2015 RECOGNITION GALA
SPONSORSHIP OPPORTUNITIES

October 8, 2015
Gaylord National Hotel
National Harbor, MD
THE EXECUTIVE LEADERSHIP COUNCIL, INC.
The Executive Leadership Council, an independent non-profit 501(c)(6) corporation founded in 1986, is the pre-eminent membership organization committed to increasing the number of global black executives in C-Suites, on corporate boards, and in global enterprises. Comprised of more than 500 current and former black CEOs, board members, and senior executives at Fortune 1000 companies and global equivalents, its members work to build an inclusive business leadership pipeline that empowers global black leaders to make impactful contributions to the marketplace and the global communities they serve. For more information, please visit www.elcinfo.com.

THE EXECUTIVE LEADERSHIP FOUNDATION
The Executive Leadership Foundation provides financial support for the Council’s initiatives and programs. As the charitable arm of the Council, it sustains the organization’s success with contributions from our corporate sponsors and strategic partners. The 501(c)(3) affiliate supports educational programs and provides scholarships and grants to deserving students and helps develop the next generation of global black leaders.

The annual Gala celebrates the business achievements of global black executives, entrepreneurs, thought leaders, and academics supporting diversity and inclusion in corporate America. The event also recognizes corporations demonstrating policies and practices that promote black executives and their contributions.

Awards given include:

- The Alvaro L. Martins Heritage Award, which celebrates the global black business leadership legacy
- The Achievement Award, honoring global black business achievement
- The Corporate Award, in recognition of achievement on behalf of global black business leaders

GALA TABLE AND INDIVIDUAL SPONSORSHIPS

GALA TABLE SPONSORSHIPS
- Chairman’s Table ................................ $50,000
- Platinum Table ................................... $35,000
- Gold Table ...................................... $25,000
- Silver Table ..................................... $20,000
- Bronze Table ................................... $15,000

INDIVIDUAL GALA TICKET SPONSORSHIPS
- Gold Ticket ..................................... $2,500
- Silver Ticket ................................... $2,000
- Bronze Ticket .................................. $1,500
- ELC Legacy/Transition Ticket .............. $500
- MLMS Participant Gala Ticket ............. $750 purchased by 8/31/15
- MLMS Participant Gala Ticket ............. $1,000 purchased after 8/31/15, subject to availability
## 2015 CO-LEAD GALA SPONSOR BENEFITS  $250K EACH

- Two (2) tables in the Chairman’s Circle in prime location ($100,000)
- One (1) table in the Platinum seating section ($35,000)
- Opportunity to purchase up to five (5) discounted individual Gala tickets for your Mid-Level Managers’ Symposium participants
- On-stage recognition and photo opportunities for CEO at Gala
- Invitation to CEO Summit 2.0 Reception and VIP Reception
- Special recognition at VIP Reception
- Opportunity to provide a gift for Gala gift bags
- Company branding on select signage, including red carpet photo area
- CEO letter with photo in the Gala program book
- Full page ad on the inside front, inside back, or back cover of Gala program book ($5,000)
- Full page ad in the Mid-Level Managers’ Symposium program book ($5,000)
- Five (5) registrations for the Mid-Level Managers’ Symposium ($4,975)
- Invitation to select Gala special events
- Recognition of company in marketing collaterals
- Inclusion in pre and post Gala publicity
- ELC/ELF website branding

If Co-Lead Sponsors, with ELF’s concurrence, wish to have marquee entertainment during the Gala, sponsors will supplement sponsorship with an additional “entertainment” package to include all entertainment performance and production costs.

## 2015 CONTRIBUTING GALA SPONSOR BENEFITS  $100K EACH

- One (1) table in the Platinum seating section ($35,000) *
- Opportunity to purchase up to three (3) discounted individual Gala tickets for your Mid-Level Managers’ Symposium participants *
- Invitation to CEO Summit 2.0 Reception and VIP Reception
- Special recognition at VIP Reception
- Full page ad in the Gala program book ($6,000)
- Three (3) registrations for the Mid-Level Managers’ Symposium ($2,985)
- Invitation to select Gala special events
- Recognition of company in marketing collaterals
- Inclusion in pre and post Gala publicity
- ELC/ELF website branding

* Opportunity to upgrade Gala table and/or seats for an additional fee

## 2015 GALA PARTNER BENEFITS  $75K EACH

- One (1) table in the Gold seating section ($25,000) *
- Invitation to VIP Reception
- Special recognition at VIP Reception
- Full page ad in the Gala program book ($6,000)
- Recognition of company in marketing collaterals
- Inclusion in pre and post Gala publicity
- ELC/ELF website branding

* Opportunity to upgrade Gala table and/or seats for an additional fee

## ADDITIONAL GALA WEEK SPONSORSHIPS

**CEO Summit 2.0 Reception and/or VIP Reception**

- **$50,000** per reception
- **$100,000** for both receptions

* Opportunity to upgrade Gala table and/or seats for an additional fee
WHO: The Executive Leadership Council, Inc. and The Executive Leadership Foundation.

WHAT: Recognition of corporate support for The ELC and The ELF initiatives and programs in our 2015 Recognition Gala and Mid-Level Managers’ Symposium (MLMS) program books. Black and white or color ads are available in full and half page sizes.

WHERE: The Gala program book will be distributed to more than 2,000 corporate executives, CEOs, media, public policy, and educational leaders at the 2015 Recognition Gala. The MLMS program book will be distributed to more than 800 mid-career executives and managers at the 2015 Mid-Level Managers’ Symposium.

WHEN: The Mid-Level Managers’ Symposium will be held October 7-8, 2015. The Recognition Gala will be held October 8, 2015.

GALA OR MLMS PROGRAM BOOK ADS

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SPECIAL PRICING FOR PLACING ADS IN BOTH PROGRAM BOOKS

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<tr>
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Donors should make all checks payable to The Executive Leadership Foundation, our 501(c)(3) organization (FEIN: 52-1631358). Contributions or gifts made to the Foundation are tax-deductible as charitable contributions. However, the amount of the contribution that is deductible as a charitable deduction is limited to the amount of the contribution in excess of the value of goods or services provided to the contributor.

AD SPECIFICATIONS

FORMAT
- High-Res PDF (PDF/X-1a:2001)
- No crop marks
- Convert all fonts to outlines

COLOR
- CMYK

PHOTOGRAPHY RESOLUTION
- Photography must have a resolution of 300dpi at 100 percent. All photos must be embedded in the PDF file.

CONTENT
- All ads must align with the 2015 Gala theme or support The ELC and The ELF programs, diversity initiatives, and/or the 2015 Recognition Gala. Ads will be returned for revision if they are too commercial in tone or appearance. All ads must be received by July 31, 2015.

AD DIMENSIONS
- A full page ad with bleeds: 9” w x 11.5” h; live area: 8.5” w x 11” h
- A half page ad with bleeds: 9” w x 6” h; live area: 8.5” w x 5.5” h