

# *Visionary* **Sponsors**

Year-Long Sponsorship Opportunities for **2026**

**LGH**  
Executive  
Orientation



**LGH**  
Quest



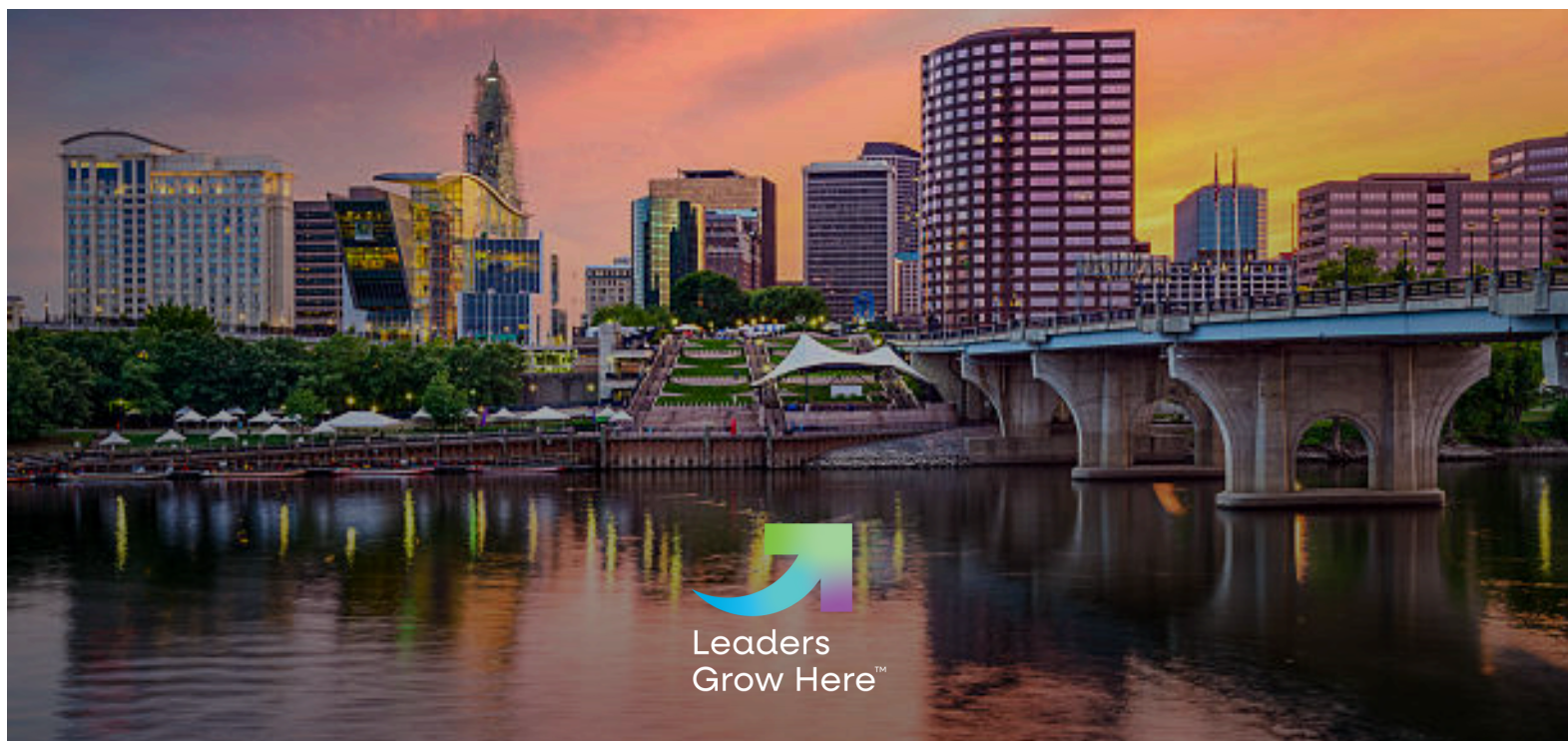
**LGH**  
Consulting  
and Training



**LGH**  
Third Age  
Initiative™



**LGH**  
Leaders  
on Board



  
Leaders  
Grow Here™

# 2025 GROWTH

- **All LGH social media platforms** have seen follower and engagement growth increases throughout 2025.
- LGH is on track to increase social media platform growth by 5-10% in 2026.
- **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

