



LWPOO
LEADERSHIP WINTER PARK

2017 - 2018
Sponsorship Opportunities

A leadership program of the
Winter Park Chamber of Commerce



Leadership Winter Park

Sponsorship Impact

Leadership Winter Park connects local leaders to opportunities for personal and professional growth. By empowering citizens to lead, we can create increased awareness of community issues and opportunities, inspire action and generate a thriving economy. Sponsors have a unique opportunity to capture the area's top decision makers and leaders who make an impact. Events and programs are aligned to provide maximum value to participants and supporters throughout the year.



PREMIUM EXPOSURE

Reach an engaged class of 45 members and a network of over 850 graduates throughout the Central Florida community



RECURRING RECOGNITION

Increase brand awareness through promotion on a multitude of platforms including website, e-newsletters, social media and print



TARGETED AUDIENCES

Leadership Winter Park participants and graduates comprise the area's business owners and leaders, community change-makers and influencers



BRAND COHESION

Specific brand alignment opportunities linking your business priorities to curriculum elements and events resulting in highly relevant sponsor engagement



IT'S MORE THAN A DOLLAR

In addition to marketing opportunities, each sponsorship aids the mission of lasting impact creating informed and engaged community trustees for Central Florida

To learn more about how sponsorship opportunities can align with your business goals, contact:

Megan Almasi, Sr. Director Programs and Leadership
Winter Park Chamber of Commerce
malmasi@winterpark.org
407-644-8281

Leadership Winter Park

Class XXVIII Sponsorship

Receive maximum exposure for your brand as the official sponsor of Class XXVIII. Class sponsor will be recognized on every piece of marketing collateral and communication with class members and alumni from August 2017 - May 2018. Associate your brand with key leaders throughout Central Florida with this one-of-a-kind opportunity.



Class XXVIII Presenting Sponsor

- 10 months of recurring brand recognition throughout the duration of Class XXVIII
- Company logo on all session agendas, class emails and all other communications
- Logo with link to company website on Leadership Winter Park page of the Chamber's website (32,000 visitors per month)
- Logo recognition in Leadership Winter Park Alumni E-newsletter for nine months with each class article (800 recipients)
- Recognition in Winter Park Chamber of Commerce What's Up Wednesday E-newsletter article (2,500 recipients)
- Logo recognition on each Leadership Winter Park Class XXVIII blog post on the Winter Park Chamber of Commerce website
- Postings on Winter Park Chamber and Leadership Winter Park social media platforms throughout the year
- Acknowledgement at Class XXVIII Pre-Retreat Reception in August 2017 with opportunity for sponsor message during program
- Acknowledgement at Class XXVIII Graduation Luncheon in May 2018 with opportunity for sponsor message during program
- Invitation to up to three session day lunches throughout the year to speak to Class XXVIII members
- Opportunity to co-brand Class XXVIII program materials with Leadership Winter Park

Leadership Winter Park

Class XXVIII Named Scholarship

Over the last 27 years, Leadership Winter Park has graduated more than 850 business professionals. In our 28th year, we look forward to welcoming even more eager and dedicated professionals - some of which are unable to afford the full program tuition. The need is greatest among community non-profit executives and small business owners. Your organization can help by investing in one of our Leadership Winter Park candidates.



Named Scholarship Donor

- Your name will be recognized at each session day
- Invitation to attend the Class XXVIII Pre-Retreat Reception in August 2017 Recognition as a scholarship donor on:
- Leadership Winter Park page of the Chamber's website (32,000 visitors per month)
- Leadership Winter Park Alumni E-newsletter with business logo for twelve consecutive months (800 recipients)
- What's Up Wednesday E-newsletter article (2,500 recipients)
- Posting on Winter Park Chamber and Leadership Winter Park social media platforms
- Acknowledgement in the graduation program
- Opportunity to meet the scholarship recipients at a private end-of-the-year lunch

The greatest reward will be seeing one of these class members grow throughout the next year and blossom into a vibrant community leader.

Leadership Winter Park

Class XXVIII Retreat Sponsorship

Class XXVIII will commence with an overnight Orientation Retreat on September 15, 2017. Capture a captive audience of 45 class members as they begin their leadership journey and participate in a day and a half of team building and leadership training.



