

LEADERSHIP FAIRFAX

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# BUILDING COMMUNITY PARTNERSHIPS

Partnerships, Events and Underwriting Opportunities for  
Community Focused & Socially Responsible Organizations

**LEAD. UNITE. THRIVE.**

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# The Way We Lead

Leadership Fairfax (LF) envisions a thriving and inclusive community inspired by courage and compassion.



To achieve our vision, Leadership Fairfax develops, connects and inspires leaders of diverse backgrounds and experiences to engage in building a thriving community.

We **ENGAGE** public and private sector leaders in community discussions and collaborations to develop and implement solutions to community issues. We maintain knowledge of regional issues, demonstrate cultural awareness, and have a passion for action and sustainable change.

We **DEVELOP** leaders through our four unique experiential programs to meet people at their stage in their leadership journey - Youth Leadership Network (YLN), Emerging Leaders Institute (ELI), Leadership Fairfax Institute (LFI) and Lifetime Leaders Program (LLP).

We **RECOGNIZE** community leaders through our annual events - Northern Virginia Leadership Awards, 40 Under 40 in collaboration with Leadership Center for Excellence and the Board of Supervisors Breakfast.

# About Us



We are a 501(c)3 nonprofit organization founded in 1987 by the Fairfax County Chamber of Commerce (now the Northern Virginia Chamber of Commerce). Our program graduates are proven leaders in business, government, and nonprofit sectors of Northern Virginia. Together we are building a stronger community.



## Vision

A thriving and inclusive community inspired by courage and compassion.



## Mission

To develop, connect and inspire leaders of diverse backgrounds and experiences to engage in building a better community.



## Values

- Stewardship
- Integrity
- Inclusion, Equity & Diversity
- Take Action for Positive Change
- Collaborate for Impact



# Partnership Levels

## BEACON PARTNERSHIP: \$20,000

- Logo on annual partner signage (Banner and/or Poster) displayed at all events and program days
- Logo on every page of website, and logo and link on Leadership Fairfax Annual Partnership webpage
- Press release announcing annual partners
- Recognition on Leadership Fairfax social media
- Recognition on electronic slide show in LF lobby/conference room
- Logo with link in monthly enews
- Recognition from the podium and Two (2) tickets to Commencement
- Swag for each program participant at end of class year
- Full Page ad in print program(s) if available, or on screen display for signature events
- Two (2) tickets to Alumni Reception
- One (1) table at Northern Virginia Leadership Awards
- One (1) table at Board of Supervisors Breakfast
- Profile of organization in one (1) issue of enews and on Leadership Fairfax website
- Opportunity for Executive to speak at one (1) program day for ELI and LFI
- Organization display at the Northern Virginia Leadership Awards
- Speaking opportunity at Northern Virginia Leadership Awards
- One (1) display table at Board of Supervisors Breakfast
- Banner ad on Leadership Fairfax website with link to organization





# Partnership Levels

## LANTERN PARTNERSHIP: \$15,000

- Logo on annual partner signage (Banner and/or Poster) displayed at all events and program days
- Logo on every page of website, and logo and link on Leadership Fairfax Annual Partnership webpage
- Press release announcing annual partners
- Recognition on Leadership Fairfax social media
- Recognition on electronic slide show in LF lobby/conference room
- Logo with link in monthly enews
- Recognition from the podium and Two (2) tickets to Commencement
- Swag for each program participant at end of class year
- Half Page ad in print program(s) if available, or on screen display for signature events
- Two (2) tickets to Alumni Reception
- Half table at Northern Virginia Leadership Awards
- Half table at Board of Supervisors Breakfast
- Profile of organization in one (1) issue of enews
- Opportunity for Executive to speak at one (1) program day for ELI or LFI
- Organization display at the Northern Virginia Leadership Awards





# Partnership Levels

## FLAME PARTNERSHIP: \$10,000

- Logo on annual partner signage (Banner and/or Poster) displayed at all events and program days
- Logo on every page of website, and logo and link on Leadership Fairfax Annual Partnership webpage
- Press release announcing annual partners
- Recognition on Leadership Fairfax social media
- Recognition on electronic slide show in LF lobby/conference room
- Logo with link in monthly enews
- Recognition from the podium and Two (2) tickets to Commencement
- Swag for each program participant at end of class year
- Half Page ad in print program(s) if available, or on screen display for signature events
- Two (2) tickets to Alumni Reception
- Two (2) tickets to Northern Virginia Leadership Awards
- Two (2) tickets to Board of Supervisors Breakfast
- Profile of organization in one (1) issue of enews