4161 Followers  
4.03% increase in 3Q



## INSTAGRAM

2090 Followers  
6.36% increase in 3Q



## YOUTUBE

67 Subscribers  
13% increase in 3Q



## EMAIL LIST

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

# WHO WE SERVE



Leadership  
Greater  
Hartford



**5432**

Business professionals  
and community  
members have been  
trained by and are now  
alumni of LGH.

**257**

Served through our  
Leadership Breakfast in  
2025.



Executive  
Orientation



**25**

Senior leaders  
forged connections  
in the Hartford  
region in 2025.



Quest



**54 34**

Leaders Organizations

expanded their  
networks,  
community  
connections, and  
leadership capacity  
through our  
flagship program in  
2025.



Third Age  
Initiative™



**11**

Participants in class  
#18. Enhancing the  
quality of life for  
older adults.



Leaders  
on Board



**34**

Nonprofits served  
through Leaders  
on Board in 2024.

**116**

Individuals were  
prepared for nonprofit  
board service through  
Leaders on Board in  
2024.



Consulting  
and Training



**27**

Clients customized  
leadership training  
was provided to  
organizations in  
2024.

2026

## VISIONARY SPONSORSHIPS

What does it mean to be a **Visionary Sponsor**, and why is this role vital to Leadership Greater Hartford, our network of over 5,000 alumni, and the Greater Hartford community?

Some Visionary Sponsors have experienced firsthand the impact of Leadership Greater Hartford's (LGH) professional leadership development programs over the past 49 years. Others are organizations seeking to strengthen their connections and visibility within Greater Hartford's business, nonprofit, and higher education communities.

As a 501(c)(3) nonprofit, LGH relies on the vital support of Visionary Sponsors to continue delivering dynamic, responsive programming. This sponsorship is more than just funding—it's a partnership that fuels leadership growth across the region. With a lean and highly collaborative structure, LGH ensures that every event attendee and program participant benefits from a rich, meaningful experience.

In return, we are committed to providing our Visionary Sponsors with well-earned brand recognition for their investment in leadership development across the 29 towns we serve. We also support sponsor organizations by offering opportunities for staff development through our programs, contracted engagements, and events, as well as access to a diverse network of passionate leaders from a wide range of industries and backgrounds.

Thank you for your dedication to Greater Hartford and your support in developing its leaders through our work.

**To learn more, please contact  
Larisa Kottke, LGH President & CEO, at  
[larisa.kottke@leadershipgh.org](mailto:larisa.kottke@leadershipgh.org) or 860-206-5062.**

## Lessons in Leadership

Lessons in Leadership is an engaging, 4-part webinar series designed for business, educational, and nonprofit leaders in the area. The series is centered on a popular leadership book, with each session highlighting key themes and offering opportunities for attendees to participate in small-group discussions on how to apply new leadership concepts. Our featured book for 2026 is Brené Brown's newest book, *Strong Ground*.

**Dates and Format:** Morning webinars – March 4, 11, 18, 25; 8:00am–9:15am

**Estimated Attendance:** 80–100 people per session.

## Leaders in Focus

Leaders in Focus events connect participants with Hartford-area leaders, offering a unique opportunity to learn firsthand how they have achieved success in their industries. Each session includes networking, a presentation by the featured leader, and an exclusive behind-the-scenes tour of their work. Additional details will be provided soon.

**Dates and Format:** Three in-person sessions – spring, summer, and fall; 4:30pm–6:00pm  
**Estimated Attendance:** 30–40 people per session.