Presenting Sponsor

- Logo recognition on all Orientation Retreat mailings, emails and collateral materials
 - Opportunity to attend Pre-Retreat Reception in August 2017 to welcome class members and alumni
 - Opportunity to provide a "swag bag" or promotional items for class members to be distributed at Orientation Retreat
 - Recognition as Retreat Presenting Sponsor:
 - In Leadership Winter Park Alumni E-newsletter (800 recipients)
 - In Winter Park Chamber of Commerce What's Up Wednesday E-newsletter article (2,500 recipients)
 - Postings on Leadership Winter Park social media platforms
 - Logo on Orientation Retreat agenda
 - Acknowledgement in the graduation program in May 2018
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Supporting Sponsor

- Logo recognition on all Orientation Retreat mailings, emails and collateral materials
- Opportunity to attend Pre-Retreat Reception in August 2017 to welcome class members and alumni
- Recognition as Retreat Supporting Sponsor:
 - In Leadership Winter Park Alumni E-newsletter (800 recipients)
 - In Winter Park Chamber of Commerce What's Up Wednesday E-newsletter article (2,500 recipients)
 - One posting on Leadership Winter Park social media platforms
- Logo on Orientation Retreat agenda

Session Day Sponsorship



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Nine monthly Leadership Winter Park Sessions (Our Town, Launch Pad, Education, Human Services, Health & Wellness, Government, Arts & Culture, and Next Steps) begin in September 2017 and run through May 2018. These sessions offer the participants a behind-the-scene look at and study of the critical issues and challenges facing Winter Park. These individuals will be given the skills and opportunities to mobilize following graduation to take a leadership role in our community.

Your sponsorship of a session enables the Winter Park Chamber of Commerce to continue developing future leaders who will become change-makers for Winter Park and our region.

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Session Day Sponsor

- Recognition as exclusive Session Day sponsor on pre-event emails and promotional materials
- Opportunity to join the class on the sponsor session day and participate in the session activities
- Opportunity to make a 5-minute presentation to the class during lunch
- Opportunity to provide class members with a promotional item during the session day
- Company logo on Program Session signage and agenda
- Recognition as Session Day sponsor:
 - In Leadership Winter Park Alumni E-newsletter (800 recipients)
 - Listed as sponsor in Winter Park Chamber of Commerce What's Up Wednesday E-newsletter with link to company website (2,500 recipients)
 - Logo with link to website will be featured in Leadership Winter Park post-session blog post on Winter Park Chamber of Commerce website
 - Logo with link to website will appear in Leadership Winter Park event E-mails
 - Name will appear in all Session E-mails to class members
- Acknowledgement in program as Session Day sponsor at Leadership Winter Park graduation luncheon in May 2018.

Pre-Retreat Cocktail Reception Sponsorship

The Pre-Retreat Cocktail Reception kicks off Leadership Winter Park Class XXVIII as class members have a chance to meet their fellow classmates and alumni over drinks and hors d'oeuvres.

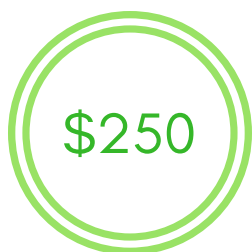
Date: Thursday, August 10, 2017

Location: Winter Park Welcome Center



Presenting Sponsor(s)

- Recognition as Presenting Sponsor on pre-event mailings and promotional materials
- Company logo on event signage
- Recognition as Presenting Sponsor:
 - In Leadership Winter Park Alumni E-newsletter with link to company website (800 recipients)
 - Listed as sponsor in Winter Park Chamber of Commerce What's Up Wednesday E-newsletter (2,500 recipients)
 - Logo with link to website will appear in Leadership Winter Park event E-mails
- Company logo on scrolling slideshow during Reception
- Opportunity to give a one-minute sponsor message during the Reception program



Supporting Sponsor(s)

- Recognition as Supporting Sponsor on pre-event mailings and promotional materials
- Company logo on event signage
- Recognition as Presenting Sponsor:
 - In Leadership Winter Park Alumni E-newsletter with link to company website (800 recipients)
 - Logo with link to website will appear in Leadership Winter Park event E-mails
- Company logo on scrolling slideshow during Reception

LWP Oktoberfest Sponsorship

A celebration of the German tradition with beer and wine samplings, festive entertainment and activities highlights the LWP Oktoberfest. Over 150 attendees including program alumni and community members take part in the festivities which benefit the Winter Park Improvement Foundation.

