

LEAD YOUR CITY SPONSOR MENU



Lead Your City brings together diverse young professionals from Greensboro and beyond to enhance their leadership and professional skills, expand their networks, and prepare for greater success in their workplaces and communities. This year's summit is set for Thursday, September 12th at the Conference Center at GTCC.

The summit features sessions addressing critical skill areas identified by local employers in the **2024 Guilford County Talent & Workplace Survey**. Attendees will gain insights from industry leaders and experts, ensuring they are equipped to meet the evolving needs of the job market. The day of learning and development will conclude with a networking reception, offering attendees, sponsors, and presenters a chance to make meaningful connections and plan their next steps.

Sponsoring Lead Your City is a prime opportunity to **elevate your brand** and engage directly with the Triad's emerging talent. Your support not only boosts brand visibility but also demonstrates a commitment to nurturing our community's talent pool. Sponsorship funds subsidize the program, ensuring a diverse and cross-sector attendance of young professionals.

This year, we anticipate 200 attendees from various industries, regions, and stages of their professional journeys. By sponsoring this event, you'll be investing in the growth and development of our region's workforce, creating a lasting impact on both your business and the broader community.

Join us in empowering the next generation of leaders.

INTERESTED IN BECOMING A SPONSOR?

Contact Sarah McGuire, Director of synerG Young Professionals for more information.
smcguire@actiongreensboro.org | 336.387.8350



PLATINUM SPONSOR - \$7500

The Platinum Sponsor level provides exceptional visibility across all platforms and also provides a substantial reservation of tickets to the summit to support development of young professional employees. This level signifies strong support of the event, positioning the sponsors as key industry player and enhancing brand image and recognition.

Branding Opportunities

- Recognized as Platinum sponsor of the summit in communications leading up to and throughout the summit
- Sponsor logo on all promotional materials including website, email marketing, screen signage, and print signage
- Opportunity to provide five-minute remarks on the main stage of the summit
- Special activation or experience featured throughout the summit such as a table to distribute giveaways or collateral placement in classrooms.

Conference Benefits

- Eight tickets to the summit
- Copy of attendee list for follow-up and connecting
- One dedicated email blast to synerG members (4000+ recipients) immediately after the summit

GOLD SPONSOR - \$5000

The Gold Sponsor level is ideal for companies that prioritize speaking opportunities and attendee engagement to deliver a targeted message. This level provides the ideal opportunity to speak to the audience directly in a highly curated setting.

Branding Opportunities

- Recognized as Gold sponsor of the summit in communications leading up to and throughout the summit
- Sponsor logo on all promotional materials including website, email marketing, screen signage, and print signage
- Opportunity to provide two-minute remarks on the main stage of the summit
- Special activation or experience featured throughout the summit such as a table to distribute giveaways or collateral placement in classrooms

Conference Benefits

- Six tickets to the summit
- Copy of attendee list for follow-up and connecting
- Inclusion in a sponsor highlight email blast to synerG members (4000+ recipients) immediately after the summit

SILVER SPONSOR - \$2500

The Silver Sponsor provides companies an opportunity for repetitive brand recognition throughout the summit as well as direct communication opportunities post-event.

Branding Opportunities

- Recognized as Silver sponsor of the summit in communications leading up to and throughout the summit
- Sponsor logo on all promotional materials including website, email marketing, screen signage, and print signage

Conference Benefits

- Four tickets to the summit
- Copy of attendee list for follow-up and connecting
- Inclusion in a sponsor highlight email blast to synerG members (4000+ recipients) immediately after the summit

BRONZE SPONSOR - \$1000

The Bronze Sponsor provides is ideal for companies who are seeking branding exposure to young professionals attending the summit and beyond.

Branding Opportunities

- Recognized as Bronze sponsor of the summit in communications leading up to and throughout the summit
- Sponsor logo on all promotional materials including website, email marketing, screen signage, and print signage

Conference Benefits

- One ticket to the summit
- Inclusion in a sponsor highlight email blast to synerG members (4000+ recipients) immediately after the summit

