leaders to C-suite executives, with nearly 70% working at a director level or above. Both the in-person and virtual event offer valuable business networking opportunities within and beyond the Louisville region.

THE CURRICULUM IS DESIGNED TO HELP PARTICIPANTS:

- Build organizations that are more resilient, innovative, and more able to navigate change and uncertainty.
- Gain deeper knowledge around interpersonal dynamics, developing high-performance teams, and becoming a leader that people want to follow.
- Grow the ability to adapt, collaborate, achieve great results, and lead in our new hybrid world.

WHY SPONSOR?

With hundreds of regional leaders in attendance, both in person and in the virtual event platform, your company will have the opportunity to connect with a highly desirable audience throughout the event while accessing top talent from within and outside of our region, providing an exceptional return on investment.

































Sponsorship not only provides visibility and branding for your company, but also allows your employees and clients to attend the LeadingBetter™ Summit, fully immersing them in the training, connections, and conversations of the event. This opportunity is a powerful vehicle for engaging and retaining talent, as well as positive community influence.

Your support also enables the critical work of the Leadership Louisville Center to inspire and equip leaders to be better and do better. We welcome your organization's participation and look forward to displaying your logo on promotional materials and providing your company with added recognition and visibility.

MORE INFORMATION AT: [LEADERSHIPLOUISVILLE.ORG/SUMMIT](https://www.leadershiplouisville.org/summit)

SPONSORSHIP

LEVELS & BENEFITS

	RECEPTION \$15,000	GOLD \$9,000	SILVER \$6,000	BRONZE \$4,000
Prominent logo display in event mentions				
Speaking role for chief executive from main stage				
In-person registrations	10	10	8	5
"Fast pass" admissions for executive leaders	5	3	1	
Speaking role during event				
Display of company logo on print materials and A/V	 Prominent	 Prominent		
Sponsor video (produced by sponsor) aired during event – 30 sec. maximum				
Display of company logo on website and email communications	 Prominent	 Prominent		
Social media highlights/features				
Company name and sponsorship level included in event direct mail invitation and press release				
Company logo in event advertising				
Recognition and thanks from main stage				
Opportunity to purchase additional seats at a discounted rate				
Contact information for all attendees one week after event				
First right of refusal for Summit 2025				

INTERESTED IN SPONSORSHIP?
CONTACT JENNIFER STEVENS AT
(502) 561-5231 OR
JSTEVENS@LEADERSHIPLOUISVILLE.ORG

2024
LeadingBetter
SUMMIT

May 22, 2024 | 8:30am-5:30pm ET



In-Person

Kentucky Center for the Performing Arts
501 W Main St, Louisville, KY 40202



Virtual

Whova App
(In-Person attendees also get access)

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SPONSORSHIP LEVEL | Check One

☐ RECEPTION (\$15,000)

☐ GOLD (\$9,000)

☐ SILVER (\$6,000)

☐ BRONZE (\$4,000)

OPTIONAL DONATION | My organization would like to make an additional donation to the Leadership Louisville

Center scholarship fund in the amount of: ☐ \$1,000 ☐ \$500 ☐ \$_____

COMPANY/ORGANIZATION NAME

Contact Name _____

Contact Phone _____ Contact Email _____

PAYMENT METHOD | Select One

CHECK

☐ My check is enclosed in the amount indicated above (payable to Leadership Louisville Foundation, Inc.)

CARD

☐ I will pay by credit card and authorize the Leadership Louisville Center to e-mail me an invoice payable online in the amount indicated above. I understand that payments by credit card are subject to a 3.1% processing fee, and will be added to my invoice total.

INVOICE

☐ Please e-mail me an invoice for my total sponsorship amount.

Return this completed form via mail or e-mail to:

Leadership Louisville Center
Attn: Jennifer Stevens
711 W. Main St., Suite AA, Louisville, KY 40202

Phone: (502) 561-5231
Main line: (502) 561-0458
Email: jstevens@leadershiplouisville.org

The Leadership Louisville Foundation, Inc. is a 501(c)3 nonprofit organization with Federal ID# 31-0958491.



PRESENTING SPONSOR