Date: Wednesday, October 25, 2017

Location: Winter Park Farmers' Market



Presenting Sponsor(s)

- Recognition as Presenting Sponsor on pre-event mailings, emails and promotional materials
- Opportunity to give a one-minute sponsor message during the event
- Opportunity to display company banner in a prominent location at event
- Opportunity to have a sponsor table and distribute promotional items during the event
- Company logo on event signage
- Recognition as Presenting Sponsor
 - In Leadership Winter Park Alumni E-Newsletter with company logo (800 recipients)
 - Listed as sponsor in Winter Park Chamber of Commerce What's Up Wednesday E-newsletter with link to company website (2,500 recipients)
 - Logo with link to website will appear on Leadership Winter Park event webpage
- 4 complimentary tickets to the event



Supporting Sponsor(s)

- Recognition as Supporting Sponsor on pre-event mailings, emails and promotional materials
- Company logo on event signage
- Recognition as Supporting Sponsor
 - In Leadership Winter Park Alumni E-Newsletter (800 recipients)
 - Leadership Winter Park event emails
 - Logo with link to website will appear on Leadership Winter Park event webpage
- 2 complimentary tickets to the event

Pancake Breakfast Sponsorship

Reach thousands community members who will flood downtown Winter Park for the annual Pancake Breakfast and Christmas Parade on the first Saturday in December. Your sponsorship and expose is also an investment in the future of our community by supporting the Winter Park Improvement Foundation in its efforts to develop adult and youth leaders through the Leadership Winter Park program. Proceeds from the event will go directly to the Winter Park Improvement Foundation to support scholarships through the LWP Legacy Fund.

Date: Saturday, December 2, 2017

Location: Winter Park Central Park Stage



Presenting Sponsor(s) – Santa Claus Level

- Recognition as Presenting Sponsor on pre-event mailings, emails and promotional materials
- Company banner prominently displayed at the Breakfast
- Company logo included on the Pancake Breakfast tickets, promotional flyers and posters
- Opportunity to have a display table or experience booth at the entrance of the event
- Company logo on Pancake Breakfast signage in the Christmas Parade
- Recognition as Presenting Sponsor:
 - In Leadership Winter Park Alumni E-newsletter with link to company website (800 recipients)
 - In Winter Park Chamber of Commerce What's Up Wednesday E-newsletter (2,500 recipients)
 - Listed on Winter Park Chamber of Commerce website with link to company website (32,000 visitors per month)
 - Logo with link to website will appear in all event E-mails
 - Opportunity to distribute a premium item with company's logo to attendees at breakfast
- 20 complimentary tickets to the breakfast

Pancake Breakfast Sponsorship

(continued)



Gold Sponsor(s) – Mrs. Claus Level

- Recognition as Gold Sponsor on pre-event mailings, emails and promotional materials
- Company logo on Pancake Breakfast signage in the Christmas Parade
- Recognition as Gold Sponsor:
 - In Leadership Winter Park Alumni E-newsletter with link to company website (800 recipients)
 - In Winter Park Chamber of Commerce What's Up Wednesday E-newsletter (2,500 recipients)
 - Listed on Winter Park Chamber of Commerce website with link to company website (32,000 visitors per month)
 - Logo with link to website will appear in all event E-mails
- 14 complimentary tickets to the breakfast



Silver Sponsor(s) – Elf Level

- Recognition as Silver Sponsor on pre-event mailings, emails and promotional materials
- Recognition as Silver Sponsor:
 - In Leadership Winter Park Alumni E-newsletter with link to company website (800 recipients)
 - Listed on Winter Park Chamber of Commerce website with link to company website (32,000 visitors per month)
 - Logo with link to website will appear in all event E-mails
- 10 complimentary tickets to the breakfast



Table Sponsor(s) – Rudolph Level

- Your company will be recognized as Table Sponsor:
 - On table tent card with company logo prominently displayed
 - Recognition on event “thank you” signage
 - Listed in Leadership Winter Park alumni e-newsletter and event E-mails
- 8 complimentary tickets to the breakfast

25th Annual Holiday Luncheon

Sponsorship

Each year, current class members and alumni gather for a luncheon to celebrate the spirit of the holidays. A keynote speaker from a local non-profit organization will share lessons about the importance of philanthropic and servant leadership. During the event, toys will also be collected for families at the Winter Park Housing Authority.

