# 2024 POLARIS AWARDS SPONSOR PACKAGE





## LEADERSHIP GREATER HARTFORD'S ANNUAL POLARIS AWARDS



TUESDAY, JUNE 4, 2024 | 5:30PM-9PM INFINITY MUSIC HALL HARTFORD

#### 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.

COMMUNITY. LEADERSHIP. CONNECTIONS.

## LEADERSHIP GREATER HARTFORD'S 2024 POLARIS SPONSORSHIP OPPORTUNITIES



SPONSOR RECOGNITION								LOGO PLACEMENT					
Sponsor Levels	Speaking Opportunities	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)	<b>✓</b>		<b>✓</b>	<b>✓</b>	<b>✓</b>	Full Page	12	<b>✓</b>	Individual	<b>✓</b>	Linked Logo	<b>/</b>	<b>✓</b>
Platinum \$20,000 (Limit 3)		<b>/</b>	<b>✓</b>	<b>/</b>	<b>/</b>	Full Page	10	<b>✓</b>	Individual	<b>/</b>	Linked Logo	<b>/</b>	<b>/</b>
Green Room* \$10,000 (Limit 2)	*		<b>✓</b>	<b>✓</b>	<b>✓</b>	Full Page	8	<b>✓</b>	Individual	<b>/</b>	Linked Logo	<b>✓</b>	<b>✓</b>
<b>Gold</b> \$7,500				<b>/</b>	<b>✓</b>	1/2 Page	6		Group	<b>/</b>	Linked Logo	<b>/</b>	<b>/</b>
Silver \$5,000				<b>✓</b>	<b>✓</b>	1/2 Page	4		Group	<b>/</b>	Linked Logo	<b>/</b>	<b>✓</b>
Bronze \$2,500					<b>/</b>	1/4 Page	4		Group	<b>/</b>	Linked Logo	<b>/</b>	<b>/</b>
Copper \$1,000						1/4 Page	2		Name Only	<b>/</b>	Name Only	Name Only	

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

### **REGIONAL** GREA MARKET REACH 2024 HARTEOR



**FACEBOOK** 3100: Followers

5% increase in 4Q 2023

2600: Engagements



LINKEDIN

4000: Followers





**INSTAGRAM** 

2065: Followers

5% increase in 4Q 2023



12% increase in 2023



YOUTUBE

62: Subscribers

10% Increase in 4Q 2023



**NEWSLETTER** 

5960: Subscribers



**EMAIL LIST** 6000

**35-40% OPEN RATE** 

\*sector avg. open rate is 26%

## 2024 POLARIS AWARDS

### SPONSOR COMMITMENT FORM

Sponsor Name (for listing in all print materials):										
Person authorized to execute sponsorship:										
gnature: Date:										
Contact person for Sponsorship details of benefits including tickets (if different):										
Address:										
City/State/Zip:										
Phone: Email:										
SPONSOR LEVEL	S									
Presenting \$40,000 \$20,000 (Limit 1) (Limit 3)	Green Room* \$10,000 (Limit 2)	<b>Gold</b> \$7,500	<b>Silver</b> \$5,000	<b>Bronze</b> \$2,500	<b>Copper</b> \$1,000					
Check Enclosed  Please Send Invoice	Larisa Kottke, I Leadership Gre 30 Laurel Stree Direct line: 860	FAX OR EMAIL YOUR COMPLETED FORM TO: Larisa Kottke, President & CEO Leadership Greater Hartford 30 Laurel Street, Hartford, CT 06106 Direct line: 860.206.5062 Fax: 860.951.3685 Email: Larisa Kottke@leadershipgh.org								

## **2024 HONOREES**

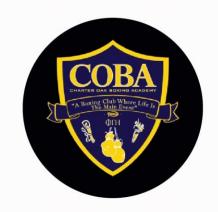
## POLARIS AWARDS

#### Leadership Award



Thea Montañez
Former Chief
Operating Officer
City of Hartford

### Community Award



Charter Oak
Boxing Academy

### Connections Award



Janine D. McMahon
JDM Global Leadership
Coaching & Consulting