



LEADERSHIP
BALTIMORE COUNTY

Corporate Partnership Opportunities

Powerful connections for a better community

A Message to Our Corporate Partners

At Leadership Baltimore County (LBC), we believe the strongest organizations are built by leaders who understand not only their business, but the community and systems in which they operate.

A partnership with LBC offers your organization more than visibility. It provides access to a trusted network of decision-makers, an opportunity to invest in leadership talent, and a meaningful way to demonstrate commitment to the region where your employees and customers live and work.

Through immersive programming, executive-level management, and an active alumni network, LBC creates environments where relationships are formed, insights are shared, and collaboration leads to results.

A Strategic Partnership Opportunity

LBC partners with organizations that know strong leadership and strong communities go hand in hand. A corporate partnership with LBC is not a charitable transaction—it is a strategic investment in talent development, brand visibility, and long-term regional impact.

Since 1983, LBC has prepared leaders across sectors to navigate complex systems, build trusted relationships, and drive results. Our 10-month, cohort-based leadership program and highly engaged alumni network connect your organization directly to decision-makers and influencers throughout Baltimore County and the greater region.





LEADERSHIP BALTIMORE COUNTY

Why Corporate Leaders Partner with LBC

- 1. Leadership and Talent Pipeline:** LBC participants and alumni are high-performing professionals who demonstrate commitment to growth, collaboration, and community leadership. Corporate partners gain exposure to emerging and established leaders, opportunities to support leadership development for employees, and connections that support recruitment, retention, and succession planning.
- 2. Brand Visibility with Decision-Makers:** Your brand is positioned in front of a trusted network that includes elected officials, senior government leaders, CEOs and senior corporate executives, and healthcare, education, and nonprofit leaders. Partnering with LBC places your organization in relationship-rich environments—not transactional marketing spaces.
- 3. Community Impact & CSR Alignment:** Corporate partners demonstrate visible commitment to civic engagement and regional problem-solving, workforce development, community leadership, community service, and quality-of-life initiatives.

High-Visibility Touchpoints

Signature Program: LBC's corporate partners receive access to the cohort members in the 10-month immersive signature program, where we provide dialogue around government and public policy, economic development and workforce trends, healthcare, education, public safety systems, and philanthropy and community leadership. Signature program participants engage throughout the year at retreats, events, and curated networking opportunities.



Corporate-Facing Events: In addition to the Signature Program events, corporate partners can engage with LBC attendees at other events throughout the year:

- **Annual Celebration and Commencement:** premier networking event with regional leaders
- **Issue Forums:** High-level discussion and relationship building
- **Community Impact Events:** Visible service and engagement opportunities



LEADERSHIP

BALTIMORE COUNTY

12-Month Corporate Partnerships

	Platinum \$20,000+	Gold \$10,000+	Silver \$5,000+
1. Opportunity to send one custom email to all LBC local alumni (approx. 800; sent by LBC)	x		
2. Exclusive title sponsor of your choice of one event (Annual Celebration excluded) or monthly retreat, including invitation to give remarks, post-event email, social media leader quote, marketing and visuals, swag distribution, and complimentary tickets	x		
3. Invitation to give brief remarks at the opening or closing retreat	x		
4. VIP reception with your company executive team, and LBC's Board of Directors and partners	x	x	
5. Video of your leader in conversation with LBC's president (for social and digital use)	x	x	
6. Complimentary memberships for employees	Up to 5 memberships	Up to 3 memberships	
7. Thought-leadership article on LBC website, social media, and e-newsletter highlighting your unique value to LBC's audience. Content provided by sponsor	In Platinum section of webpage	In Gold section of webpage	In Silver section of webpage
8. Verbal recognition at events specifying level	x	x	x
9. Year-round recognition by level with company logo on all event materials, website, social media, newsletter, staff email signatures	x	x	x
10. Annual Celebration Benefits	<ul style="list-style-type: none"> • Up to 10 tickets • Logo on program cover • Prominent placement of a full-page ad • Guest list 3 days in advance 	<ul style="list-style-type: none"> • Up to 6 tickets • Logo in program book • Regular placement of a full-page ad 	<ul style="list-style-type: none"> • Up to 4 tickets • Logo in program book • Regular placement of a full-page ad



One-time Sponsorship Opportunities

Events and Retreats Sponsorships			
	Bronze 2,500-\$4,999	Friends \$1,500-\$2,499	Patrons \$500-\$1,499
1. Opportunity to send post-event "message from our sponsor" email to attendees (sent by LBC)	x		
2. Opportunity to distribute swag	x		
3. Logo on LBC's sponsor list in e-newsletter	x	x	
4. Specific event or retreat marketing and visuals	Prominent logo placement at event	Logo placement at meal table	Logo placement at snack/drink station
5. Recognition on social media and in verbal remarks at event or retreat	x	x	x
6. Complimentary event tickets / attend a segment of the retreat in alignment with your priorities	3 tickets	2 tickets	1 ticket
7. Program ad space (for applicable events)	Full page	Full page	Half page
<p>Annual Celebration Program Ads may be purchased separately Reach LBC's largest event audience of the year with your custom messaging and branding. Full-page ad: \$500 Half-page ad: \$250 Quarter-page ad: \$150</p>			

A Custom Approach for Engagement

LBC understands that every organization has distinct business goals. Partnership and sponsorship packages are flexible and can be tailored to align with your leadership development strategy, brand objectives, and community priorities.

Let's discuss how engagement with LBC can support your organization's success.

410-583-5235 | azinn@leadbaltimore.org