

# 2025 LeadingBetter SUMMIT



April 9, 2025

## 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 that brings together global experts for a full day of relevant, leading-edge guidance.

## 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, maximizing opportunities for networking.

### 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 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

April 9, 2025  
8:30am-5:30pm ET

	RECEPTION \$15,000	DIAMOND \$12,000	GOLD \$9,000	SILVER \$6,500	BRONZE \$4,000	
<b>EXCLUSIVE BRAND OPPORTUNITIES</b>	Prominent logo display in event mentions	■	■	■	■	
	Sponsor video (produced by sponsor) aired during event – 30 sec. maximum	30	30	30		
	Ad placement in event program	1/2 page	1/2 page	1/4 page		
	Social media highlights/features on Facebook, LinkedIn, Instagram	■	■			
	Social media highlights/features on LinkedIn			■		
	Display of company logo on print materials and A/V	■	■	■	■	■
	Display of company logo on website and email communications	■	■			
	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	■	■	■	■	■
<b>HIGH IMPACT OPPORTUNITIES</b>	Speaking role for chief executive from main stage	■	■			
	Speaking role during event			■		
	In-person registrations	10	10	10	8	5
	“Fast pass” admissions for executive leaders	5	5	3	1	
<b>UNPARALLELED VALUE</b>	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	■	■			
	Customized event features, such as: coffee stations, photo booth, wellness zones, and mobile charging stations	■	■	■		

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

2025  
**LeadingBetter**  
SUMMIT



**In-Person**

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



**Online Access**

Access to Keynote Sessions

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## SPONSORSHIP LEVEL | *Check One*

**RECEPTION** (\$15,000)

**DIAMOND** (\$12,000)

**GOLD** (\$9,000)

**SILVER** (\$6,500)

**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

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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](mailto:jstevens@leadershiplouisville.org)

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



PRESENTING SPONSOR

