



2023/24 SPONSORSHIP PACKAGE

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About **Leadership Niagara**

Leadership Niagara is a non-profit organization with a mission to inspire civic action and leadership through world-class leadership programs. With over a decade of work, we have ushered over 400+ graduates from 45+ local businesses into Niagara as the next generation of changemakers and community influencers.

We have a broad demographic of participants, businesses and alumni, and can provide your message to your target market, with a total following of over 5,000 subscribers on our platforms and growing fast!

We are reaching for help in providing the best opportunities, workshops and events to the future leaders of the Niagara region. We have a variety of ways your organization can sponsor Leadership Niagara and be in front of the community's eyes on a regular basis.

Through our Social Media platforms, Website, Year End Magazine, the Opening Retreat, Learning Days, Community Projects, Graduation Day and more, you will have unique and distinguished visibility while contributing to a program that strengthens leadership skills, creates meaningful networks, and provides an environment for participants to learn more about Niagara's challenges and opportunities.



About the Program

The Community Leadership Development Program (CDLP) encourages leadership and positive change within the Niagara region by developing the capabilities of aspiring leaders who care about the community, who understand its strengths and weaknesses, and who are willing to make a personal investment to improve the community's quality of life.

Leadership Niagara's program invests in the current and future leaders of Niagara by providing an opportunity for program participants to explore their leadership style and practice leadership skills in a group setting; all while unlocking their intrinsic desires to becoming an active community leader.

Each year, our program brings together leaders from all sectors from across Niagara for a 9-month immersive leadership development experience. Through our series of tailored workshops (Learning Days) participants learn more about their own leadership styles and identify the skill areas they wish to hone. Through project work with a local non-profit organizations participant teams are able to reinforce the skills acquired through Learning Days while providing organizational support for the local non-profit in a "dynamic learning laboratory" context.

The training is designed to expand the number of individuals who accept leadership roles in business, government, and social organizations to meet future challenges in the region. Like all other community leadership programs, the CLDP strengthens the bonds within the region and serves as a retention and engagement tool for our Niagara businesses and non-profits.



PLATFORMS

With 15+ years serving as gatekeepers between the private sector and the Niagara Region Community, Leadership Niagara is an established brand with a diverse audience of professional and community leaders.



Organic **3992** Followers
Engagement Rate of **2.33%**
Over **5.1K** people reached



1.7K Followers
An organic reach of over **86K**
An Engagement Rate of **7.94%**
Over **6.9K** people reached



25K+ unique visitors annually
A total of **30K** pages viewed



570+ Followers



1547 Followers

KEYSTONE

Sponsorship Package

\$10,000

About Keystone Package

Keystone is our highest level of sponsorship with only one opportunity to be a part of Niagara's Top Community Leadership Development Program.

Leadership Niagara provides you with convenient ways to differentiate yourself from the competition by not only supporting a community-minded program that gives back to the entire region, but also through multiple platforms that will highlight and promote your growing brand, such as:

- Printed Ad Space
- Speaking Opportunities
- Constant Social Media Representation
- Your organization's #Hashtag
- Editorial Space in our BLOG
- Corporate Logo identifying as Keystone Sponsor on all program advertising
- Corporate Logo as keystone Sponsor on LN website

BENEFITS

PRINT

- Logo on community banner
- Logo on all LN presented materials

YEAR-END MAGAZINE

- Full-page advertisement (back cover)
- Editorial Piece
- Logo on sponsorship page

EVENTS

- Speaking opportunities at the Opening Day and graduation events.
- Logo on all opening presentations
- 6 Tickets to 2024 Graduation event

SOCIAL MEDIA

- Logo on all related content
- Shout-outs &/or e-blasts
- Appreciation post
- Organizations' hashtag

WEBSITE

- Banner space on Keystone Partner Homepage
- BLOG editorial
- Logo featured on Community Leadership Development Program web-page

The Breakdown



Print

Leadership Niagara has multiple areas of opportunity with our printed advertising. With your **Keystone Sponsorship Package**, you will have your logo prominently displayed on our two community partner banners that are displayed at every Learning Day and events that LN hosts, as well as on all LN presented materials that are program-specific, during the program year.

Year-End Magazine

Our Year-End Magazine is a fantastic space to exhibit your organizations' printed materials. With the **Keystone Sponsorship Package**, you will receive a prime, full-page ad on the back cover of the magazine, space for an editorial piece that highlights your organizations' involvement with the advancement of community, and your logo printed with our program sponsors.