## 2026 VISIONARY SPONSOR RECOGNITION

## Annual Polaris Awards

LGH's Polaris Awards is a community-wide celebration honoring leaders and organizations who serve as "guiding lights" in our region. Polaris honorees are typically unsung leaders with a demonstrated history of strengthening the LGH pillars of community, leadership, and connections. All proceeds from this signature fundraising event support the mission and regional impact of LGH.

**Date and Format:** Networking social with local food vendors and live music. Awards program followed by dessert reception.

**June (TBD), 5:30pm–9:00pm. Location:** TBD.

**Estimated Attendance:** 250 people.

## Leadership Breakfast

LGH's Leadership Breakfast brings together Greater Hartford's business and nonprofit communities to network and exchange insights. This event provides a platform to showcase key institutions and leadership, featuring dynamic discussions and presentations on the most pressing leadership challenges in today's evolving workforce landscape.

**Date and Format:** Breakfast program with pre-event networking.

**October/November (TBD), 8:00am–10:00am.**

**Location:** TBD.










**Estimated Attendance:** 300 people.

**\*Programs and events may change throughout the year at LGH's discretion.**

2026

# VISIONARY SPONSORSHIP PACKAGES

## 2026 SPONSORSHIP BENEFITS

SPONSORSHIP LEVEL	Speaking Opportunity	Company Profile Featured in Newsletter and Shout-outs	Verbal Recognition at LGH Events	Event Tickets*
<b>Platinum</b> \$30,000	Polaris  And, at a mutually agreed upon 2026 LGH event			<ul style="list-style-type: none"> <li>• 16 Polaris</li> <li>• 14 Leadership Breakfast</li> <li>• 6 Leaders in Focus</li> <li>• Unlimited Lessons in Leadership</li> </ul>
<b>Titanium</b> \$25,000	At a mutually agreed upon 2026 LGH event			<ul style="list-style-type: none"> <li>• 14 Polaris</li> <li>• 12 Leadership Breakfast</li> <li>• 6 Leaders in Focus</li> <li>• Unlimited Lessons in Leadership</li> </ul>
<b>Gold</b> \$20,000	At a mutually agreed upon 2026 LGH event			<ul style="list-style-type: none"> <li>• 12 Polaris</li> <li>• 10 Leadership Breakfast</li> <li>• 6 Leaders in Focus</li> <li>• Unlimited Lessons in Leadership</li> </ul>
<b>Silver</b> \$15,000				<ul style="list-style-type: none"> <li>• 10 Polaris</li> <li>• 8 Leadership Breakfast</li> <li>• 6 Leaders in Focus</li> <li>• Unlimited Lessons in Leadership</li> </ul>
<b>Bronze</b> \$10,000			Social Media Shout-outs	<ul style="list-style-type: none"> <li>• 8 Polaris</li> <li>• 6 Leadership Breakfast</li> <li>• 4 Leaders in Focus</li> <li>• Unlimited Lessons in Leadership</li> </ul>
<b>Iron</b> \$7,500		Social Media Shout-outs		<ul style="list-style-type: none"> <li>• 6 Polaris</li> <li>• 4 Leadership Breakfast</li> <li>• 4 Leaders in Focus</li> <li>• Unlimited Lessons in Leadership</li> </ul>
<b>Brass</b> \$5,000		Social Media Shout-outs		<ul style="list-style-type: none"> <li>• 4 Polaris</li> <li>• 4 Leadership Breakfast</li> <li>• 2 Leaders in Focus</li> <li>• Unlimited Lessons in Leadership</li> </ul>
<b>Copper</b> \$2,500		Social Media Shout-outs		<ul style="list-style-type: none"> <li>• 2 Polaris</li> <li>• 2 Leadership Breakfast</li> <li>• 2 Leaders in Focus</li> <li>• Unlimited Lessons in Leadership</li> </ul>





