

Leadership **BREAKFAST**

Sponsorship Opportunities for **2025**



Join us for one of the region's premier convenings of business, nonprofit, higher education, and government leaders as we spotlight the **power of civic engagement** to drive progress in Greater Hartford. This year's program features a **keynote address by East Hartford Mayor Connor Martin**, along with a dynamic panel of public servants whose stories will spark action and ignite collaboration.

More than just a breakfast, this event is a **call to lead**—a space where partnerships are forged, ideas take root, and the future of our region is shaped by those willing to act.

Why Sponsor?

- **High-Visibility Branding:** Align your organization with a respected event that draws more than 200 engaged, cross-sector leaders.
- **Impactful Mission:** Support Leadership Greater Hartford's work in developing inclusive, community-minded leaders equipped to meet the challenges of our region.
- **Meaningful Connections:** Network with civic influencers, decision-makers, and changemakers who are shaping Greater Hartford's future.
- **Community Investment:** Signal your company's commitment to building a vibrant, resilient, and equitable business environment that reflects the world we live in.

Now more than ever, leadership matters. As a sponsor, you'll not only gain recognition, but you'll help us cultivate the leadership our region needs to thrive.

Together, we're leading Greater Hartford forward.

Leadership BREAKFAST

Featuring a Panel Discussion With:



Mayor Connor Martin
East Hartford



Andrea Barton Reeves
Commissioner
CT Dept of Social Services



Matt Hart
Executive Director
CRCOG



Maryam Khan
State Representative &
Deputy Majority Leader



Vanessa Roberts Avery
Former US Attorney for
the District of
Connecticut

2025 Leadership Breakfast Sponsorship Packages

2025 SPONSORSHIP BENEFITS						LOGO				
SPONSORSHIP Level	Program Speaking Opportunity	Featured in Newsletter	Verbal Recognition at Event	Sponsored Gift for Attendees (250)	Leadership Breakfast Event Tickets*	In the Digital LGH Leadership Breakfast Invite	Screen Display at Event	Website	Digital Event Program	Press and Social Media
Platinum \$20,000					12			Linked Logo		
Titanium \$15,000					10			Linked Logo		
Gold \$10,000					8			Linked Logo		
Silver \$7,500					6			Linked Logo		
Bronze \$5,000					4			Linked Logo		
Iron \$2,500					4			Name Only	Name Only	Name Only
Brass \$1000					2	Name		Name Only	Name Only	Name Only
Copper \$500					1	Name		Name Only	Name Only	Name Only

*NOTE: Unused tickets are provided in your company's name to participants that would otherwise be unable to attend the event/program.

2025 Visionary Sponsorship Packages

Platinum \$20,000

- Benefits include a program speaking opportunity, your logo being listed on Leadership Breakfast promotional materials and in the event digital invitation, logo featured on event pages, linked logo on the LGH website and digital event program, verbal and visual logo recognition at the Leadership Breakfast event, featured in LGH Newsletter, social media shout-outs and press coverage (where applicable), and 12 tickets to the Leadership Breakfast. Sponsors are invited to provide sponsored items to event attendees (250) to further brand recognition. Additional benefits: logo and write-up in its digital program and verbal recognition throughout the program.

Gold \$10,000

- Benefits include your logo being listed on Leadership Breakfast promotional materials and in the event digital invitation, logo on event pages, linked logo on the LGH website and digital event program, verbal and visual logo recognition at the Leadership Breakfast event, and featured in LGH Newsletter, social media shout-outs and press coverage (where applicable), 8 tickets to the Leadership Breakfast. Sponsors are invited to provide sponsored items to event attendees (250) to further brand recognition. Additional benefits: logo in the digital program and verbal recognition throughout the program.

Titanium \$15,000

- Benefits include your logo being listed on Leadership Breakfast promotional materials and in the event digital invitation, logo featured on event pages, linked logo on the LGH website and digital event program, verbal and visual logo recognition at the Leadership Breakfast, featured in LGH Newsletter, social media shout-outs, and press coverage (where applicable), and 10 tickets to the Leadership Breakfast. Sponsors are invited to provide sponsored items to event attendees (250) to further brand recognition. Additional benefits: logo and write-up in the digital program and verbal recognition throughout the program.

Silver \$7,500

- Benefits include your logo listed on Leadership Breakfast promotional materials and in the event digital invitation, logo on event pages, linked logo on LGH website and digital event program, visual logo recognition at each the Leadership Breakfast event, and social media shout-outs and press coverage (where applicable), and 6 tickets to the Leadership Breakfast. Sponsors are invited to provide sponsored items to event attendees (250) to further brand recognition. Additional benefit: logo in the digital program.

2025 Visionary Sponsorship Packages

Bronze \$5,000

- Benefits include your logo being listed on Leadership Breakfast promotional materials and in the event digital invitation, logo on event pages, linked logo on the LGH website and digital event program, visual logo recognition at the Leadership Breakfast event, and social media shout-outs and press coverage (where applicable), and 4 tickets to the Leadership Breakfast. Sponsors are invited to provide sponsored items to event attendees (250) to further brand recognition. Additional benefit: logo in the digital program.

Brass \$1,000

- Benefits include your company name listed on Leadership Breakfast promotional materials, company name listed on the event pages on the LGH website and in the event digital invitation, social media shout-outs and press coverage (where applicable), and 2 tickets to the Leadership Breakfast. Sponsors are invited to provide sponsored items to event attendees (250) to further brand recognition. Additional benefit: name listed in the digital program.

Iron \$2,500

- Benefits include your logo listed on Leadership Breakfast promotional materials and in the event digital invitation, company name on event pages, the LGH website and the digital event program, social media shout-outs and press coverage (where applicable), and 4 tickets to the Leadership Breakfast. Sponsors are invited to provide sponsored items to event attendees (250) to further brand recognition. Additional benefit: name listed in the digital program.

Copper \$500

- Benefits include your company name listed on Leadership Breakfast promotional materials, company name listed on the LGH website, the event digital invitation, and the digital event program, verbal recognition at the Leadership Breakfast event, and social media shout-outs and press coverage (where applicable), and 1 ticket to LGH's Leadership Breakfast. Sponsors are invited to provide sponsored items to event attendees (250) to further brand recognition. Additional benefit: name listed in the digital program.

2025 Growth

- **All LGH social media platforms** have seen follower and engagement growth increases throughout 2024.
- **LGH is on track to** increase social media platform growth by 5- 10% in 2025.
- **LGH's mailing list** open rate is 35-40%. The average open rate for businesses is 8% and for nonprofits 26%.

Regional Market Reach 2025

GREATER HARTFORD



FACEBOOK

3134: Followers
4.47% increase in 3Q
2500 Engagements



LINKEDIN

4531 Followers
8.89% increase in 3Q



Leadership
Greater
Hartford



INSTAGRAM

2209 Followers
5.69% increase in 3Q



YOUTUBE

70 Subscribers
13% increase in 3Q



EMAIL LIST

6827
35-40% Open Rate
*sector average open rate is 26%