

# IMPACT PARTNER PACKAGE

Working together to foster a thriving community of leaders.

# THE LANDSCAPE OF SPONSORSHIP

## The Value of Impact:

Leadership Niagara is committed to enhancing the value we deliver to our sponsors and supporters. After conducting extensive research and gathering feedback from our sponsors, alumni, participants, and board members, we have decided to innovate our previous sponsorship and partnership program to better meet our partners' needs. Given the unique benefits associated with our program, such as community involvement and the opportunity to connect with leaders and like-minded organizations throughout Niagara, we recognize that traditional metrics of ROI can be challenging to quantify. As a result, we are excited to announce the restructuring of our Sponsorship and Partnership model. This new approach will emphasize the significant impact our sponsors and partners have on leadership development within the Niagara Region. We invite organizations to join us as Impact Partners, working together to foster a thriving community of leaders.

*True value in sponsorship isn't measured by the cost, but by the impact it generates. The true currency of a sponsorship is not the money spent but the positive change it fosters within the community and beyond. It's about creating moments that resonate, experiences that inspire, and legacies that last. Ultimately, it's the echoes of impact that define the real worth of any sponsorship*

Leadership Niagara is a prestigious organization that has a direct positive impact on the Niagara community. It is important to attract and retain Impact Partners that recognize the honor of supporting Niagara's leaders and are actively searching to make a difference in the community.

According to OneCause, more than 75% of Millennial employees prefer to work for a company that is actively involved in charitable initiatives. Impact Partners will reap the immeasurable benefits of a positive reputation as their audience will associate the brand with the general sense of social good.

We will have 6 tiers of Impact Partners, ranging from \$250-\$7000, with different benefits for each level.

We are also suggesting the launch of an Impact Membership for participants, alumni, and board members to join that will give them access to exclusive leadership resources and networking opportunities. This membership opens up a new avenue for Leadership Niagara to not only re-engage alumni, but to also connect with other businesses who may want to engage, but do not have the capabilities to be an Impact Partner.

# COMMUNITY LEADERSHIP DEVELOPMENT PROGRAM (CLDP)

The Community Leadership Development Program (CLDP) encourages leadership and positive change within the Niagara Region by developing the capabilities of aspiring leaders who care about the community, who understand its strengths and weaknesses, and who are willing to make a personal investment to improve the community's quality of life.

Leadership Niagara's program invests in the current and future leaders of Niagara by providing an opportunity for program participants to explore their leadership style and practice leadership skills in a group setting; all while unlocking their intrinsic desires to becoming an active community leader.

Each year, our program brings together leaders from all sectors from across Niagara for a 9-month immersive leadership development experience. Through our series of tailored workshops (Learning Days) participants learn more about their own leadership styles and identify the skill areas they wish to hone. Through project work with a local non-profit organization, participant teams are able to reinforce the skills acquired through Learning Days while providing organizational support for the local non-profit in a "dynamic learning laboratory" context.

The training is designed to expand the number of individuals who accept leadership roles in business, government, and social organizations to meet future challenges in the region. Like all other community leadership programs, the CLDP strengthens the bonds within the region and serves as a retention and engagement tool for our Niagara businesses and non-profits.



# Impact Partners

## Visionary (\$7000)

As our top-tier level of sponsorship, **Visionary Impact Partners** are reserved for sponsors who demonstrate a deep commitment to leadership development and innovation. By partnering with Leadership Niagara as a Visionary partner, you'll play a pivotal role in driving positive change throughout the region. Our program offers exclusive opportunities for our partners to distinguish themselves from the competition, not only by aligning with a community-minded initiative, but also through prominent brand promotion, networking opportunities with key leaders, and significant recognition across multiple platforms and events. Elevate your brand's visibility and impact while making a lasting difference in our community with our Visionary Impact Partnership.

