

# 2025

LEADERSHIP GREATER HARTFORD

# POLARIS

AWARDS

# POLARIS AWARDS SPONSOR PACKAGE



Leadership  
Greater Hartford  
Leaders Grow Here™



Leaders  
Grow Here™

# **LGH** Leadership Greater Hartford Annual Polaris Awards



**THURSDAY, JUNE 5, 2025 | 5:30-9:00PM**

**LOCATION: 1390 AT PARKVILLE MARKET**

## **WHAT WE ARE CELEBRATING**

The Leadership Greater Hartford (LGH) Annual Polaris Awards honors exemplary leaders who serve as guiding lights in our region. Join us as we celebrate leaders and organizations that embody the three pillars of LGH: Community, Leadership, and Connections.

## **WHY YOU SHOULD INVEST**

Polaris is a true community celebration. With approximately 300 attendees, this event is marketed broadly throughout Greater Hartford, as well as directly to the LGH Network of more than 6,000 individuals. The robust LGH community is comprised of emerging and established regional leaders from various professional sectors including non-profit, corporate, governmental, entrepreneurial, and higher education.



Leadership Greater Hartford



# 2025 POLARIS SPONSORSHIP OPPORTUNITIES

SPONSOR RECOGNITION									LOGO PLACEMENT				
SPONSOR Level	Program Speaking Oppurtunities	Polaris Award Naming/ Hosts	Verbal Recognition	Sponsored Gift for Attendees (approx 275)	Sponsored Gift to Awardees (3 total)	Program Book Ads	Complimentary Tickets to Polaris	Featured in LGH Newsletter	Screen Display at Polaris	Digital Polaris Invite	Website	Event Program	Press and Social Media Presence
Presenting \$40,000 (Limit 1)						Full Page	12		Individual		Linked Logo		
Platinum \$20,000 (Limit 3)						Full Page	10		Individual		Linked Logo		
Green Room* \$10,000 (Limit 2)						Full Page	8		Individual		Linked Logo		
Gold \$7,500						1/2 Page	6		Group		Linked Logo		
Silver \$5,000						1/2 Page	4		Group		Linked Logo		
Bronze \$2,500						1/4 Page	4		Group		Linked Logo		
Copper \$1,000						1/4 Page	2		Name Only		Name Only	Name Only	

\* Includes naming rights and special pre event with 2024 Polaris awardees and/or behind stage access and reception.

**REGIONAL  
MARKET  
REACH  
2025**

**G R E A T E R  
H A R T F O R D**



**FACEBOOK**

3134: Followers  
4.47% increase in 3Q  
2500 Engagements



**INSTAGRAM**

2090 Followers  
6.36% increase in 3Q



**LINKEDIN**

4161 Followers  
4.03% increase in 3Q



**YOUTUBE**

67 Subscribers  
13% increase in 3Q



**EMAIL LIST**

6000  
35-40% Open Rate  
\*sector average open rate is 26%

# SPONSOR COMMITMENT FORM



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

(for listing in all print materials)

Person authorized to execute sponsorship: \_\_\_\_\_

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

Contact person for Sponsorship details of benefits including tickets (if different):

\_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

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

## SPONSOR LEVELS



**Presenting**

\$40,000  
(Limit 1)



**Platinum**

\$20,000  
(Limit 3)



**Green Room\***

\$10,000  
(Limit 2)



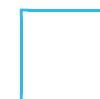
**Gold**

\$7,500



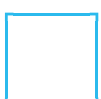
**Silver**

\$5,000



**Bronze**

\$2,500



**Copper**

\$1,000



**Check Enclosed**



**Please Send Invoice**

### EMAIL YOUR COMPLETED FORM TO:

Larisa Kottke, President & CEO

Leadership Greater Hartford

1049 Asylum Avenue, Hartford, CT 06105

Direct line: 860.206.5062

Email: Larisa.Kottke@leadershipgh.org



# HONOREES



## LEADERSHIP AWARD

**Joelle A. Murchison,  
CEO & Founder, EMG**



## COMMUNITY AWARD

**Hartford Communities  
That Care**



## CONNECTIONS AWARD

**Veronica Ruiz, Director of  
Organizational Capacity &  
Development, Our Piece of the Pie**