## IGNITE PARTNERSHIP: \$7,500

- Logo on annual partner signage (Banner and/or Poster) displayed at all events and program days
- Logo on every page of website, and logo and link on Leadership Fairfax Annual Partnership webpage
- Press release announcing annual partners
- Recognition on Leadership Fairfax social media
- Recognition on electronic slide show in LF lobby/conference room
- Logo with link in monthly enews
- Recognition from the podium and Two (2) tickets to Commencement
- Swag for each program participant at end of class year
- Quarter Page ad in print program(s) if available, or on screen display for signature events
- Two (2) tickets to Alumni Reception
- Two (2) tickets to Northern Virginia Leadership Awards



# Partnership Levels

## SPARK PARTNERSHIP: \$5,000

- Logo on annual partner signage (Banner and/or Poster) displayed at all events and program days
- Logo on every page of website, and logo and link on Leadership Fairfax Annual Partnership webpage
- Press release announcing annual partners
- Recognition on Leadership Fairfax social media
- Recognition on electronic slide show in LF lobby/conference room
- Logo with link in monthly enews
- Recognition from the podium and one (1) ticket to Commencement
- Swag for each program participant at end of class year
- Quarter Page ad in print program(s) if available, or on screen display for signature events

## EMBER PARTNERSHIP: \$2,500

- Logo on annual partner signage (Banner and/or Poster) displayed at all events and program days
- Logo on every page of website, and logo and link on Leadership Fairfax Annual Partnership webpage
- Press release announcing annual partners
- Recognition on Leadership Fairfax social media
- Recognition on electronic slide show in LF lobby/conference room





# Event Sponsorships



## YOUTH LEADERSHIP NETWORK CONFERENCE Saturday, November 11, 2023

The YLN Conference brings together Fairfax County high school students for a day of leadership sessions focused on mentoring, self-awareness, skill building, authenticity and ethical decision making. The event includes breakfast, lunch and a celebration at the end for all attending scholars.

### INSPIRATION: \$3,500

- Speaking opportunity at event
- 1 Ticket to observe
- Full Page ad on scrolling slide
- Logo on event giveaways
- Corporate swag for all participants
- Recognition on event website, enews and social media
- Recognition on event signage and slides

### IGNITE THE ENERGY: \$2,000

- Lunch sponsor with 2 Tickets to lunch
- Verbal recognition at event
- Signage on lunch table
- Half Page ad on scrolling slide
- Logo on event giveaways
- Corporate swag for all participants
- Recognition on event website, enews and social media
- Recognition on event signage and slides

### FUEL THE FIRE: \$1,000

- Breakfast and snacks sponsor
- Verbal recognition at event
- Signage for food sponsorship
- Logo on event giveaways
- Corporate swag for all participants
- Recognition on event website, enews and social media
- Recognition on event signage and slides



# Event Sponsorships



## ALUMNI RECEPTION

Fall 2023

### LEADER (1)

**\$3,500**

- Speaking opportunity at event
- Four (4) tickets
- Full Page ad on event scrolling slide
- One (1) display table
- Corporate swag for all participants
- Recognition on event website, enews and social media
- Recognition on event signage and slides

### AMBASSADOR

(UNLTD.)

**\$1,000**

- Verbal recognition at event
- Two (2) tickets
- Half Page ad on event scrolling slide
- Corporate swag for all participants
- Recognition on event website, enews and social media
- Recognition on event signage and slides

### ALUM (UNLTD.)

**\$500**

- Verbal recognition at event
- One (1) ticket
- Corporate swag for all participants
- Recognition on event website, enews and social media
- Recognition on event signage and slides

### DESSERT/BEVERAGE

**\$2,500**

- Signage on Dessert and Beverage table
- Verbal recognition at event
- Full Page ad on event scrolling slide
- Two (2) tickets
- Corporate swag for all participants
- Recognition on event website, enews and social media
- Recognition on event signage and slides





# Event Sponsorships



## BOARD AND BREW BOARD MATCHING

WINTER - Wednesday, January 31, 2024 & SUMMER 2024

Board and Brew provides the opportunity for local nonprofits to meet with qualified volunteers seeking board service opportunities. Leadership Fairfax matches volunteers with up to three nonprofits attending the event. The event also features a training on Board Service and expectations, followed by networking happy hour and nonprofit match meet and greets. Attendees are welcome to meet with all nonprofits and gain a greater understanding of the nonprofits serving our communities.