- Includes registration for 1 participant in Leadership Niagara's Community Leadership Development Program. Value \$3150.00
- Graduation Award Naming Rights

### Print and Marketing

- "Proud Partner" Seal that you can feature on your website to show that you are a proud supporter of Leadership Niagara and are making an impact in our community
- \*Subject to availability, opportunity for Logo feature in Leadership Niagara's Ad in Business Link Media's Monthly business magazine
- Social Media (LinkedIn) Ads
- "Leadership Niagara: Inspiring leaders and building communities in partnership with (Name of Visionary Partner)"
- Logo placement on Community Partner Banner (displayed at 9 events!)
- Logo on opening slideshow at events Logo placement on home page of Leadership Niagara's website Will also have the option to have a pop-up on Leadership Niagara's website with your logo that will be shown to each website visitor. ie. "Thank you to our Visionary Impact Partner (sponsors name) for supporting this years Community Leadership Development Program"

### Events

- 6 complimentary tickets to the following events:
  - Opening ceremony,
  - Graduation, and
  - Alumni networking events
  - Recognition or shout-out during events
  - Naming rights for an award at graduation ceremony & speaking opportunity to present award



**Visionary Impact Partners** will have the honour of being a naming sponsor for one award at the Community Leadership Development Program Graduation Ceremony. Partners can expect to have speaking time on stage to say a few words about their involvement with Leadership Niagara and present the award to the successful recipient. Photo and video content will be captured which Partners can share on their own social media and digital landscapes.

#### **Naming sponsor of one of our Alumni networking events**

Alumni events provide an opportunity for Leadership Niagara's extensive alumni network to come together, foster connections, share leadership insights, and explore collaboration prospects. As the naming sponsor, you'll be granted speaking time to address all attendees, providing the platform to engage with our talented alumni network and showcase your organization's commitment to leadership development in the Niagara region.

#### Social Media:

As a **Visionary Impact Partner**, you can expect at minimum, the following number of in-feed social media posts:

- 2 sponsorship announcement post (introduction, describes a little bit about your company and why you are passionate about supporting Niagara's leaders)
- Min. 2 posts highlighting the impact that you are making within our community by supporting Leadership Niagara
- 2 posts highlighting the participant you have selected to register for CLDP
- 1 post at opening ceremony – showing sponsor at the kick off for CLDP
- 1 post at graduation, highlighting the naming rights for the award
- Min. 2 posts for being the naming sponsor of an Alumni networking event, 1 post announcing the event, 1 post recapping the event
- Min. 3 sponsor appreciation posts (can be sharing a quote, highlighting a special moment or fun fact)
- Leadership Niagara will capture content (photos/video of your speaking opportunities) to share on social media

#### Swag Bag :

- Sponsors can provide 'swag' items to be given to program participants on opening day



## Executive (\$5000)

**Executive Impact Partner** represents our premium level partnership offering exclusive opportunities for organizations who value leadership excellence to support local initiatives. By partnering with Leadership Niagara as an Executive Impact Partner, you gain access to valuable benefits that set you apart from the competition and enhance visibility among influential leaders. Not only do you support a community-focused program benefiting the entire region, but you also receive extensive brand promotion across various platforms, enhancing your visibility and impact.

- Includes 50% off tuition cost for 1 participant in Leadership Niagara's Community Leadership Development Program. Value \$1575.00

### Print and Marketing

- "Proud Partner" Seal that you can feature on your website to show that you are a proud supporter of Leadership Niagara and are making an impact in our community
- Social Media (LinkedIn) Ads
- "Leadership Niagara: Inspiring leaders and building communities in partnership with (Name of Executive Partner)"
- Logo placement on Community Partners Banner (displayed at 9 events!)
- Logo on opening slideshow at events
- Logo placement on home page of Leadership Niagara's website

### Events

- Complimentary tickets to the following events:
  - Opening ceremony,
  - Graduation, and
  - Alumni networking events
- Recognition or shout-out during events
- Naming sponsor of one of our Alumni networking events
- Opportunities to participate in panel discussions or workshops

