



Leadership

JOHNSON COUNTY

at FRANKLIN COLLEGE

2020-2021 SPONSORSHIP OPPORTUNITIES





Why Support Leadership Johnson County?

Leadership Johnson County works hard to ensure your dollars are well spent when you support our programs. With a variety of opportunities to fit your designated marketing or philanthropic dollars, we look forward to finding a mutually beneficial partnership. When you support LJC, your organization will gain:

- Increased visibility in and around Johnson County
- Opportunities to interact with local leaders and dignitaries
- Access to a network of future employees and potential business partners
- Demonstration of the value your organization places on effective leadership and collaboration
- Association with an established and respected leadership program boasting over 25 years of rich history that includes over 100 community service projects

Contact us today to find an opportunity that best fits your organization. Tandy Shuck, LJC Executive Director, can be reached at tshuck@franklincollege.edu or 317-738-8264 for more information. Be sure to visit our website at www.leadershipjohnsoncounty.org.



OUR HISTORY

For more than 25 years, Leadership Johnson County has educated central Indiana residents to lead business, government, and non-profit community organizations.

We are a non-political, nonprofit organization that exists to promote widespread involvement in creative community problem solving. Our programs provide central Indiana businesses, organizations, and individuals access to top-notch trainings and workshops to help elevate skills and enhance leadership.

By partnering with Leadership Johnson County, you will gain valuable exposure to key business and nonprofit leaders within the community. This sponsorship packet contains a variety of options to meet any budget. We are excited to provide sponsors with a great value and lasting community impact by working with our organization to cultivate and develop informed and involved citizens working to make our communities better.



2019-2020 LEADERSHIP JOHNSON COUNTY BOARD OF DIRECTORS



LEADERSHIP CHAMPIONS

Leadership Johnson County offers four different Leadership Champion levels enabling businesses to receive the most recognition throughout the year. This tiered level sponsorship opportunity provides multiple options for how you spend your marketing dollars with various recognition at each level.

LEADERSHIP CHAMPION SPONSORSHIP BENEFITS

	\$10,000 \$15,060 ESTIMATED VALUE	\$7,500 \$12,465 ESTIMATED VALUE	\$5,000 \$10,470 ESTIMATED VALUE	\$3,000 \$7,860 ESTIMATED VALUE
Logo in 2021-2022 LJC Program Guide - if confirmed by March 20, 2020 (\$2,000 value)	✓	✓	✓	✓
Advertisement in the LJC Program Guide - if confirmed by March 20, 2020 (\$2,000 value)	Full-page ad (\$2,000 value)	Half-page ad (\$1,000 value)		
Logo appears on Leadership Champion sheet that is shared at all LJC Select Workshops (\$2,000 value)	✓	✓	✓	✓
Vouchers to use as you see fit (see list describing voucher exchange program)	40 (\$1,960 value)	35 (\$1,715 value)	30 (\$1,470 value)	15 (\$735 value)
One table of (10) at the LJC Wine Event in March 2021 (\$1,100 value)	✓			
Logo displayed on traveling banner at all LJC Select program/fundraising events (\$1,000 value)	✓	✓	✓	✓
Spoken public recognition by LJC Staff at all LJC Select programs (\$750 value)	✓	✓	✓	✓
Logo included in LJC Annual Report (distributed to 20,000 residents) (\$750 value)	✓	✓	✓	✓
Listed in all program booklets distributed at LJC Select Programming (\$750 value)	✓	✓	✓	
Listed in Signature Program graduation program, distributed to 150 community leaders (\$500 value)	✓	✓	✓	✓
Seats to these events: Signature Program Graduation Celebration (\$25 value) Donor Recognition Events (\$50 value) Franklin College Special Events (\$50 value)	4 seats per event (\$500 value)	2 seats per event (\$250 value)	2 seats per event (\$250 value)	1 seats per event (\$125 value)
Speaking opportunity during an LJC program (based on availability) (\$750 value)	✓	✓		
Name and/or logo listed on LJC website (\$1,000 value)	✓	✓	✓	



VOUCHERS



LEADERSHIP CHAMPION VOUCHERS

The sponsor vouchers can be used in any combination based on the breakdown below. Choose the way that works best for your organization. The only stipulation is that a maximum of 31 vouchers can be used for the Signature Program Tuition.

