



## Leadership Chapel Hill-Carrboro 2025 Sponsorship Guide

### Event Details:

- **Date Range:** June 5th, 2025 - January 15th, 2026
- **Format:** 10 sessions over 8 months (typically Thursdays from 8am-5pm)
- **Expected Attendance:** 25-30 business and community leaders

### Event Overview

Leadership Chapel Hill-Carrboro is a personal and professional development program that has been developing current and future leaders in the Greater Chapel Hill-Carrboro community since 1985. This immersive program informs, connects, and engages current and future leaders in the Greater Chapel Hill-Carrboro community through dozens of panels, tours, and workshops spanning 10 months.

### Audience:

Our Leadership program attracts a diverse cohort of emerging and experienced leaders from across the region, including:

- Business owners and executives
- Nonprofit directors and board members
- Government officials and staff
- Education administrators and faculty
- Healthcare professionals
- Community advocates and volunteers
- Young professionals seeking advancement

This represents a unique opportunity to connect your brand with current and future decision-makers who are actively invested in the future of Greater Chapel Hill-Carrboro.

### Schedule:

- **Session 1:** Kickoff - June 5th from 5pm-7:30pm
- **Session 2:** Experiential Learning at Triangle Training - June 12th
- **Session 3:** Community History and Governance - July 17th
- **Session 4:** Arts, Tourism and Justice - August 14th
- **Session 5:** Human Services and Affordable Housing - September 11th
- **Session 6:** The University and Health Care System - October 9th
- **Session 7:** Economic and Community Development - November 13th
- **Session 8:** Education and Workforce Development - December 11th
- **Session 9:** Community Impact - January 8th, 2026
- **Session 10:** Graduation - January 15th, 2026 from 5:00pm - 8:00pm

## Premium Sponsorship Opportunities

- **Presenting Sponsorship** - \$3,500 *(3 available)*
  - Top billing name and logo recognition on all event communications, educational materials, press releases, and signage
  - Verbal recognition as Leadership sponsor at Kick-off and Graduation
  - Social media promotion pre and post Leadership 2025
  - Event named for the Presenting Sponsor (i.e.: Leadership 2025 presented by 'ABC Company')
  - One scholarship/cohort spot designated for the presenting sponsor - \$2,250 value
  - Customized opportunities to participate in a session as moderator
- **Kick-Off Sponsorship** - \$1,250 *(exclusive)*
  - Verbal recognition as Leadership Sponsor at Kick-off
  - Opportunity to offer 1-2 minute welcome to attendees during Kick-Off
  - Opportunity to provide branded gift or card for attendee welcome bags
  - Social media promotion pre and post Leadership 2025
- **Graduation Sponsorship** - \$1,250 *(exclusive)*
  - Verbal recognition as Leadership Sponsor at Graduation
  - Opportunity to offer 1-2 minute welcome to attendees during graduation
  - Opportunity to provide branded gift or card for attendee thank you bags
  - Social media promotion pre and post Leadership 2025
- **Lunch Sponsorship** - \$1,250 *(exclusive)*
  - Opportunity to greet and welcome Leadership Class during one session or provide a video message during lunch
  - Recognition at each lunch session
  - Opportunity to distribute materials
  - Social media promotion pre and post Leadership 2025

## Additional Sponsorship Options

- **Scholarship Sponsors** - \$1,000 *(10 available)*
  - Help make it possible for a local leader to participate in Leadership
  - Verbal recognition as scholarship sponsor during Kick-Off
  - Social media promotion pre and post Leadership 2025
  - Sponsor name and/or logo included in communications and materials
- **Session Sponsors** - \$750 *(10 available)*
  - Verbal recognition as session sponsor in daily welcome and closing remarks
  - Opportunity to distribute materials at select sessions
  - Opportunity to greet and welcome Leadership Class during one session or provide a video message during breakfast
  - Sponsor name and/or logo included in communications and materials
  - Social media promotion pre and post Leadership 2025
- **Bus Tour Sponsors** - \$750 *(3 available)*
  - Verbal recognition as the bus tour sponsor
  - Recognition at corresponding lunch session
  - Opportunity to distribute materials at select sessions
  - Sponsor name and/or logo included on all event communications, materials, and signage
  - Social media promotion pre and post Leadership 2025

---

For more information or to secure your sponsorship opportunity,  
contact: McKenzie Steagall at [msteagall@carolinachamber.org](mailto:msteagall@carolinachamber.org) or [CLICK HERE](#) to purchase.