### Social Media:

As an **Executive Impact Partner**, you can expect at minimum, the following number of in-feed social media posts:

- 1 sponsorship announcement post (introduction, describes a little bit about your company and why you are passionate about supporting Niagara's leaders)
- 1 post at opening ceremony – showing sponsor at the kick-off for CLDP
- 1 post at graduation
- 1 sponsor appreciation post (can be sharing a quote, highlighting a special moment or fun fact)

- Min. 2 posts for being the naming sponsor of an Alumni networking event. 1 post announcing the event, 1 post recapping the event
- Leadership Niagara will capture content (photos/video of your speaking opportunities) to share on social media

#### Swag Bag

- Sponsors can provide 'swag' items to be given to program participants on opening day



## Corporate (\$3500)

As our mid-tier sponsorship level, the **Corporate Impact Partner** is perfect for organizations looking to support local leadership initiatives while gaining exposure to a diverse audience of leaders and professionals. As a Corporate Partner, you have the chance to align with a community-driven initiative while differentiating yourself from competitors. Through this sponsorship, you'll enjoy comprehensive brand promotion and recognition, amplifying your presence and engagement within the region.

- Includes 20% off tuition cost for 1 participant in Leadership Niagara's Community Leadership Development Program. Value \$630.00

#### Print and Marketing

- "Proud Partner" Seal that you can feature on your website to show that you are a proud supporter of Leadership Niagara and are making an impact in our community
- Social Media (LinkedIn) Ad
  - "Leadership Niagara: Inspiring leaders and building communities in partnership with (Name of Corporate Partner)"
- Logo placement on Community Partner Banner (displayed at 9 events!)
- Logo on opening slideshow at events
- Logo placement on home page of Leadership Niagara's website

#### Events

- 2 complimentary tickets to the following events:
  - Opening ceremony,
  - Graduation, and
  - Alumni networking events
- Recognition or shout-out during events
- Naming sponsor of a social event at the end of a Learning Day session
- This social event is meant to give participants the opportunity to mingle and network with one another, outside of the class setting.

### Social Media:

As a **Corporate Impact Partner**, you can expect at minimum, the following number of in-feed social media posts:

- 1 sponsorship announcement post (introduction, describes a little bit about your company and why you are passionate about supporting Niagara's leaders)
- 1 post at opening ceremony – showing sponsor at the kick-off for CLDP
- 1 post at graduation
- Sponsor appreciation post (can be sharing a quote, highlighting a special moment or fun fact)
- 1 post for being the naming sponsor of a social event at a Learning Day session
- Leadership Niagara will capture content (photos/video of your speaking opportunities) to share on social media

### Swag Bag

- Sponsors can provide 'swag' items to be given to program participants on opening day



## Learning Day Ambassador (\$1250)

Our **Learning Day Ambassador** partnership provides a mid-level sponsorship opportunity to support one of Niagara's Top Community Leadership Development Programs. By becoming a Learning Day Ambassador, you contribute to a civic-minded program while engaging with Niagara's upcoming leaders. Leadership Niagara offers convenient ways to showcase your support across multiple platforms, helping you stand out and make a meaningful impact within the community.

- Includes 10% off tuition cost for 1 participant in Leadership Niagara's Community Leadership Development Program. Value \$315.00

### Learning Day

- Signature event Title Sponsor - speaking opportunity
- Logo included on all pre-promotion & event marketing and presentations (on slide show, banners, etc.)
- Pre/Post learning day E-blasts sent to all participants
- Recognition and shout out from host during event
- Event attendance from 20-50 attendees, depending on session

### Print and Marketing

- "Proud Partner" seal that you can feature on your website to show that you are a proud supporter of Leadership Niagara and are making an impact in our community

- Social Media (LinkedIn) Ad
  - “Leadership Niagara: Inspiring leaders and building communities in partnership with (Name of Corporate Partner)”
- Logo placement on Community Partner Banner (displayed at 9 events!)
- Logo on opening slideshow at events
- Logo placement on home page of Leadership Niagara's website

