



LORD FAIRFAX COMMUNITY COLLEGE

WorkforceSolutions

Partners in Your Success

**Corporate
Sponsorship
Program
2018-2019**



Workforce Solutions Corporate Sponsorship and Partnership Ticket Package Program

About Workforce Solutions

Workforce Solutions is the non-credit continuing education and professional development program of Lord Fairfax Community College. Servicing over 10,000 students and 1,000 employers annually, Workforce Solutions specializes in programs that develop and enhance workplace skills for individuals and organizations.

Workforce Solutions offers top-quality courses online and in person on hundreds of subjects taught by expert trainers on the campuses of Middletown and Warrenton, Virginia. Workforce Solutions also customizes courses to meet your organization's needs—be it a half-day workshop or a multi-week professional development, certification, or apprenticeship program.

Whether you're looking to improve your current career skill set, sharpen your skills in your quest for a new job, or develop custom training programs for your staff, let LFCC Workforce Solutions be a partner in your success.

Sponsorship and Ticket Package Opportunities

We hope you will join other businesses in being a Corporate Sponsor of Workforce Solutions events and programs. Please consider the following event and program opportunities:

- Leadercast Women (multiple locations) // November 1, 2018
- *Disney Institute* - Disney's Approach to Quality Service // March 28, 2019
- Administrative Professionals' Day // April 24, 2019
- Leadercast (multiple locations) // May 2019 and June 2019
- Leadership Institute // Winter and Spring 2019
- Education Consortium // Spring and Summer 2019
- Youth Digital Arts Camps // Summer 2019

Benefits of Sponsorship

- Recognition of community involvement and support of continuing education and professional development.
- Depending on the sponsorship level, company recognition as a Corporate Sponsor on selected promotional materials, social media, direct mail, advertising media, and website page of event or program.
- Sponsorships are tax deductible as allowable by law through the Lord Fairfax Community College Educational Foundation, Inc., a non-profit tax-exempt 501(c)(3) organization.
 - LFCC Foundation's Federal Tax ID – 51-0247624

Summary

Your support of these events and programs will have a significant impact on the ability of LFCC's Workforce Solutions & Continuing Education Division and the LFCC Foundation to provide quality workforce training in professional development and continuing education to our community.

➤ Leadercast Women - November 1, 2018 Middletown or Warrenton

The vision for Leadercast Women is to create a positive, safe, comfortable, and collaborative environment for women to have an amazing leadership experience. By creating an event where leaders at all levels and from all walks of life can hear experts share their experiences, engage in meaningful dialogue, and connect at a deeper level with others who are on that same journey, the world can be changed for the better. The inaugural Leadercast Women event will have a great agenda with an amazing slate of speakers to cover a wide set of topics impacting women and their leadership development.

Leadercast  *women*

Learn more by visiting LFCCWorkforce.com/LW

➤ Disney Institute – March 28, 2019 – Middletown
○ *Disney's Approach to Quality Service*

Disney insights and illustrations are beneficial to anyone interested in discovering the key business practices that make The Walt Disney Company a worldwide success with a desire to adapting these key insights to help drive financial results, repeat business, and a sustainable competitive advantage for their own organization.



Workforce Solutions is proud to host this world-class event for ninth straight year. Participants will enjoy Disney's unique insight into the strategies that drive the Disney organization and will be able to apply them to strengthen their organization and realize long-term results. For the past 8 years, this event has averaged over 225 participants representing a variety of organizations from around Virginia and the country.

Learn more by visiting LFCCWorkforce.com/Disney

➤ Administrative Professionals' Day – April 24, 2019 - Middletown

The Administrative Professionals' Day celebrates the work and dedication of professional administrators with workshops to improve their skills and inspire their service. Participants will find learning opportunities to increase productivity, improve performance, networking and to have fun.



Learn more by visiting LFCCWorkforce.com/APD

➤ Leadercast - May 17, 2019 Warrenton, June 13, 2019 – Middletown and, June 20, 2019 Edinburg

Be empowered with growth insights from world-renowned leaders. This one-of-a-kind event will be simulcast into communities all over the globe. You can expect to be challenged, inspired, and encouraged. You will learn how to improve your own leadership skills and also have the opportunity to network with other leaders in your area. This unique Leadership event includes 10 world-renowned leadership practitioners that share profound leadership insights that can transform your behavior and organization. Workforce Solutions has grown this event from a single location in 2012 to three locations for 2019.