Signature Program tuition (participant must first get accepted into the program based on the review process)	31 Vouchers (\$1,500 value)
One table of (10) at the LJC Wine Event in March 2021	23 vouchers (\$1,100 value)
One seat to the Women's Retreat	4 vouchers/workshop (\$200 value)
One seat at a half-day workshop (see program guide for complete list)	1 voucher/workshop (\$49 value)
DISC Profile workshop for work team in your workplace (up to 20 people, additional seats may be purchased at a discounted rate)	31 vouchers (\$1,500 value)
Myers-Briggs Type Indicator (MBTI) training with your work team in your workplace (up to 20 people, additional seats can be purchased at discounted rate)	20 vouchers (\$980 value)
Business Profile in Leading Edge Newsletter, the electronic newsletter sent to over 700 LJC Signature Program graduates (limited availability)	10 vouchers (\$490 value)
Business Display Table at one LJC Program (limited availability)	6 vouchers (\$294 value)
One seat at a full-day workshop (see program guide for complete list)	2 vouchers/workshop (\$99 value)



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LJC SELECT HALF-DAY WORKSHOPS

Leadership Johnson County hosts multiple half-day workshops on a variety of topics, including, personal and professional development, leadership, management, and more. Topics listed below.

MULTIPLIERS

September 3, 2020: 9am - 12:00 noon, Franklin College

ALL ABOARD VOLUNTEER FAIR

September 21, 2020: 5:00pm - 7:00pm, Whiteland Community High School

CHOOSING DOORS: HOW TO TREAT PEOPLE

October 1, 2020: 9am - 12:00 noon, Franklin College

STRENGTHS FOR MANAGERS

October 30, 2020: 9am - 12:00 noon, Franklin College

WORKING WITH DIFFICULT PEOPLE

November 13, 2020: 9am - 12:00 noon, Franklin College

MARKETING

December 11, 2020: 9am - 12:00 noon, Franklin College

FINANCIAL LEADERSHIP

January 14, 2021: 6:00pm - 8:00pm Franklin College

ENNEAGRAM

January 26, 2021: 9am - 12:00 noon, Franklin College



LJC SELECT HALF-DAY WORKSHOPS (Continued)

BUDDY TO BOSS

April 8, 2021: 9am - 12:00 noon, Franklin College

VISION SETTING

May 4, 2021: 9am - 12:00 noon, Franklin College

IMPOSTER SYNDROME

May 21, 2021: 9am - 12:00 noon, Franklin College

HALF-DAY WORKSHOP SPONSORSHIP BENEFITS	TITLE SPONSOR	BREAKFAST/SNACK SPONSOR
	\$750	\$150
Registrations to half-day workshop	5	1
Opportunity to speak to attendees for up to 5 minutes	✓	
Press release mention	✓	
Mention in pre and post event communication	✓	
Social media mentions	✓	
Logo on banner/signage (provided by LJC, size dependant on level)	✓	✓
Opportunity to host a business table	✓	
Spoken public recognition during workshop	✓	✓
Invitation to donor appreciation events	✓	



WOMEN'S RETREAT

AUGUST 20 & 21, 2020: FRANKLIN COLLEGE



Women are rising into leadership roles now more than ever. It is important that we learn skills to help us balance all the areas of our lives while building and maintaining a legacy for our companies and businesses. The best leaders have a clear vision for their team and themselves and co-create action steps to get them there in the least amount of time. This retreat is perfect for emerging leaders as well as seasoned professionals and those looking to create or grow a new or existing business.

This workshop will help participants better meet the following objectives:

- o Manage performance more effectively day-to-day
- o Communicate with a multi-generational workforce
- o Engage and retain talent
- o Become more agile and make better decisions
- o Move away from command-and-control leadership
- o Develop confidence in leadership skills

This session will provide:

- o An opportunity to regroup and re-energize
- o Space and time to be creative and try new things
- o Self-assessments to help each person determine their areas of strength and development
- o Interactive instructional techniques to develop a learning community
- o Development of peer coaching skills

WOMEN'S RETREAT SPONSOR LEVELS

	RETREAT SPONSOR \$3,000	WELLNESS SPONSOR \$1,500	HOSPITALITY/HOT SPOT \$750	BREAKFAST SPONSOR \$500	SNACK SPONSOR \$250
Registration to the Women's Retreat	4	2	1		
Opportunity to speak to attendees up to 5 minutes	✓	✓			
Press release mention	✓	✓			
Mention in pre and post event communication	✓	✓			
Social Media Mentions	✓	✓			
Marketing items into attendee bags	✓	✓	✓		
Logo on banner/signage provided by LJC	✓	✓	✓	✓	
Recognition in the Women in Leadership Program	✓	✓	✓	✓	✓
Opportunity to host a business table	✓				
Spoken public recognition during workshop	✓	✓	✓		
Invitation to donor appreciation event	✓	✓	✓		
Listed as Leadership Champion on LJC Traveling banner and on promotional pieces at all LJC Select Workshops	✓				



PURSE BINGO

SEPTEMBER 24, 2020 - THE BARN AT BAY HORSE INN

Enjoy an evening out with friends at our NEW event – Designer Purse Bingo! Sponsorship of Purse Bingo will provide multiple advertising opportunities, plus a fun night supporting JC!