#### Events

- Graduation, and
- Alumni networking events

#### Social Media:

As a **Learning Day Ambassador**, you can expect at minimum, the following number of in-feed social media posts:

- 1 sponsorship announcement post (introduction, describes a little bit about your company and why you are passionate about supporting Niagara's leaders)
- 2 posts about Learning Day, one during speaking session at Learning Day, another one after the session
- 1 sponsor appreciation post (can be sharing a quote, highlighting a special moment or fun fact)
- Leadership Niagara will capture content (photos/video of your speaking opportunities) to share on social media

#### Swag Bag

- Sponsors can provide 'swag' items to be given to program participants on opening day



Associate (\$550)

**Associate Impact Partner** is an entry-level Impact Partnership package offering multiple opportunities to support Niagara's top Community Leadership Development Program. Geared towards individuals seeking to align with leadership programs on a smaller scale, our Associate Impact Partners will support community-focused initiatives and receive brand exposure to differentiate yourself from competitors. Leadership Niagara provides convenient ways to promote your support, ensuring your growing brand receives recognition and appreciation.

#### Print and Marketing

- "Proud Partner" seal that you can feature on your website to show that you are a proud supporter of Leadership Niagara and are making an impact in our community

- Logo placement on Community Partner Banner (displayed at 9 events!)
- Logo placement on Leadership Niagara's website

#### Events

- 1 Complimentary ticket to Graduation
- Discount on tickets for Alumni networking events
- Associates may receive invitations to participate in volunteer or mentoring opportunities

#### Social Media:

As an **Associate Impact Partner**, you can expect at minimum, the following number of in-feed social media posts:

- 1 sponsorship announcement post (introduction, describes a little bit about your company and why you are passionate about supporting Niagara's leaders)
- 2 sponsor appreciation posts (can be sharing a quote, highlighting a special moment or fun fact)

#### Swag Bag

- Sponsors can provide 'swag' items to be given to program participants on opening day



Community (\$250)

The **Community Impact Partner** package offers a low maintenance opportunity to support Niagara's top Community Leadership Development Program. This level is perfect for local businesses, nonprofit organizations, or individuals interested in supporting leadership initiatives at a grassroots level. By becoming a Community Impact Partner, you play a vital role in advancing community leadership initiatives and supporting Niagara leaders.

#### Community Impact Partner Perks:

- "Proud Partner" Seal that you can feature on your website to show that you are a proud supporter of Leadership Niagara and are making an impact in our community
- Logo placement on Community Partner Banner (displayed at 9 events!)
- Logo placement on Leadership Niagara's website
- Potential for recognition in local media outlets, invitations to community engagement events, or **opportunities to sponsor specific leadership development projects or scholarships**

#### Swag Bag

- Sponsors can provide 'swag' items to be given to program participants on opening day



## In Kind

Leadership Niagara also offers partners the opportunity to get involved by providing goods services that directly support our leadership development programs or events. **In Kind** sponsors play a crucial role by offering resources such as venue space, catering, printing services, or technology support for our Learning Day Sessions and events in exchange for recognition and promotion opportunities.

### In Kind Impact Partner Perks:

- "Proud Partner" Seal that you can feature on your website to show that you are a proud supporter of Leadership Niagara and are making an impact in our community
- Logo placement on Leadership Niagara's website
- **In Kind** donors will receive print recognition for their donation at the Learning Day session or other Leadership Niagara event, and periodic mention of your company throughout the session.

**In Kind** sponsors also have the chance to form unique partnerships aligning with their expertise, for example:

- A catering company could provide refreshments for Learning Day events. In return, they receive prominent placement of their logo or company name near the refreshments, gaining exposure to Niagara's top leaders who attend the events. This exposure extends beyond the event itself, as attendees may consider the catering company for their own event planning needs.
- An electrical company could sponsor power at all events, providing essential electrical services.
- This sponsorship could be recognized with signage or announcements such as, "Your connection to power today is provided by (Sponsor). Such partnerships not only support our programs but also showcase the sponsor's commitment to the community.

