



Atlanta Regional Commission

2018

# ARC LEADERSHIP SPONSORSHIP PROGRAM

The leadership programs of the Atlanta Regional Commission (ARC) involve hundreds of individuals annually in thoughtful, engaging opportunities to learn about issues of regional significance, connect with other leaders, and take action to make the Atlanta region a better place. Sponsorship of these programs provides critical support to strengthen the civic infrastructure that is necessary to meet the challenges of the future. New for 2018, your sponsorship supports the following programs:



## LINK Program

Started in 1997, LINK provides an opportunity for around 110 of the Atlanta region's top leaders to engage in dialogue with their counterparts from other regions. Leaders explore solutions and exchange ideas for improving the Atlanta region and fostering positive community change. The annual three-day LINK trip takes place each spring to a different region in North America.

## LINK Forward

This cohort of 25 more senior regional and state leaders meets with top leaders from the region featured on the annual LINK trip. These conversations are more intimate and share in-depth knowledge on creative policy solutions and how regions work collaboratively. LINK Forward takes place simultaneously with the annual LINK trip.



Arts Leaders of Metro Atlanta

## Arts Leaders of Metro Atlanta (ALMA)

ALMA addresses the challenges and opportunities facing the Atlanta region's arts and culture community. For leaders of all backgrounds, ALMA takes participants through five program days over the course of five months, beginning each February. Alumni include some of the most influential arts leaders in the region.



## Regional Leadership Institute (RLI)

Now in its 28th year, RLI brings together 50 leaders from across the region for a deep dive into regional issues and effective leadership. The goal is to create a network of passionate, engaged professionals who are able to help metro Atlanta address regional challenges. RLI takes place every fall for one week in Savannah, Georgia.



## Model Atlanta Regional Commission (MARC)

The MARC program takes 50 high school youth through six program days of study, debate and hands-on activities over six months. This format provides them with a deeper understanding of regional issues and how they are interconnected. MARC gives youth opportunities to explore creative solutions to improve their community while honing their leadership skills. The program takes place each September through February.



# ARC LEADERSHIP SPONSORSHIP PROGRAM

## **\$20,000 Presenting Sponsor** (3 available)

The following recognition is given to the **Presenting Sponsor**:

- Top-level sponsor of leadership programs, including recognition on banners and digital outreach;
- Recognition at the ARC Board meeting immediately prior to each of the programs;
- Co-sponsor of LINK or RLI Opening or Closing Dinner;
- Pre-LINK trip briefing session with ARC's Executive Director;
- Recognition during opening sessions of all leadership programs, including the opportunity to welcome participants at each program.

The following benefits and advertising opportunities are available to the **Presenting Sponsor**:

- Top billing and recognition at all leadership program events;
- Two (2) guaranteed LINK invitations, one of which is complimentary;
- One (1) guaranteed RLI invitation;
- Full page, full-color advertisement in the LINK briefing book and RLI and ALMA program materials;
- Sponsor of LINK Forward premium gift or tour and opportunity to distribute promotional materials to all leadership program participants;
- A link to your organization's website from the ARC website;
- Logo recognition on:
  - Leadership program publications and materials, including the LINK briefing book and RLI and ALMA program binders;
  - ARC's e-newsletter;
  - Standing banners displayed prominently during the entirety of all leadership programs.

## **\$10,000 Leadership Sponsor**

The following recognition is given to the **Leadership Sponsor**:

- Major sponsor of leadership programs, including recognition on banners and digital outreach;
- Recognition during opening sessions of all leadership programs;
- Recognition at the ARC Board meeting immediately prior to each of the programs;
- Sponsor of LINK, RLI or ALMA reception;
- Opportunity to address MARC youth program attendees.

The following benefits and advertising opportunities are available to the **Leadership Sponsor**:

- High-level recognition at all leadership program events;
- Two (2) guaranteed LINK invitations;
- Half-page, full-color advertisement in the LINK briefing book and RLI and ALMA program materials;
- Opportunity to provide premium gift for the LINK participant bag;
- A link to your organization's website from the ARC website;
- Logo recognition on:
  - Leadership program publications and materials, including the LINK briefing book and RLI and ALMA program materials;
  - ARC's e-newsletter;
  - Standing banners displayed prominently during the entirety of all leadership programs.