Leadercast  **LFCC Workforce Solutions**

Learn more by visiting LFCCWorkforce.com/Leadercast

➤ Leadership Institute

- Fauquier February 13, 2019 – December 13, 2019
- Middletown April 2019 – January 2020

The Leadership Institute offers current and emerging leaders the unique opportunity to grow and challenge their leadership and operational skills through a team-based interactive collaboration. The institute meets once per month over 10 months rotating among business facilities and is limited to 20 participants. Topics covered include Essential Skills of Leadership, Lean and Six Sigma, Personality Preferences, Time Management, Delegating for Results, Leading Effective Meetings, Employee Retention, Coaching for Improvement, etc.



Learn more by visiting LFCCWorkforce.com/leadership-institute

➤ Education Consortium – Spring & Summer 2019

The Education Consortium is a collaborative effort among Culpeper, Fauquier, Frederick, Page, Rappahannock, Shenandoah, Warren, and City of Winchester Public schools and Lord Fairfax Community College to create local access to professional development training for all school system personnel. Teachers from participating school systems can choose from over 40 summer seminars in Middletown and Warrenton that have been pre-approved by area school systems for recertification points. Nationally known as well as local education experts lead a diversity of topics for various subject areas and all grade levels.



Learn more by visiting LFCCWorkforce.com/EC

➤ Youth Digital Arts Camps – Summer 2019

Workforce Solutions has partnered with industry experts to bring unique enrichment and educational programs to children and young adults. Our distinct programs in Creative Sciences and Digital Arts focus on the intersection of creativity and technology. Each course emphasizes self-empowerment, cognitive reasoning, and divergent thinking through hands-on learning. Courses are available for students age 8-14 and are divided by age group.

Learn more by visiting LFCCWorkforce.com/YC



2018-2019 Corporate Sponsorship Level Benefits



Mega Ticket Sponsorship // \$10,000 *A Value of \$14,500!*

- Includes two (2) Premier, one (1) Platinum and one (1) Silver Level sponsorships
- Sponsor may choose the events and/or program to apply the benefits of each sponsorship

Premier Level Sponsorship // \$5,000

- Top positioning of logo on media ads, and email blasts
- Top positioning of logo on signage day of the event or program
- Top positioning of logo on event or program web page and link to your website
- Social media shares of sponsorship and scholarship giveaway program
- Free “booth” space in lobby to promote your organization day of the event
- Your promotional material available for distribution at participant seats
- Opportunity to speak and/or provide promotional message during event or program

Platinum Level Sponsorship // \$3,500

- Logo on email blasts
- Logo on signage day of the event or program
- Logo on event or program web page and link to your website
- Social media shares of sponsorship and scholarship giveaway program
- Free “booth” space in lobby to promote your organization day of the event

Gold Level Sponsorship // \$2,000

- Logo on email blasts
- Logo on event or program web page
- Logo on signage day of the event or program
- Social media shares of sponsorship and scholarship giveaway program

Silver Level Sponsorship // \$1,000

- Logo on email blasts
- Logo on event or program web page
- Logo on signage day of the event or program

Bronze Level Sponsorship // \$500

- Logo on signage day of the event or program

In-kind Donation

- Value to be determined by sponsor and event/program need
- Opportunity to donate product and/or services to enhance the quality of the event or program experience for participants.
- Logo on signage day of the event or program
- Additional benefits may be added based on the total value reached on the above sponsorship levels.

All sponsorships are tax-deductible as allowable by law through the Lord Fairfax Community College Educational Foundation, Inc., a non-profit tax-exempt 501(c)(3) organization.

No cost admission to the event or program may be included with the Gold, Platinum, Premier and Mega Ticket Levels mentioned above but shall not exceed 1/3rd the value of the sponsorship. The value of admission is not tax deductible.

2019 Corporate Partnership Ticket Packages



Our 2018-2019 Corporate Partnership Ticket Packages combines sponsorship value with the benefit of full admission. Purchase group ticket packages for Disney Institute, Administrative Professionals' Day Event or Leadercast and receive sponsorship benefits below at the value of a purchased ticket package.