### BREWMASTER: \$1,250

- Recognition at the event
- Two (2) tickets to event
- Corporate swag for all participants
- Recognition on event website, enews, and social media
- Recognition on event signage and slides

### DIRECTOR: \$750

- Recognition at the event
- One (1) ticket to event
- Recognition on event website, enews and social media
- Recognition on event signage and slides



# Event Sponsorships



## NORTHERN VIRGINIA LEADERSHIP AWARDS Thursday, February 29, 2024

### LEAD (1): \$3,500

- Speaking opportunity at event
- Full Page ad in printed program if available or on scrolling slide
- One (1) corporate table
- One (1) display table at event
- First right of refusal for 2025 (Deadline: October 31, 2024)
- Recognition on event website, enews and social media
- Recognition on event signage and slides



### AWARD (5): \$1,500

- Introduce awardee
- Quarter Page ad in printed program if available or on scrolling slide
- One (1) table - includes award winner and their guest
- Recognition on event website, enews and social media
- Recognition on event signage and slides



### DESSERT (1): \$2,500

- Signage at Dessert & Beverage table
- Recognition from the podium
- Half Page ad in printed program if available or on scrolling slide
- Two (2) Tickets to event
- Recognition on event website, enews and social media
- Recognition on event signage and slides





# Event Sponsorships



## BOARD OF SUPERVISORS BREAKFAST May 2024

This annual event brings together community leaders and the Fairfax County Board of Supervisors for insight on events and happenings in each district. Always themed and always fun, this is our largest event of the year and a perfect opportunity to connect and network with fellow professionals from across the county.

### CHAIRMAN (1): \$8,000

- Speaking opportunity at event
- Full Page ad in printed program if available or on event scrolling slide
- One (1) table with Chairman of the Board
- One (1) display table at event
- First right of refusal for 2025 (Deadline: December 31, 2024)
- Recognition on event website, enews and social media
- Recognition on event signage and slides



### SUPERVISOR (9): \$4,000

- One (1) table with a Supervisor
- Half Page ad in printed program if available or on event scrolling slide
- Recognition on event website, enews and social media
- Recognition on event signage and slides



### EXECUTIVE (UNLTD.): \$2,000

- One (1) table
- Half Page ad in printed program if available or on event scrolling slide
- Recognition on event website, enews and social media
- Recognition on event signage and slides



# Event Sponsorships



## BOARD OF SUPERVISORS BREAKFAST (continued) May 2024

### CONSTITUENT (UNLTD.): \$1,000

- Half table
- Quarter Page ad in printed program if available or on event scrolling slide
- Recognition on event website, enews and social media
- Recognition on event signage and slides

### COFFEE BREAK (1): \$2,000

- Signage on coffee table
- Quarter Page ad in printed program if available or on event scrolling slide
- Two (2) tickets to event
- Recognition on event website, enews and social media
- Recognition on event signage and slides





# Event Sponsorships



## COMMENCEMENT

Wednesday, June 5, 2024

### TRANSFORMATIONAL (1): \$6,000

- Speaking opportunity at event
- Full Page ad in printed program if available or on scrolling slide
- Two (2) tickets to the event
- One (1) display table at event
- Logo on digital photo banner
- Sponsor up to Six (6) graduates with sign at event
- First right of refusal for 2025 (Deadline: January 31, 2025)
- Recognition on event website, enews and social media
- Recognition on event signage and slides

### VISIONARY (UNLTD.): \$5,000

- Half Page ad in printed program if available or on scrolling slide
- Half display table at event
- Two (2) tickets to the event
- Sponsor up to Five (5) graduates with sign at event
- Recognition from the podium
- Recognition on event website, enews and social media
- Recognition on event signage and slides

### TORCHBEARER (1): \$3,000

- Presentation of Torchbearer Award(s)
- Signage on Dessert table
- Recognition from the podium
- Half Page ad in printed program if available or on scrolling slide
- Two (2) Tickets to event
- Sponsor up to Three (3) graduates with sign at event
- Recognition on event website, enews and social media
- Recognition on event signage and slides