2026

# VISIONARY SPONSORSHIP PACKAGES

## LOGO

## ADDITIONAL BENEFITS

SPONSORSHIP LEVEL	Screen Display at all LGH Events& Program Kick-off Presentations (Ex: Quest)	Website	Digital Event Program: Polaris + Leadership Breakfast 2025	Printed Polaris Event Program Book Ad	Press and Social Media	Invited to Provide a Sponsored Gift to LGH Event and Program Attendees and Awardees to Further Brand Recognition
Platinum \$30,000		Linked Logo		Full Page		
Titanium \$25,000		Linked Logo		Full Page		
Gold \$20,000		Linked Logo		1/2 Page		
Silver \$15,000		Linked Logo		1/2 Page		
Bronze \$10,000		Linked Logo		1/4 Page		
Iron \$7,500		Linked Logo		1/4 Page		
Brass \$5,000		Name Only	Name Only	Business Card	Name Only	
Copper \$2,500		Name Only	Name Only	Business Card	Name Only	

# 2026 VISIONARY SPONSORSHIP PACKAGES

## Platinum

**\$30,000**

- Benefits include your logo displayed on all promotional materials for Visionary events\*, featured placement on event pages, a linked logo on the LGH website, and both verbal and visual logo recognition at each designated Visionary event throughout the year. Additional benefits include a featured company profile in the LGH Newsletter, social media shout-outs, and press coverage (where applicable). Sponsors also receive a full-page ad in the Polaris event printed program and a speaking role at Polaris, as well as another mutually agreed-upon 2026 LGH event.
- Ticket benefits include 16 tickets to Polaris, 14 tickets to LGH's Leadership Breakfast, 6 attendees at each Leaders in Focus event, and unlimited attendance at Lessons in Leadership. Sponsors are also invited to provide branded items for programs, event attendees, and awardees throughout the year to enhance brand recognition.
- Exclusive benefits at LGH's Polaris and Leadership Breakfast include the opportunity to announce and present an award to an honoree, logo placement and a write-up in the digital program books, and verbal recognition throughout each event.

## Titanium

**\$25,000**

- Benefits include your logo listed on Visionary events'\* diverse promotional materials, featured placement on event pages, a linked logo on the LGH website, and verbal and visual logo recognition at each designated Visionary event throughout the year. Additional benefits include a featured company profile in the LGH Newsletter, social media shout-outs, and press coverage (where applicable). Sponsors also receive a full-page ad in the Polaris event printed program and a speaking role at a mutually agreed-upon 2026 LGH event.
- Ticket benefits include 14 tickets to Polaris, 12 tickets to LGH's Leadership Breakfast, 6 attendees at each Leaders in Focus event, and unlimited attendance at Lessons in Leadership. Sponsors are also invited to provide branded items for programs, event attendees, and awardees throughout the year to enhance brand recognition.
- Exclusive benefits at LGH's Polaris and Leadership Breakfast include logo placement and a write-up in the digital program books, along with verbal recognition throughout each event.



# 2026 VISIONARY SPONSORSHIP PACKAGES

## Gold

**\$20,000**

- Benefits include your logo listed on Visionary events\* varied promotional materials, placement on event pages, a linked logo on the LGH website, and both verbal and visual logo recognition at each outlined Visionary event. Additional benefits include a featured company profile in the LGH Newsletter, social media shout-outs, and press coverage (where applicable). Sponsors also receive a half-page ad in the Polaris printed program and a speaking role at a mutually agreed-upon 2026 LGH event.
- Ticket benefits include 12 tickets to Polaris, 10 tickets to the Leadership Breakfast, 6 attendees at each Leaders in Focus event, and unlimited attendance at Lessons in Leadership. Sponsors are also invited to provide branded items for programs, event attendees, and awardees throughout the year to enhance brand recognition.
- Additional benefits at LGH's Polaris and Leadership Breakfast include logo placement in the digital program books and verbal recognition throughout each event.