SPONSORSHIP BENEFITS

	TITLE SPONSOR	DOUBLE ROUND SPONSOR	ROUND SPONSOR	PURSE SPONSOR
	\$1,500	\$750	\$500	\$250
Seats at Bingo Event	8	4	2	0
Opportunity to speak to attendees at the event	✓	✓	✓	
Social media mentions	✓			
Mention in pre and post event communication	✓			
Recognition on event day materials	✓	✓	✓	✓
Invitation to donor appreciation event	✓	✓		



WOMEN IN LEADERSHIP

FEBRUARY 12, 2021 - LOCATION TBD

The Women in Leadership Workshop helps connect women while fostering a learning environment geared towards empowering and motivating women at every level in the workplace. Your sponsorship helps participants engage in interactive sessions designed to challenge and embolden growth.



SPONSORSHIP BENEFITS

	TITLE SPONSOR	LUNCH SPONSOR	BREAKFAST SPONSOR	SNACK SPONSOR
	SOLD OUT	SOLD OUT	\$250	\$150
Registrations to the Women in Leadership workshop	4	2	1	
Opportunity to speak to attendees for up to 5 minutes	✓			
Press release mention	✓			
Mention in pre and post event communication	✓	✓		
Social media mentions	✓			
Marketing items into attendee bags	✓	✓		
Logo on banner/signage (provided by LJC, size dependent on level)	✓	✓	✓	✓
Recognition in the Women in Leadership Workshop Program	✓	✓	✓	✓
Opportunity to host a business table	✓	✓		
Spoken public recognition during workshop	✓	✓	✓	✓
Invitation to Donor Appreciation Event	✓	✓		



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LJC WINE EVENT

DATE TBD - THE NEST EVENT CENTER, GREENWOOD

Raise your glass and toast to an amazing evening of fine dining, wine and fun. Join Leadership Johnson County as we host over 400 community leaders for our signature fundraising event. Sponsorship of the wine event comes with a variety of perks, chief among them the opportunity to sit back, relax, and enjoy an evening among friends. Funding helps to support the operating expenses that allow LJC to further our mission and reach within the community.



SPONSORSHIP BENEFITS

	EVENT SPONSOR \$2,500	TRIP SPONSOR \$2,000	DINNER SPONSOR \$1,500	VIDEO SPONSOR \$1,250	VIP RECEPTION SPONSOR \$1,250	TABLE SPONSOR \$1,100	GIFT CARD PULL SPONSOR \$1,000	50/50 RAFFLE SPONSOR \$500	BASKET SPONSOR \$250
Seats at the LJC Wine Event	10	6	6	2	2	10	4	2	
Logo on all materials promoting the LJC Wine Event	✓								
Logo displayed in the presentation shown during the LJC Wine Event	✓	✓	✓	✓	✓		✓		
Logo in LJC Wine Event program	✓	✓	✓	✓	✓		✓	✓	✓
Descriptive paragraph in LJC Wine Event program	✓	✓							
Special recognition gift the night of the event	✓	✓	✓						
Signage displayed prominently during the entire event	✓	✓	✓	✓	✓		✓	✓	✓
Spoken public recognition during event	✓	✓							
Company name listed in annual report (distributed to 20,000 residents)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition and special gift during LJC Signature Program graduation dinner	✓	✓	✓	✓	✓	✓	✓	✓	✓
Seats to the LJC Signature Program graduation dinner	2	2	2	2	2		2		
Listed in Signature Program graduation program (distributed to 150 community leaders)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Event video feature	✓								
Spoken public recognition during event	✓	✓	✓	✓	✓				



YOUTH LEADERSHIP ACADEMY

NEW ACADEMY STARTS AUGUST 8, 2020
GRADUATION CEREMONY ON APRIL 27, 2021

This program brings together a select group of Johnson County High School students and allows them an opportunity to gain more self-awareness and enhance their leadership skills while developing a better understanding of their local community. During this exciting program, students attend an opening retreat, four program days and a graduation celebration. Program days address specific topics and each day provides an opportunity to interact with classmates and community leaders. Participants will also create and implement a group project to help better their community while practicing the important skills they are developing in a safe learning environment.



SPONSORSHIP BENEFITS

	OPENING RETREAT SPONSOR	PROGRAM DAY UNDERWRITER	GRADUATION CELEBRATION SPONSOR
	\$3,000	\$1,500	\$3,000
Sponsor will automatically become a Leadership Champion	✓		✓
Sponsor will receive 20 vouchers (can be used for workshops)	✓		✓
Logo will appear in Annual Report	✓		✓
Logo will appear in materials for Youth Leadership Academy	✓	✓	✓
Invitation to donor appreciation event	✓	✓	✓
Speaking opportunity during opening retreat	✓		
Logo on banner/signage (provided by LJC - size dependent on level)	✓	✓	✓
Two seats to the Youth Academy Graduation	✓	✓	✓
Mention in pre and post event communication	✓	✓	✓
Spoken public recognition during workshop	✓	✓	✓
Social media mentions	✓	✓	✓
Speaking opportunity sometime during the program		✓	
Speaking opportunity during Youth Academy Graduation			✓