Celebrating 25 Years of Leadership

18th Annual HIGHER Ground Leadership Conference

November 1, 2024
Greater Richmond Convention Center

The Grace E. Harris Leadership Institute
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
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.
The Grace E. Harris Leadership Institute

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
The Grace E. Harris Leadership Institute

Admission Ticket Bundles

Full Table
- 10 Conference Admission Tickets
- $4K

Half Table
- 5 Conference Admission Tickets
- $2K

Conference Booklet Promotion:
- Full page $1,000
- Half of a page $500
- Quarter of a page $300

Door Prizes

DONATE

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

Shout-Outs on Social Media!
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.

<table>
<thead>
<tr>
<th>Sponsor Benefits</th>
<th>Door Prize</th>
<th>Half Table $2,000</th>
<th>Full Table $4,000</th>
<th>Gold Level $5,000</th>
<th>Diamond Level $7,000</th>
<th>Platinum Level $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Conference Admission tickets</td>
<td>-</td>
<td>5</td>
<td>10</td>
<td>5</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Conference Booklet Promotion Space</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>One Half Page</td>
<td>One Full Page</td>
<td>Back of Booklet</td>
</tr>
<tr>
<td>Social Media Recognition</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Distribute promotional materials in conference bags</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Options to provide items such as pens, notepads, swag bags.</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Complimentary Conference Parking for attendees</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Exhibitor space at the conference</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Spotlight (Video) Your brand’s video on the main stage screen for maximum impact</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Recognition in press releases as a lead event partner</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Company name and logo printed on tables</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>One 15% complimentary discount off HIGHER Ground 2025 program</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Receive The Grace E. Harris Sponsorship Badge Holder</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Conference Booklet Promotion*

*Exclusive advertising space: first come, first serve!

Quick Links

Click the links to gain additional information.

SPONSOR FORM
REGISTRATION LINK
OUR WEBSITE
18th Annual
HIGHER Ground
Leadership Conference
November 1, 2024
Greater Richmond Convention Center

Contact:
Visit us at:
916 W. Franklin St Richmond, VA 23284
(804) 827-1169
gehli@vcu.edu
https://gehli.vcu.edu/conference/

SPONSOR FORM
Click here to sign up for a Sponsorship

REGISTRATION FORM
Click here to register a participant to attend the conference

Contact:
Visit us at:
916 W. Franklin St Richmond, VA 23284
(804) 827-1169
gehli@vcu.edu
https://gehli.vcu.edu/conference/

Associate Director
Sherida Haughton
haughtonse@vcu.edu

Assistant Director
Vickisha D. Harris
harrisvd@vcu.edu

Business Developer Liaison
Mandy Fowler
afowler3@vcu.edu

VCU
The Grace E. Harris Leadership Institute