## Silver

**\$15,000**

- Benefits include your logo listed on Visionary events\* varied promotional materials, placement on event pages, a linked logo on the LGH website, and both verbal and visual logo recognition at each outlined Visionary event. Additional benefits include a featured company profile in the LGH Newsletter, social media shout-outs, and press coverage (where applicable). Sponsors also receive a half-page ad in the Polaris event printed program.
- Ticket benefits include 10 tickets to Polaris, 8 tickets to the Leadership Breakfast, 6 attendees at each Leaders in Focus event, and unlimited attendance at Lessons in Leadership. Sponsors are also invited to provide branded items for event and program attendees throughout the year to enhance brand recognition.
- Additional benefits at LGH's Polaris and Leadership Breakfast include logo placement in the digital program books and verbal recognition throughout each event.

# 2026 VISIONARY SPONSORSHIP PACKAGES

## Bronze

**\$10,000**

- Benefits include your logo listed on Visionary events'\* varied promotional materials, placement on event pages, a linked logo on the LGH website, and both verbal and visual logo recognition at each outlined Visionary event. Additional benefits include a featured company profile in the LGH Newsletter, social media shout-outs, and press coverage (where applicable). Sponsors also receive a quarter-page ad in the Polaris event printed program.
- Ticket benefits include 8 tickets to Polaris, 6 tickets to the Leadership Breakfast, 4 attendees at each Leaders in Focus event, and unlimited attendance at Lessons in Leadership. Sponsors are also invited to provide branded items for programs, event attendees, and awardees throughout the year to enhance brand recognition.
- Additional benefits at LGH's Polaris and Leadership Breakfast include logo placement in the digital program books and verbal recognition throughout each event.

## Iron

**\$7,500**

- Benefits include your logo listed on Visionary events'\* varied promotional materials, placement on event pages, a linked logo on the LGH website, and both verbal and visual logo recognition at each outlined Visionary event. Additional benefits include a featured company profile in the LGH Newsletter, social media shout-outs, and press coverage (where applicable). Sponsors also receive a quarter-page ad in the Polaris event printed program.
- Ticket benefits include 6 tickets to Polaris, 4 tickets to the Leadership Breakfast, 4 attendees at each Leaders in Focus event, and unlimited attendance at Lessons in Leadership. Sponsors are also invited to provide branded items for event and program attendees throughout the year to enhance brand recognition.
- Additional benefits at LGH's Polaris and Leadership Breakfast include logo placement in the digital program books and verbal recognition throughout each event.

# 2026 VISIONARY SPONSORSHIP PACKAGES

## Brass

**\$5,000**

- Benefits include your company name listed on Visionary events'\* varied promotional materials, placement on event pages on the LGH website, and listed recognition at each outlined Visionary event. Additional benefits include social media shout-outs and press coverage (where applicable). Sponsors also receive a business-card-sized ad in the Polaris event printed program.
- Ticket benefits include 4 tickets to Polaris, 4 tickets to the Leadership Breakfast, 2 attendees at each Leaders in Focus event, and unlimited attendance at Lessons in Leadership. Sponsors are also invited to provide branded items for program and event attendees throughout the year to enhance brand recognition.
- Additional benefits at LGH's Polaris and Leadership Breakfast include name placement in the digital program books.

## Copper

**\$2,500**

- Benefits include your company name listed on Visionary events'\* varied promotional materials, placement on the LGH website, and listed recognition at each outlined Visionary event. Additional benefits include social media shout-outs and press coverage (where applicable). Sponsors also receive a business-card-sized ad in the Polaris event printed program.
- Ticket benefits include 2 tickets to Polaris, 2 tickets to the Leadership Breakfast, 2 attendees at each Leaders in Focus event, and unlimited attendance at Lessons in Leadership. Sponsors are also invited to provide branded items for program and event attendees throughout the year to enhance brand recognition.
- Additional benefits at LGH's Polaris and Leadership Breakfast include name placement in the digital program books.