



# VCU

## The Grace E. Harris Leadership Institute

April 30, 2024

Greetings!

I am excited to reach out to you to invite your support of the **18<sup>th</sup> Annual HIGHER Ground Leadership Conference**, which brings together professional women and supporters of women to share ideas and explore leadership practices that influence their effectiveness at work, at home, and in their communities. Many return, year after year, for this sold-out event. We look forward to engaging with an expanded audience this year for the event on **Friday, November 1, 2024, at the Greater Richmond Convention Center**.

Join us in celebrating the VCU **Grace E. Harris Leadership Institute's** 25th Anniversary as a Powerful Sponsor at the 18th Annual HIGHER Ground Leadership Conference with a theme reflecting decades of poised leadership, ***Cultivating Graceful Leaders: A Legacy of 25 Years***.

This annual leadership conference connects participants who identify as change agents and see their actions as meaningful and transformational for themselves, their families, and their professional colleagues and employers. These emerging leaders attend our conference to recharge and reconnect—intellectually and emotionally—with each other around the hot topics facing business and social leaders.

Each year, this unique one-day conference for the commonwealth brings together over 300 attendees for a sold-out event. 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 in attendance, your business will be recognized as a supporter of women 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.

This annual leadership conference has fostered loving connections, countless associations, and long-lasting relationships that have impacted thousands of emerging women leaders and other supporters of women's leadership. The conference is for a diverse audience of professional leaders, fostering collaboration and relationship-building. Whether you're a seasoned leader, a new supervisor, or simply interested in leadership, **the 18th Annual HIGHER Ground Leadership Conference** is a must-attend, buzz-worthy event that will provide a dynamic lifetime experience and a unique opportunity you won't want to miss.

It's all happening on **November 1st, 2024**, at the Greater Richmond Convention Center.

**The Grace E. Harris Leadership Institute**

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That is why your support is so important to us. Do you need more reasons to become a conference sponsor? Here are a few. Your sponsorship will help to support

- Leadership Development Opportunities
- Mentorship Programs
- Sponsoring Participants to be able to Attend a GEHLI Professional Development Program
- Networking Relationships
- Diversity Partnerships
- Collaborative Businesses
- Global connections

at the Grace E. Harris Leadership Institute.

Enclosed are resources outlining available sponsorship opportunities and the benefits of each level. If your organization would like to participate, please contact us at (804) 827-1169 or [gehli@vcu.edu](mailto:gehli@vcu.edu) to get started.

With gratitude and warmest regards,

Sincerely,

Sherida Haughton, MBA, LSSGB, CAPM  
Associate Director  
The Grace E. Harris Leadership Institute