Date: Thursday, December 14, 2017

Location: Winter Park Farmers' Market



Presenting Sponsor

- Your company will be recognized as luncheon Presenting Sponsor in:
 - All pre-event mailing, emails and promotional materials
 - Luncheon program and program session signage
 - Leadership Winter Park Alumni E-Newsletter (800 recipients)
 - Winter Park Chamber website with link to your website (32,000 visitors per month)
 - Event flyers and collateral material
 - Promotion on Leadership Winter Park social media platforms
- Your corporate logo or name will be recognized on Human Services session day
- Opportunity to display your corporate banner during the luncheon and distribute promotional material or promotional gift to all attendees
- Complimentary corporate table (8 guests) at the event
- Opportunity to give a 30-second sponsor message at the luncheon
- Company logo included in event slideshow
- Your company will be included in our "Corporate Thank You" at the event

2018 Class XXVIII Graduation Luncheon Sponsorship

Reach an audience of 250 comprising the region's most influential companies and leaders. Dr. Richard Lapchick, a human rights activist, author and professor at the University of Central Florida College of Business Administration will lead the keynote address.



Presenting Sponsor(s)

- Your company will be recognized as Presenting Sponsor in:
 - All media releases, event flyers and collateral material
 - Winter Park Chamber website with link to company website (32,000 visitors per month)
 - Winter Park Chamber "What's Up Wednesday" e-newsletter (2,500 recipients)
 - Leadership Winter Park e-newsletter (800 recipients)
 - Leadership Winter Park event emails
- Display your corporate banner during the luncheon and distribute promotional material to all attendees
- Present a one-minute sponsor message at the podium
- Your company logo will be shown frequently on event screens
- Option to have a display table at the luncheon and to distribute promotional materials to the luncheon guests
- Corporate table for eight guests in a premier location.
 - One company representative is invited to sit at the Leadership Winter Park head table with the keynote speaker
- Your company will be included in the event "Corporate Thank You"



Supporting Sponsor(s)

- Your company will be recognized as luncheon Supporting Sponsor in:
 - All media releases, event flyers and collateral material
 - Leadership Winter Park e-newsletter
 - Winter Park Chamber website with link to your website
 - Winter Park Chamber "What's Up Wednesday" e-newsletter
- Display your corporate banner during the luncheon and distribute promotional material to all attendees
- Your company logo will be shown frequently on event screens
- Corporate table for eight guests in premier location
- Your company will be included in the event "Corporate Thank You"

Class XXVIII Sponsorship Commitment Form



Be a part of Leadership Winter Park's mission to equip and mobilize advanced level leaders and community trustees for Winter Park and our region. Your brand will receive premium exposure among the community's top leaders and influencers. Make your commitment to the future of our region and its change-makers.

Class Sponsorships:

- <> Class XXVIII Sponsor (\$5,000) <> Class XXVIII Named Scholarship Donor (\$1,000)
- <> Retreat Presenting Sponsor (\$2,000) <> Retreat Supporting Sponsor (\$1,000)
- <> Session Day Sponsor (\$2,000)

Pre-Retreat Cocktail Reception Sponsorships:

- <> Presenting Sponsor (\$500) <> Supporting Sponsor (\$250)

Oktoberfest Sponsorships:

- <> Presenting Sponsor (\$1,000) <> Supporting Sponsor (\$500)

Pancake Breakfast Sponsorships:

- <> Santa Claus Sponsor (\$2,000) <> Mrs. Claus Sponsor (\$1,000) <> Elf Sponsor (\$500)
- <> Rudolph Sponsor (\$250)

Holiday Luncheon Sponsorship:

- <> Presenting Sponsor (\$1,500)

Graduation Sponsorships:

- <> Presenting Sponsor (\$3,000) <> Supporting Sponsor (\$1,500)

Name _____ Date _____

Company _____

Address _____

City _____ State _____ ZIP _____

E-mail _____

Phone _____

An invoice will be sent following receipt of commitment form.

Send completed form to Megan Almasi at malmasiewinterpark.org or (407) 644-7826 (fax)
Any questions: call (407) 644-8281