Website

On our website, **Keystone Sponsors** will receive banner-space on our homepage slider, as well as your logo featured on the Community Leadership Development Program page, and chance to write a BLOG editorial that highlights your organization's involvement with the advancement of the community that will be shared through our social media platforms.

Events

At all of our Learning Days and program-related events, your organizations' logo will be present on the opening presentation slideshow as our **Keystone Sponsor**, as well as the opportunity to speak at our Opening Day and Graduation events, as well as six tickets to attend our 2024 Graduation event.

Social Media

As our **Keystone Sponsor**, you will have your logo on all program-specific, created content that will be posted through the program year, upwards of eight shout-outs or e-blasts on our email and social media platforms (Re-posting, sharing and retweeting on related community content, programs or initiatives. Excludes the sales of products or services. Includes links to website or event), an appreciation post that speaks to your level of sponsorship, and the use of your organizations' hashtag included on all program-related postings.

SIGNATURE

Sponsorship Package

\$4,500

About Signature Package

Signature is our premium level sponsorship with valuable opportunities available for organizations to be a part of Niagara's Top Community Leadership Development Program.

Leadership Niagara provides you with convenient ways to differentiate yourself from the competition by not only supporting a community-minded program that gives back to the entire region but also through multiple platforms that will highlight and promote your growing brand, such as:

BENEFITS

PRINT

- Logo on community banner

YEAR-END MAGAZINE

- Prime, full-page advertisement
- Logo on sponsorship page

EVENTS

- Speaking opportunities at one (1) of our events.
- Logo on all opening presentations
- Tickets to 2024 Graduation event

SOCIAL MEDIA

- Shout-outs &/or e-blasts
- Appreciation post
- Organizations' hashtag

WEBSITE

- BLOG editorial

- Printed Ad Space
- Speaking Opportunities
- Solid Social Media Representation
- Your social media #Hashtag
- Editorial Space in our BLOG
- Corporate Logo on our Community Banner
- Corporate Logo identifying as Signature Sponsor on all program advertising
- Corporate Logo as Signature Sponsor on LN website

The Breakdown



Print

Leadership Niagara has multiple areas of opportunity with our printed advertising. With your **Signature Sponsorship Package**, you will have your logo prominently displayed on our two community partner banners that are displayed at every Learning Day and events that LN hosts.

Year-End Magazine

Our Year-End Magazine is a fantastic space to exhibit your organizations' printed materials. With the **Signature Sponsorship Package**, you will receive a prime, full-page ad in the magazine, space for an editorial piece that highlights your organizations' involvement with the advancement of community, and your logo printed with our program sponsors.

Website

On our website, **Signature Sponsors** will have the chance to write a BLOG editorial that highlights your organization's involvement with the advancement of the community that will be shared through our social media platforms.

Events

At all of our Learning Days and program-related events, your organizations' logo will be present on the opening presentation slideshow as our **Signature Sponsor**, as well as the opportunity to speak at one of our program events, as well as four tickets to attend our 2024 Graduation event.

Social Media

As our **Signature Sponsor**, you will have up to four shout-outs or e-blasts on our email and social media platforms (Re-posting, sharing and retweeting on related community content, programs or initiatives. Excludes the sales of products or services. Includes links to website or event), an appreciation post that speaks to your level of sponsorship, and the use of your organizations' hashtag included on all program-related postings.

FRIENDS of LN Sponsorship Package

\$3,000

About Friends of LN Package

Friends of LN is a mid-level sponsorship package with multiple opportunities to support Niagara's Top Community Leadership Development Program.

Leadership Niagara provides you with convenient ways to differentiate yourself from the competition by not only supporting a community-minded program that gives back to the entire region but also through multiple platforms that will highlight and promote your growing brand, such as:

B E N E F I T S

PRINT

- Logo on community banner

YEAR-END MAGAZINE

- Half-page advertisement
- Logo on sponsorship page

EVENTS

- Logo on all opening presentations
- Tickets to 2024 Graduation event

SOCIAL MEDIA

- Shout-outs &/or e-blasts
- Appreciation post
- Organization's hashtag

WEBSITE

- BLOG editorial

- **Printed Ad Space**
- **Solid Social Media Representation**
- **Your organization's #Hashtag**
- **Editorial Space in our BLOG**
- **Corporate Logo on our Community Banner**
- **Corporate Logo identifying as Friends of LN Sponsor on all program advertising**
- **Corporate Logo as Friends of LN Sponsor on LN website**

The Breakdown



Print

Leadership Niagara has multiple areas of opportunity with our printed advertising. With your **Friends of LN Sponsorship Package**, you will have your logo prominently displayed on our two community partner banners that are displayed at every Learning Day and events that LN hosts.

