



COUNCIL *on*  
FOUNDATIONS

2021

**LEADING  
TOGETHER  
CONFERENCE**

June 14 – 17, 2021 | A *Virtual* Experience

**SPONSORSHIP GUIDE**

2021

# LEADING TOGETHER CONFERENCE

June 14 – 17, 2021 | A *Virtual* Experience

Leading Together is the Council on Foundations' flagship biennial conference and *the* destination to engage in transformative conversations about how philanthropy can do our part to create a better world and earn the trust necessary to create real change. At each conference, more than 800 foundation and philanthropic leaders come together to connect on the critical issues concerning the sector.

## LOOKING BACK AT 2019 *at a glance*

### ATTENDEE FEEDBACK

*“There was a boldness to the closing plenary that I found really exciting.”*

*“I loved everything about this conference!”*

*“So worth the time and dollars to attend.”*



### PAST SPEAKERS

A sampling of 2019's conference speakers



**DON CHEN**  
President, Surdna Foundation



**SHEIDA ISABEL ELMI**  
Research Program Manager, The Aspen Institute



**CAITLYN FOX**  
Director, Strategic Initiatives, Chan Zuckerberg Initiative



**LISA HAMILTON**  
President and CEO, Annie E. Casey Foundation



**MIKE RIZER**  
Executive Director, Corporate Affairs, Ally



**JAVIER SOTO**  
President and CEO, The Miami Foundation



**MARY THOMAS**  
COO, The Spartanburg County Foundation

If you're new to Leading Together, you can visit the 2019 conference website to get a sense of programming, attendees, and events. [cof.org/leading-together-2019](http://cof.org/leading-together-2019)

## ABOUT THE COUNCIL ON FOUNDATIONS

Founded in 1949, the Council on Foundations envisions a world when philanthropy is a trusted partner in advancing the greater good. To achieve that vision, we foster an environment where philanthropy can thrive and cultivate a community of diverse and skilled philanthropic professionals and organizations who lead with integrity, serve as ethical stewards, and advocate for progress. The Council community includes almost 800 organizations (roughly 12,000 individuals) representing all types, sizes, focus areas, and geographies. Learn more about the Council at [www.cof.org](http://www.cof.org).



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# LEADING TOGETHER CONFERENCE

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2021 *at a glance*

*Participants can expect four days of interactive, high-energy learning featuring:*

- 3 high-profile **plenary** sessions
- 3 deep-dive **preconference workshops**
- 30+ **sessions** designed to challenge tradition and spark new ideas
- An **expo hall** featuring tech and tools designed to support grantmakers
- **Arts and wellness** activities that inspire and rejuvenate
- **Networking** opportunities to build relationships with philanthropic leaders from around the globe

*The conference vision is guided by a Working Group, led by two co-chairs.*



**DEIDRE LIND**

President and CEO  
Mayor's Fund for Los Angeles



**DR. ALANDRA WASHINGTON**

Vice President for Transformation and Organizational Effectiveness  
W.K. Kellogg Foundation

*Specific sessions will be selected from an open call for proposals and will fall within*

## **THREE KEY THEMES.**

1

**SEEKING COMMON GROUND** sessions will spark courageous conversations that challenge philanthropy to bridge divides, explore unlikely partnerships, and engage with different points of view to create real change.

2

**ADVANCING EQUITY** sessions will explore diverse perspectives on how we can make progress on issues such as economic inequality and racial injustice and engage in values-aligned philanthropy.

3

**RAISING THE BAR** sessions will focus on sharing strategies, resources, and tools to help philanthropic leaders be agents of change in their organizations and communities.

To learn more about how to become a 2021 Leading Together sponsor, contact:  
 Tara Cox, Development Director | 202-991-5394 | tara.cox@cof.org

## TIERED PARTNERSHIPS

### Community Partner

**\$50,000+**

#### *Benefits*

- Three (3) complimentary registrations to Leading Together
- Verbal recognition during the event
- Inclusion in footer on event emails
- Acknowledgment across Council social media platforms
- Logo and organization link on Leading Together website, platform, and app
- Opportunity to share one-paragraph message to attendees in post-event partner email
- List of opt-in event registrants

### Collaboration Partner

**\$25,000 – \$49,999**

#### *Benefits*

- Two (2) complimentary registrations to Leading Together
- Acknowledgment across Council social media platforms
- Logo and organization link on Leading Together website, platform, and app
- Opportunity to share one-paragraph message to attendees in post-event partner email
- List of opt-in event registrants

### Talent Partner

**\$5,000 – \$24,999**

#### *Benefits*

- One (1) complimentary registration to Leading Together
- Logo and organization link on Leading Together website, platform, and app
- Opportunity to share one-paragraph message to participants in post-event partner email
- List of opt-in event registrants

<i>at a</i> <b>GLANCE</b>	Community	Collaboration	Talent
	(\$50,000+)	(\$25,000 – \$49,999)	(\$5,000 – \$24,999)
Complimentary registration	3	2	1
Verbal recognition	●		
Inclusion in email footer	●		
Social media	●	●	
Logo/link on website, platform, app	●	●	●
Post-event sponsor message	●	●	●
Registrant list	●	●	●

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## À LA CARTE PARTNERSHIPS

Partners receive benefits equal to the corresponding tiered sponsorship level on previous page, as well as being named as sponsor in all descriptions of that event/program.