# Event Sponsorships



**COMMENCEMENT (continued)**  
**Wednesday, June 5, 2024**

## COMMUNITY (UNLTD.): \$2,500

- Quarter Page ad in printed program if available or on scrolling slide
- Two (2) tickets to the event
- Sponsor up to Two (2) graduates with sign at event
- Recognition from the podium
- Recognition on event website, enews and social media
- Recognition on event signage and slides

## GRADUATE (UNLTD.): \$1,000

- One (1) ticket to the event
- Sponsor up to One (1) graduate with sign at event
- Recognition from the podium
- Recognition on event website, enews and social media
- Recognition on event signage and slides





# Event Sponsorships



## 40 UNDER 40 AWARDS March 2024



This annual event honors 40 Northern Virginia Leaders under 40 with a virtual awards ceremony and an evening networking hour. Presented in partnership with Leadership Center for Excellence.

### **LEAD (3): \$2,500**

- Logo recognition on website
- Logo recognition on event promos
- Logo recognition in event slideshow
- Acknowledgement in honoree press release
- Verbal acknowledgement during event program
- Opportunity to introduce group of honorees at event
- One (1) ticket to in person reception

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### **RECEPTION (1): \$2,500**

- Exclusive logo recognition on-site at honoree reception
- Speaking opportunity at event for One (1) representative
- Acknowledgement in honoree press release
- Name recognition in primary event slideshow
- Name recognition on primary event website
- Name recognition on primary event email promotions
- Verbal acknowledgement during the primary event program

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### **SUPPORTER: \$1,000**

- Name listed on event website
- Name listed in event slideshow
- Verbal acknowledgement during the event program

# Underwriting



## **EMERGING LEADERS INSTITUTE: \$10,000**

- One (1) accepted ELI Class Participant (Value of \$3,500)
  - Logo on all materials and publications related to ELI
  - Invitation to all ELI Program Days and Happy Hours
  - Opportunity to host a program day and have an Executive speak with the cohort
  - Opportunity to recognize the graduating ELI cohort at Commencement
  - Corporate swag for each program participant at end of year
  - Two (2) tickets to Commencement
  - Logo annual partner signage (Banner and/or Poster) displayed at all events and program days
  - Logo on Leadership Fairfax website
  - Recognition on Leadership Fairfax social media
  - Recognition on the electronic slide show in LF lobby/conference room
  - Recognition in one (1) issue of enews
- 

## **LEADERSHIP FAIRFAX INSTITUTE: \$10,000**

- One (1) accepted LFI Class Participant (Value of \$5,400)
- Logo on all materials and publications related to LFI
- Invitation to all LFI Program Days and Happy Hours
- Opportunity to host a program day and have an Executive speak with the cohort
- Opportunity to recognize the graduating LFI cohort at Commencement
- Corporate swag for each program participant at end of year
- Two (2) tickets to Commencement
- Logo annual partner signage (Banner and/or Poster) displayed at all events and program days
- Logo on Leadership Fairfax website
- Recognition on Leadership Fairfax social media
- Recognition on the electronic slide show in LF lobby/conference room
- Recognition in one (1) issue of enews



# Underwriting

## **LIFETIME LEADERS PROGRAM (1 PER COHORT): \$5,000**

- Logo on all materials and publications related to LLP
  - Opportunity to host a program day and have an Executive speak with the cohort
  - Opportunity to recognize the graduating LLP cohort at Commencement
  - Corporate swag for each program participant at end of year
  - One (1) ticket to Commencement
  - Logo annual partner signage (Banner and/or Poster) displayed at all events and program days
  - Logo on Leadership Fairfax website
  - Recognition on Leadership Fairfax social media
  - Recognition on the electronic slide show in LF lobby/conference room
  - Recognition in one (1) issue of enews
- 

## **YOUTH PROGRAMMING: \$15,000**

### **(Youth Leadership Network, Real Talk Training, Teen Camp)**

- Logo on all materials and publications related to Youth Programs - YLN, Real Talk and Teen Summer Camp
- Opportunities to speak at Youth Programs
- Opportunities to host Youth Programs and events
- Corporate swag for all Youth Program event participants
- Logo on Youth Program event swag
- Logo on annual partner signage (Banner and/or Poster) displayed at all events and program days
- Recognition on Leadership Fairfax social media
- Recognition on the electronic slide show in LF lobby/conference room
- Recognition in one (1) issue of enews



