2027 LeadingBetter SUMMIT

LEADERSHIP LOUISVILLE CENTER

PRESENTING SPONSOR: PNC

2027 Sponsor Packet

BE VISIBLE WHERE LEADERS CONNECT & MOMENTUM BUILDS.

THE REGION'S PREMIER ANNUAL LEADERSHIP DEVELOPMENT CONFERENCE RETURNS APRIL 20.

Work is changing quickly, and the expectations of leaders are changing with it.

The **LeadingBetter Summit,** presented by PNC, brings together global thought leaders and leaders from across the region for a full day of timely perspectives, practical strategies, and meaningful connection on the issues shaping how we work and lead today.

From high-potential emerging leaders to C-suite executives, attendees take a day to step outside the day-to-day, explore what leadership increasingly requires, and connect with others navigating many of the same challenges.

For sponsors, it's an opportunity to put your organization in the room with an influential leadership community while **aligning your brand with the people, ideas, and conversations helping define what strong leadership requires now. Learn more at leadingbetter.com/summit.**

APRIL 20, 2027 | 8:00 AM - 4:30 PM

Kentucky Center for the Performing Arts

Attendees at a glance:

MORE THAN 50%
Director-level or above

200+ ORGANIZATIONS
Represented at the 2026 Summit

CROSS-SECTOR CONNECTIONS
Corporate, nonprofit and public-sector leaders

EMERGING LEADERS TO C-SUITE
Leaders at every stage of their career

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ORGANIZED BY: LEADERSHIP LOUISVILLE CENTER

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WHY SPONSOR THE LEADINGBETTER SUMMIT?

Connect your organization with an influential community of established and emerging leaders while building visibility, relationships, and opportunities for your own people to grow.







BE SEEN

Brand Visibility + Thought Leadership
Put your brand in front of an influential community of leaders and decision-makers while aligning your organization with timely leadership thinking. Build visibility before, during, and after the Summit through digital promotion, event materials, and on-site presence.

BE IN THE ROOM

Strategic Networking + Access
Build relationships with senior executives, emerging leaders, clients, prospects, and partners from across sectors. With nearly 50% of attendees at the director level or above, the Summit creates meaningful opportunities for relationship-building, recruiting, and business development.

DEVELOP YOUR PEOPLE

Employee Development + Engagement
Give your employees access to timely leadership development, practical tools, and perspectives from across industries. Sponsor registrations create opportunities to invest in high-potential talent, engage senior leaders, and extend the experience to clients and partners.

BUILD BRAND ASSOCIATION

Leadership + Stronger Workplaces
Align your organization with the ideas and conversations shaping stronger leaders and workplaces. Sponsorship signals to employees, clients, and the community that your organization values leadership development and invests in the people leading stronger organizations.

INVEST IN THE REGION

Purpose-Driven Community Impact
Support Leadership Louisville Center's work to develop and connect the people leading our region's businesses, nonprofits, and institutions. Your sponsorship demonstrates a visible commitment to stronger leaders, stronger organizations, and a stronger region.

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AT A GLANCE

SPONSORSHIP OPPORTUNITIES

	DIAMOND $12,000	GOLD $9,000	SILVER $6,500	BRONZE $4,000
BRAND VISIBILITY + PROMOTION				
Prominent logo display in event mentions	✓	✓	✓	✓
Sponsor video aired during event	30 sec.	30 sec.	—	—
Ad placement in event program	½ page	¼ page	—	—
Social media: LinkedIn + Meta (FB + IG)	✓	—	—	—
Social media: LinkedIn Only	—	✓	—	—
Company logo on print materials + A/V	✓	✓	✓	✓
Company logo on website + email	✓	—	—	—
Company name + level in press release	✓	✓	✓	✓
Company logo in event advertising	✓	—	—	—
Customized event features + activations	✓	✓	—	—
THOUGHT LEADERSHIP + ENGAGEMENT				
Recognition + thanks from main stage	✓	✓	✓	✓
Speaking role for chief executive from main stage	✓	—	—	—
Speaking role during event	—	✓	—	—
ACCESS + DEVELOPMENT				
In-person registrations	10	10	8	5
Executive “Fast Pass” admissions	5	3	1	—
Discounted additional seats	✓	✓	✓	✓
Attendee contact information post-event	✓	—	—	—
PARTNERSHIP VALUE				
First right of refusal for Summit 2028	✓	✓	—	—