(For example, any description of wellness activities would include language such as “Supported by XYZ Organization”).

### Plenary

**\$75,000**

**3 AVAILABLE**

Three high-profile keynote sessions will bring hundreds of participants together to collectively reflect on our biggest challenges and be inspired by those fostering solutions. **This opportunity also includes a two-minute welcome before one of the plenaries, if of interest to the partner.**

### Reception

**\$50,000**

**1 AVAILABLE**

Just because we’re hosting a virtual conference, doesn’t mean we can’t have fun! Support our reception to celebrate Leading Together’s four days of learning, connection, and memorable moments. **This opportunity also includes a two-minute welcome before the reception, if of interest to the partner.**

### Networking

**\$25,000**

**1 AVAILABLE**

Peer connection is a critical component of any convening, and the need is even greater as we continue to navigate virtual workspaces. The conference will feature multiple opportunities to build relationships with funders from across the United States and around the world.

### Session Themes

**\$25,000**

**3 AVAILABLE**

Show your commitment to the issues that matter most to your organization by sponsoring one of three main session themes: Seeking Common Ground, Advancing Equity, and Raising the Bar.

### Preconference Workshops

**\$25,000**

**3 AVAILABLE**

Participants have the opportunity take a deep dive in one of three half-day workshops immediately before Leading Together focused on public policy, community foundations, or global grantmaking.

### Wellness

**\$15,000**

**1 AVAILABLE**

Help participants center their focus, make space for their wellbeing, and release stress while they’re “out of office” by supporting a variety of mental and physical wellness activities throughout the event.

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## À LA CARTE PARTNERSHIPS

### Arts

\$15,000

1 AVAILABLE

The Council recognizes the incredible power of the arts to inspire and foster change. We will infuse performance and visual artists throughout conference programming.

### Accessibility

\$15,000

1 AVAILABLE

Help create an inclusive conference experience by providing accessibility options such as live captioning.

### Mobile Event App

\$15,000

1 AVAILABLE

To enhance attendee interaction, we're providing a robust app to facilitate discussion and feature all conference speakers, sponsors, and much more.

### Between-Session Product Demos

\$10,000

MULTIPLE AVAILABLE

Looking for an opportunity to share your product with hundreds of decision-makers across the philanthropic sector?

**This sponsorship gives you 10 minutes to share a recorded demo/presentation during a break between conference sessions as well as a 90-second commercial during the conference.**

### Virtual Expo Hall Booth

\$5,000

MULTIPLE AVAILABLE

The Leading Together Virtual Expo Hall gives you space to meet one-on-one with potential clients looking for the platforms, technology, and ideas that will make it easier to do the greatest amount of good in their communities. **This sponsorship includes one expo booth on Wednesday, June 16 from 11:30am – 4:00pm ET.**

**Each booth will have a 300 word or less description of their institution, contact information, an OnDemand video (exhibitor provided), PDFs or video links, an asynchronous chat, an opportunity to schedule 1:1 video sessions, and an integrated on-platform video conferencing link for live presentations.**

### Media

MULTIPLE AVAILABLE

Media entities can amplify and support the Leading Together conference by becoming a media partner. All media partners will receive benefits commiserate with "Talent Partner" tier.

# SPONSORSHIP OPPORTUNITIES

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## À LA CARTE PARTNERSHIPS

<i>at a</i> <b>GLANCE</b>	Plenary	Reception	Networking, Session Theme, Preconference Workshop	Wellness, Arts, Accessibility, App	Product Demo	Expo Hall	Media
	(\$75,000)	(\$50,000)	(\$25,000)	(\$15,000)	(\$10,000)	(\$5,000)	
Complimentary registration	3	3	2	1	1	1	1
2-minute welcome	●	●					
Verbal recognition	●	●					
Email footer	●	●					
10-minute demo					●		
Expo Hall booth						●	
Social media	●	●	●				
Logo/link on website, platform, app	●	●	●	●	●	●	●
Post-event message	●	●	●	●	●	●	●
Registrant list	●	●	●	●	●	●	●