These **In Kind** sponsorship opportunities offer valuable exposure and recognition while providing essential support for our leadership development initiatives and events.



## Impact Membership

(Alumni, board members, participants)

The **Impact Membership** offers a unique opportunity for Leadership Niagara's board members and alumni network to deepen their engagement with the organization and the Niagara community. With exclusive benefits tailored support Leadership Niagara's mission, the Impact Membership presents a pathway for board members and alumni to stay connected with fellow leaders, access valuable resources, and contribute to our ongoing success. Join us in making a difference and becoming part of a vibrant network of change-makers in Niagara.

Impact Membership Details:

**\$50 membership per year**

**For CLDP participants, impact membership is included in their tuition for that year**

### Exclusive member perks

- VIP Status Partner
- Annual Impact Member "Proud Partner" badge featured on alumni profile on Leadership Niagara website.
- 1 ticket to Alumni networking events
- Access to Alumni network of top leaders in Niagara
- Impact members may be considered for a guest speaker session at a Leadership Niagara Learning Day. Please note that this is dependent on availability and Leadership Niagara cannot guarantee participation.
- Invitation to attend Leadership Niagara's Annual General Meeting
- Impact members can host webinars (open to all Members). These webinar sessions are free to attend. Leadership Niagara will promote it and set up the webinar.



## Impact Partner Chart

CDLP Participant	Visionary	Executive	Corporate	Learning Day Ambassador	Associate	Community	In Kind
1 Free Participant	✓						
50% off 1 Participant		✓					
20% off 1 Participant			✓				
10% off 1 Participant				✓			
Print And Marketing	Visionary	Executive	Corporate	Learning Day Ambassador	Associate	Community	In Kind
Community Partner Banner	✓	✓	✓	✓	✓	✓	
"We support Niagara's Leaders" seal	✓	✓	✓	✓	✓	✓	✓
Feature in Business Link Media's Magazine <i>**subject to availability</i>	✓						
Social media ads	✓	✓	✓	✓			
Swag Bag	✓	✓	✓	✓	✓	✓	
Logo on opening slideshow at events	✓	✓	✓	✓			
Recognition & shout-out during Learning Day session or event	✓	✓	✓	✓			✓
Website	Visionary	Executive	Corporate	Learning Day Ambassador	Associate	Community	In Kind
Logo on Leadership Niagara's Website Home Page	✓	✓	✓	✓			
Pop-up on Leadership Niagara Website	✓						
Logo on Leadership Niagara website	✓	✓	✓	✓	✓	✓	✓

Events	Visionary	Executive	Corporate	Learning Day Ambassador	Associate	Community	In Kind
Tickets to Opening Ceremony	✓ 6 Tickets	✓ 4 Tickets	✓ 2 Tickets				
Tickets to Graduation	✓ 6 Tickets	✓ 4 Tickets	✓ 2 Tickets	✓ 1 Ticket	✓ 1 Ticket		
Tickets to Alumni Networking Events	✓ 6 Tickets	✓ 4 Tickets	✓ 2 Tickets	✓ 1 Ticket			
Naming rights for award at graduation	✓						
Speaking opportunities	✓	✓		✓			
Naming sponsor of Alumni networking event	✓	✓					
Naming sponsor of social event at Learning Day			✓				
Signature event title sponsor for Learning Day ( <i>speaking opportunity, logo on all promotion, acknowledgement from host</i> )				✓			
Discount on tickets for Alumni networking events					✓		
Social Media	Visionary	Executive	Corporate	Learning Day Ambassador	Associate	Community	In Kind
Created or Captured content	✓	✓	✓	✓			
Minimum 12 posts	✓						
Minimum 6 posts		✓					
Minimum 5 posts			✓				
Minimum 4 posts				✓			
Minimum 3 posts					✓		