Platinum Level Benefits // \$5,000 in Admission

- Top positioning of logo on media ads, and email blasts
- Logo on signage day of the event or program
- Logo on event or program web page and link to your website
- Social media shares of partnership and cross-promotional marketing efforts
- Free "booth" space in lobby to promote your organization day of the event
- Opportunity to speak and/or provide promotional message during event or program

Platinum Level Benefits // \$3,500 in Admission

- Logo on email blasts
- Logo on signage day of the event or program
- Logo on event or program web page and link to your website
- Social media shares of sponsorship and cross-promotional marketing efforts
- Free "booth" space in lobby to promote your organization day of the event

Gold Level Benefits // \$2,000 in Admission

- Logo on email blasts
- Logo on event or program web page
- Logo on signage day of the event or program

Corporate Partnership Ticket Package Benefits

- Most affordable option for large groups
- Lowest per admission rate guaranteed which combines multiple available discounts
- Options for catering and breakout rooms during event program

Ticket quantities to be determined based on the event, numbers of seats desired and supplemental grant funds while they last.

Social Media Scholarship Giveaway Program

Sponsors receiving 1/3 value of their sponsorship towards admission may elect to utilize an additional sponsorship benefit through the Social Media Scholarship Giveaway Program. Participants will enter via webpage (hosted on Facebook and promoted through other social media and email communication) and will be entered into a random drawing towards scholarship admission. Several winners will be selected based on sponsorship value and/or sponsors requested number seats desired for scholarships.

Sponsor Benefits include additional name branding and association with the event, social media fans and non-attendees of the event, and a special announcement during the event of scholarships provided by the sponsor.



Corporate Sponsorship and Partnership Ticket Package Agreement Form

Company Name _____ Contact Name _____

Phone Number _____ Contact Email _____

Billing Address _____

City/State/Zip _____ FEIN _____

Sponsorship Level	<input checked="" type="checkbox"/>	2018-2019 Event/Program	<input checked="" type="checkbox"/>
Mega Ticket Sponsorship // \$10,000	<input type="checkbox"/>	Disney Institute	<input type="checkbox"/>
Premier Sponsorship // \$5,000	<input type="checkbox"/>	Admin Professionals' Day	<input type="checkbox"/>
Platinum Sponsorship // \$3,500	<input type="checkbox"/>	Leadercast Women (all locations)	<input type="checkbox"/>
Gold Sponsorship // \$2,000	<input type="checkbox"/>	Leadercast (all locations)	<input type="checkbox"/>
Silver Sponsorship // \$1,000	<input type="checkbox"/>	Leadership Institute	<input type="checkbox"/>
Bronze Sponsorship // \$500	<input type="checkbox"/>	Education Consortium	<input type="checkbox"/>
In-kind Donation	<input type="checkbox"/>	Youth Digital Arts Camps	<input type="checkbox"/>
In-kind Donation Description: _____		Value: _____	

My total sponsorship commitment is \$ _____ *Make checks payable to the LFCC Foundation.*

Partnership Ticket Package	<input checked="" type="checkbox"/>	2018-2019 Event/Program	<input checked="" type="checkbox"/>
Premier Sponsorship // \$5,000	<input type="checkbox"/>	Disney Institute	<input type="checkbox"/>
Platinum Sponsorship // \$3,500	<input type="checkbox"/>	Admin Professionals Day	<input type="checkbox"/>
Gold Sponsorship // \$2,000	<input type="checkbox"/>	Leadercast (all locations)	<input type="checkbox"/>
		Leadercast Women (all locations)	<input type="checkbox"/>

My total ticket package commitment is \$ _____ *Make checks payable to the Lord Fairfax Community College.*

Mail check to: LFCC Workforce Solutions • 173 Skirmisher Lane • Middletown, VA 22645 Attn: Guy Curtis

Check enclosed: **Invoice my organization:**

Signature: _____ Date: _____

Sponsorships to run annually July 1, 2018 - June 30, 2019. Sponsorship levels are associated per event or program. Corporate Sponsorships are a charitable tax deduction as allowed by law through the Lord Fairfax Community College Educational Foundation, Inc., a non-profit tax-exempt 501(c)(3) organization.

The value of admission is not tax deductible.