

2024 POLARIS AWARDS SPONSOR PACKAGE



LEADERSHIP
GREATER
HARTFORD

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.

For more information, contact larisa.kottke@leadershipgh.org or visit leadershipgh.org.

LEADERSHIP GREATER HARTFORD'S 2024 POLARIS SPONSORSHIP OPPORTUNITIES



SPONSOR RECOGNITION									LOGO PLACEMENT				
Sponsor Levels	Program 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)	✓		✓	✓	✓	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 2024

GREATER HARTFORD



FACEBOOK

3100: Followers

5% increase in 4Q 2023

2600: Engagements



INSTAGRAM

2065: Followers

5% increase in 4Q 2023



LINKEDIN

4000: Followers

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: _____

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

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