# ARC LEADERSHIP SPONSORSHIP PROGRAM

## \$5,000 Premiere Sponsor

The following recognition is given to the **Premiere Sponsor**:

- Sponsor of leadership programs, including recognition on banners and digital outreach;
- Recognition at the ARC Board meeting immediately prior to each of the programs;
- Sponsor of LINK, RLI or ALMA lunch; co-sponsor of MARC opening event.

The following benefits and advertising opportunities are available to the **Premiere Sponsor**:

- Recognition at all leadership program events;
- One guaranteed LINK invitation;
- Quarter-page full-color advertisement in the LINK briefing book and RLI and ALMA program materials;
- Opportunity to provide premium gift for RLI participants;
- A link to your organization's website from the ARC website;
- Logo recognition on:
  - Leadership program publications and materials, including the LINK briefing book and RLI and ALMA program materials;
  - ARCs e-newsletter;
  - Standing banners displayed prominently during the entirety of all leadership programs.

## \$3,000 Partner Sponsor

The following recognition is given to the **Partner Sponsor**:

- Sponsor of leadership programs, including recognition on banners and digital outreach;
- Recognition at the ARC Board meeting immediately prior to each of the programs;
- Sponsor of LINK, RLI or ALMA breakfast; co-sponsor of MARC closing event.

The following benefits and advertising opportunities are available to the **Partner Sponsor**:

- Recognition at all leadership program events;
- Quarter-page full-color advertisement in the LINK briefing book and RLI and ALMA program materials;
- A link to your organization's website from the Atlanta Regional Commission website;
- Logo recognition on:
  - Leadership program publications and materials, including the LINK briefing book and RLI and ALMA program materials;
  - Atlanta Regional Commission's e-newsletter;
  - Standing banners displayed prominently during the entirety of all leadership programs.



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**Please complete the requested information, indicating your sponsorship choice.** Event and gift sponsorships will be assigned on a first-come, first-serve basis. If your first choice for an event sponsorship is not available, we will notify you as quickly as possible and help you identify a comparable sponsorship option. Please include a digital copy of your company logo upon submittal of your sponsorship (vector-based Adobe Illustrator EPS files are preferred or JPEG files with the dimensions of 10"x8" and resolution of 300 dpi). Advertisements should be submitted as a PDF file with fonts embedded. Specifications for LINK, RLI and ALMA ads will be sent to you.

Company/Organization

Contact/Title

Address

City/State/Zip

Phone Number

Fax Number

E-mail Address

Organizational Website Address

## Sponsorship Selection

(Please select your preferred sponsorship level and event or gift)

### ☐ Presenting Sponsor (\$20,000)

- ☐ Co-sponsor LINK/RLI Opening Dinner
- ☐ Co-sponsor LINK/RLI Closing Dinner

### ☐ Premiere Sponsor (\$5,000)

- ☐ LINK Lunch
- ☐ ALMA Lunch
- ☐ RLI Lunch

### ☐ Leadership Sponsor (\$10,000)

- ☐ Co-sponsor of LINK Reception
- ☐ Co-sponsor of RLI Reception
- ☐ Co-sponsor of ALMA Reception

### ☐ Partner Sponsor (\$3,000)

- ☐ LINK Breakfast
- ☐ ALMA Breakfast
- ☐ RLI Breakfast

## Payment Method

☐ Check Enclosed (payable to Atlanta Regional Commission)

### CREDIT CARD

☐ VISA® ☐ MasterCard® ☐ American Express®

Card #

Expiration Date: /

Name of Cardholder

Signature of Cardholder

ARC Community Partnerships staff will contact you to obtain the security code on the back of your credit card.

## Mail Sponsorship

Atlanta Regional Commission  
Attn: Stephen Causby  
229 Peachtree Street NE, Suite 100  
Atlanta, GA 30303

or fax to **470.423.3532**

or email to **scausby@atlantaregional.org**

Advertisements that accompany sponsorships must be emailed in the proper format to Holly Vine at **hvine@atlantaregional.org** by close of business on **Friday, March 9.**