

Celebrating 25 Years  
of Leadership



# 18th Annual HIGHER Ground Leadership Conference

November 1, 2024  
Greater Richmond Convention Center



The Grace E. Harris  
Leadership Institute



**VCU** L. Douglas Wilder School of  
Government and Public Affairs

Sponsorship  
Opportunities





# The Grace E. Harris Leadership Institute

## A Legacy

of emerging women leaders and other  
supporters of women's leadership.

Each year, more than 300 participants come together at the **Annual HIGHER Ground Leadership Conference** to share ideas, illuminate innovative leadership practices, meet and network, and explore factors that influence their effectiveness at work, at home, and in their communities. Our one-day, multi-track format offers a self-directed facilitated learning experience with educational sessions and interactive forums highlighting timely issues of importance to women.

The conference is for emerging, experienced, creative, and bold leaders motivated and positioned to maximize their potential through educational and empowering sessions. This annual conference provides a tremendous opportunity to grow, develop, and learn with practical solutions for success both personally and professionally.

Inspire Cultivate



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## Sponsors benefit from:

- **Engagement:** Your company's logo will appear in promotions such as social media, flyers, websites, email marketing campaigns, and signage, increasing brand awareness among women and their networks.
- **Awareness:** With more than 300 leaders, your business will be recognized as a supporter of HIGHER Ground Leaders and their success.
- **Commitment:** Giving back to successful leaders sends a message that you are dedicated to supporting them.

Your support will greatly help to enhance women's leadership. As a conference sponsor, you would signal your support of and confidence in women who make economic decisions and take strategic action for their homes, workplaces, and communities daily.



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## Sponsorship Opportunities

### Platinum Level

\$10K

As a **Platinum Level Sponsor** and lead event partner, your brand receives a comprehensive suite of benefits aimed at

**Maximizing Visibility and Impact** at the conference:

Complimentary admission tickets and event parking for **10 attendees**, **Premium logo placement** and **back of the booklet space** in Conference Booklet,

A chance to have your **promotional materials distributed to all attendees**, **Recognition** in event programs, social media, press releases, and a Spotlight Video on the main stage, **exhibitor space** at the conference,

Your company's name or logo at your **reserved table**, and a **15% discount for one participant in the HIGHER Ground 2025 Program**

### Diamond Level

\$7K

With the **Diamond Level** sponsorship package, your brand receives an extensive array of benefits:

Complimentary admission tickets and event parking for **8 attendees**,

**Full page promotion** in conference booklet, **social media recognition**, Your **promotional materials** distributed to **all attendees**,

**exhibitor space** at the conference, and a **reserved table** at lunch

### Gold Level

\$5k

Our **Gold Level** sponsorship package offers:

Complimentary admission tickets for **5 attendees**,

**half page promotion** in conference booklets, **social media recognition**,

Your promotional **materials** distributed to **all attendees**, **exhibitor space** at the conference, and a **reserved table** at lunch



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## Admission Ticket Bundles



\$4k

Full Table

10

Conference Admission Tickets

**BONUS**

Shout-Outs on Social Media!

\$2k

Half Table

5

Conference Admission Tickets

Conference Booklet Promotion:

Full page \$1,000

Half of a page \$500

Quarter of a page \$300

DONATE

## Door Prizes

Have Your Company's Flagship Product or Service Featured Prominently in Our Raffle!



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# ◆ Conference Sponsorship Packages ◆

**Help support our event and our mission!**

By supporting our conference you are doing more than providing a monetary contribution. On behalf of your organization, becoming a sponsor means **Enhanced Brand Visibility and Reputation**, opening your business up to **Networking Opportunities** with hundreds of conference attendees, and establishing a title as an **Advocate for Women’s Leadership**.

Sponsor Benefits	Door Prize	Half Table \$2,000	Full Table \$4000	Gold Level \$5,000	Diamond Level \$7,000	Platinum Level \$10,000
Complimentary Conference Admission tickets	-	5	10	2	5	10
Conference Booklet Promotion Space	-	-	-	One Half Page	One Full Page	Back of Booklet
Social Media Recognition						
Distribute promotional materials in conference bags						
Options to provide items such as pens, notepads, swag bags.						
Complimentary Conference Parking for attendees						
Exhibitor space at the conference						
Spotlight (Video) Your brand’s video on the main stage screen for maximum impact						
Recognition in press releases as a lead event partner						
Company name and logo printed on tables						
One 15% complimentary discount off HGER Ground 2025 program						
Receive <b>The Grace E. Harris Sponsorship</b> Badge Holder						

## Conference Booklet Promotion\*

\*Exclusive advertising space: first come, first serve!

- FULL PAGE \$1,000**
- HALF OF A PAGE \$500**
- QUARTER OF A PAGE \$300**

## Quick Links

Click the links to gain additional information.

- [SPONSOR FORM](#)**
- [REGISTRATION LINK](#)**
- [OUR WEBSITE](#)**

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**SPONSOR FORM**

Click [here](#) to sign up for a Sponsorship

**REGISTRATION FORM**

Click [here](#) to register a participant to attend the conference

 **Contact:**

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