# Underwriting



**SERVE FAIRFAX: \$10,000**

**Board Matching, Equity Initiatives, Volunteering Resources**



- Logo on annual partner signage (Banner and/or Poster) displayed at all events and program days
- Logo on Serve Fairfax website
- Recognition on Leadership Fairfax social media
- Recognition on the electronic slide show in LF lobby/conference room
- Recognition in one (1) issue of enews
- Sponsorship of Serve Fairfax events including Board and Brew board matching, convening of critical issue conversations (e.g. Equity Initiatives) and alumni volunteering resource toolboxes
- Logo on all materials and publications related to Serve Fairfax
- Corporate swag offered at Serve Fairfax event attendees
- Opportunity to host Serve Fairfax events
- One (1) ticket to Serve Fairfax events and opportunity to address Serve Fairfax event attendees



# Underwriting



**ROAD TO RICHMOND: \$5,000**  
**Thursday, January 25, 2024**



Help support the LFI Class of 2024 to visit the Virginia state capitol to observe government operations in action. Your support goes directly to transportation and lunch costs.

- Logo on all materials and publications related to Road to Richmond welcome signage on bus
- Two (2) tickets to Road to Richmond event
- Lunch with LFI Class of 2024
- Speaking opportunity with Road to Richmond participants
- Corporate swag for all Road to Richmond participants
- Logo on annual partner signage (Banner and/or Poster) displayed at all events and program days
- Recognition on electronic slide show in LF lobby/conference room
- Recognition in one (1) of enews

# 2024 PARTNERSHIP COMMITMENT FORM



Thank you for your partnership with Leadership Fairfax . Please complete this form to indicate your commitment and deliver to Kim Stewart, Director of Recruitment and Partnerships. The form can be sent via email to [kim@leadershipfairfax.org](mailto:kim@leadershipfairfax.org) or via mail:

Leadership Fairfax  
Attn: Kim Stewart  
8230 Old Courthouse Rd. #100  
Vienna, VA 22182

Please provide information for the primary point of contact for your company or organization:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Social Media Handles: \_\_\_\_\_

My company/organization wishes to be recognized at the sponsorship level below:

- |  |   |
|--|---|
| <input type="checkbox"/> Beacon Partnership: \$20,000  | <input type="checkbox"/> ELI Underwriter: \$10,000            |
| <input type="checkbox"/> Lantern Partnership: \$15,000 | <input type="checkbox"/> LFI Underwriter: \$10,000            |
| <input type="checkbox"/> Flame Partnership: \$10,000   | <input type="checkbox"/> LLP Underwriter: \$5,000             |
| <input type="checkbox"/> Ignite Partnership: \$7,500   | <input type="checkbox"/> Youth Programs Underwriter: \$15,000 |
| <input type="checkbox"/> Spark Partnership: \$5,000    | <input type="checkbox"/> Serve Fairfax: \$10,000              |
| <input type="checkbox"/> Ember Partnership: \$2,500    | <input type="checkbox"/> Road to Richmond: \$5,000            |

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



# 2023 Partner List



## ANNUAL & EVENT PARTNERS

- Reston Community Center
  - Cigna
  - Stepping Stone Consulting
  - KPMG
  - Cornerstones
  - Apple Federal Credit Union
  - INOVA
  - Walsh Colucci
  - Fedwriters
  - Bean Kinney
  - Better Business Group
  - Leidos
  - Boston Properties
  - JR Realty Group
  - Community Service Board
  - Veatch Commercial Real Estate
  - Training Solutions Inc
  - Peterson Co.
  - Service Source
  - Atlantic Realty (ARC)
  - Northwest Federal Credit Union
  - Navy Federal Credit Union
  - Dominion Energy
  - Cox Communication
  - Fairfax County Police Department
  - Fairfax County Sheriff's Department
  - APAH
  - Northwestern Mutual
  - Fairfax County Fire and Rescue
  - Washington Gas
  - Celebrate Fairfax
  - Wolf Trap Foundation
  - Northern VA Cigarette Tax Board
  - FCEDA
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## IN-KIND PARTNERS AND DONORS

- Workhouse Arts Center
- Reston Association
- Ballet NOVA
- Cooley
- Allegra
- Northern Virginia Center/Virginia Tech
- Fairfax Public Access