Year-End Magazine

Our Year-End Magazine is a fantastic space to exhibit your organizations' printed materials. With the **Friends of LN Sponsorship Package**, you will receive a half-page ad in the Year End Magazine and your logo printed with our program sponsors.

Website

On our website, **Friends of LN Sponsors** will have the chance to write a BLOG editorial that highlights your organizations' involvement with the advancement of the community that will be shared through our social media platforms.

Events

At all of our Learning Days and program-related events, your organizations' logo will be present on the opening presentation slideshow as our **Friends of LN Sponsor**, as well as 2 tickets to attend the 2024 Graduation event.

Social Media

As our **Friends of LN Sponsor**, you will have up to four shout-outs or e-blasts on our email and social media platforms (Re-posting, sharing and retweeting on related community content, programs or initiatives. Excludes the sales of products or services. Includes links to website or event), an appreciation post that speaks to your level of sponsorship, and the use of your organizations' hashtag included on all program-related postings.

LEARNING DAY AMBASSADOR Sponsorship Package

\$1,500

About Learning Day Ambassador Package

A Learning Day Ambassador Package is a mid-level sponsorship package with multiple opportunities to support one of Niagara's Top Community Leadership Development Program.

Leadership Niagara provides you with convenient ways to differentiate yourself from the competition by not only supporting a civic-minded program that gives back to the community but also through multiple platforms that will highlight and promote your growing brand, such as:

B E N E F I T S

LEARNING DAY

- Refreshments complimentary of (your company)
- Logo on all material presented on that day
- Numerous acknowledgment throughout Learning Day
- Logo on Virtual Banner

PRINT

- Logo on community banner

YEAR-END MAGAZINE

- Prime, quarter-page advertisement
- Logo on sponsorship page

EVENTS

- Logo on all opening presentations
- One speaking opportunity at a Learning Day

SOCIAL MEDIA

- Shout-outs &/or e-blasts
- Appreciation post

- Printed Ad Space
- Solid Social Media Representation
- Your Logo on our Community Banner
- Speaking Opportunity
- Corporate Logo identifying as Sponsor on all program advertising
- Corporate Logo as Sponsor on LN website

The Breakdown



Print

Leadership Niagara has multiple areas of opportunity with our printed advertising. With your **Learning Day Ambassador Sponsorship Package** you will have your logo displayed on our two community partner banners that are displayed at every Learning Day and events that LN hosts.

Year-End Magazine

Our Year-End Magazine is a fantastic space to exhibit your organizations' printed materials. With the **Learning Day Ambassador Sponsorship Package**, you will receive a quarter-page ad in the Year End Magazine and your logo printed with our program sponsors.

Website

On our website, **Learning Day Ambassador Sponsors** will have the chance to write a BLOG editorial that high-lights your organizations' involvement with the advance-ment of the community that will be shared through our social media platforms.

Events

At all of our Learning Days and program-related events, your organizations' logo will be present on the opening presentation slideshow as our **Learning Day Ambassador Sponsor**.

Social Media

As our **Learning Day Ambassador Sponsor**, you will have one shout-out or e-blasts on our email and social media platforms (Re-posting, sharing and retweeting on related community content, programs or initiatives. Excludes the sales of products or services. Includes links to website or event), and an appreciation post that speaks to your level of sponsorship.

COLLABORATOR

Sponsorship Package

\$550

About Collaborator Package

Collaborator is an entry-level sponsorship package with multiple opportunities to support Niagara's Top Community Leadership Development Program.

Leadership Niagara provides you with convenient ways to differentiate yourself from the competition by not only supporting a community-minded program that gives back to the entire region but also through multiple platforms that will highlight and promote your growing brand, such as:

B E N E F I T S

PRINT

- Logo on community banner

YEAR-END MAGAZINE

- Logo on sponsorship page

EVENTS

- Logo on all opening presentations

SOCIAL MEDIA

- Shout-outs &/or e-blasts
- Appreciation post
- Organizations' hashtag
- BLOG editorial

- **Solid Social Media Representation**
- **Editorial Space in our BLOG**
- **Corporate Logo on our Community Banner**
- **Corporate Logo identifying as Sponsor on all program advertising**
- **Corporate Logo as Sponsor on LN website**

The Breakdown



Print

Leadership Niagara has multiple areas of opportunity with our printed advertising. With your **Collaborator Sponsorship Package** you will have your logo displayed on our two community partner banners that are displayed at every Learning Day and events that LN hosts.

Year-End Magazine

Our Year-End Magazine is a fantastic space to exhibit your organizations' printed materials. With the **Collaborator Sponsorship Package**, you will receive your logo printed with our program sponsors at the end of the magazine.

Website

On our website, **Collaborator Sponsors** will have the chance to write a BLOG editorial that highlights your organizations' involvement with the advancement of the community that will be shared through our social media platforms.

Events

At all of our Learning Days and program-related events, your organizations' logo will be present on the opening presentation slideshow as our **Collaborator Sponsor**.

Social Media

As our **Collaborator Sponsor**, you will have a shout-out or e-blast on our email and social media platforms (Re-posting, sharing and retweeting on related community content, programs or initiatives. Excludes the sales of products or services. Includes links to website or event) included, and an appreciation post that speaks to your level of sponsorship.



LEADERSHIP NIAGARA

PATRON

Sponsorship Package

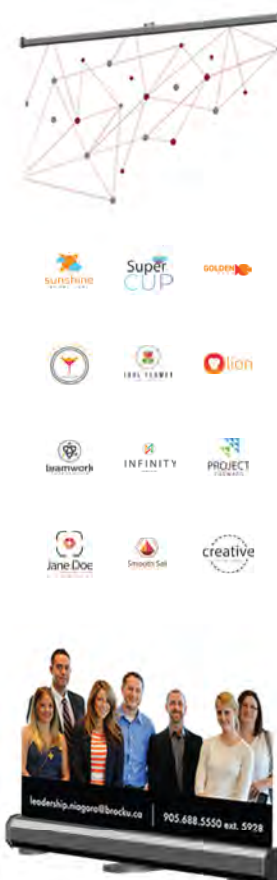
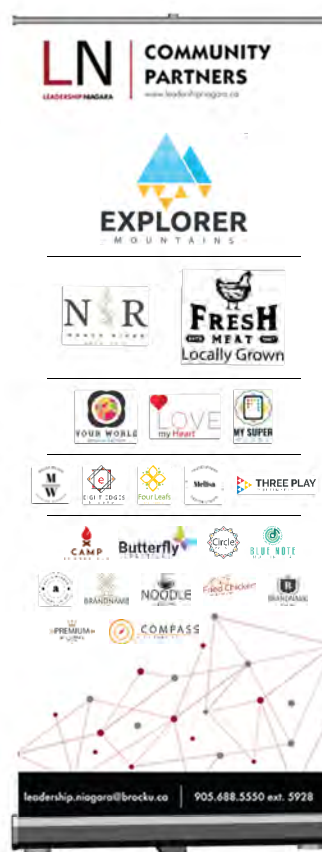
\$225

About Patron Package

A Patron Package is a entry-level sponsorship package with an opportunity to support Niagara's Top Community Leadership Development Programs.

Leadership Niagara provides you with convenient ways to differentiate yourself from the competition by not only supporting a community-minded program that gives back to the entire region but also through multiple platforms that will highlight and promote your growing brand.

You will have your logo displayed on our two community partner banners that are displayed at every Learning Day and events that LN hosts throughout the program year.



*Banner design and size, along with relative logo size and placement, are subject to change and are not accurately shown on mock-up.



Community Leadership Development Program

Print

Community Partner Banner ☒ ☒ ☒ ☒ ☒ ☒

Year-End Magazine Ad Space

Full Page (Prime) ☐ ☒ ☐ ☐ ☐ ☐

Full Page (Back Cover) ☒ ☐ ☐ ☐ ☐ ☐

Half Page (General) ☐ ☐ ☒ ☐ ☐ ☐

Quarter Page (Prime) ☐ ☐ ☐ ☒ ☐ ☐

Editorial ☒ ☐ ☐ ☐ ☐ ☐

Year-End Logo Page ☒ ☒ ☒ ☒ ☒ ☐

Logo on All Presented LN Materials ☒ ☐ ☐ ☐ ☐ ☐

Events

Speaking Opportunities ☒ ☒ ☐ ☒ ☐ ☐

Logo on Opening Presentation ☒ ☒ ☒ ☒ ☒ ☐

Social Media

Logos on Content ☒ ☐ ☐ ☐ ☐ ☐

Shout-Outs ☒ ☒ ☒ ☒ ☒ ☒

Created or Captured Content ☒ ☒ ☒ ☐ ☐ ☐

Thank You Posting ☒ ☒ ☒ ☒ ☒ ☐

Hashtags ☒ ☒ ☒ ☒ ☐ ☐

Website

Logo Featured on Website ☒ ☒ ☒ ☒ ☒ ☒

Blog Editorial ☒ ☒ ☒ ☒ ☒ ☐

Banner Space ☒ ☐ ☐ ☐ ☐ ☐