

Culture Starts With YOU

MIDWEST
LEADERSHIP
SUMMIT

Celebrating 20 Years!

April 18, 2023 | 8 AM - 4:30 PM
OVERLAND PARK CONVENTION CENTER & ONLINE

CENTRAL  EXCHANGE

INFORMATION, TICKETS + SPONSORSHIPS:
MidwestLeadershipSummit.com



Invest in your team, professionally and personally, at the Midwest Leadership Summit.



At Central Exchange, we're all about equipping you to be your best self — personally and professionally. That's why we have hosted the Midwest Leadership Summit each and every year since 2003. We are thrilled to offer this impactful event again to anyone in our region and around the globe for an all-day event full of development, connection and inspiration.

With your commitment to business excellence, organizational diversity, and the professional development of women in your workforce, we invite your company to be a part of the 2023 Midwest Leadership Summit.

This year, we're discussing Culture. What is it? How do we create it? How do we live it? How do we change it? How do we LEAD it?

With shifting work environments, changing cultures, and our ever-present desire to lead fulfilling lives, we will spend the day engaging in meaningful conversations around the culture of work, and how Culture Starts With You.

There are a number of ways your company can support and be involved in this incredible day. Please consider becoming a sponsor and supporting the nonprofit work of Central Exchange.

This event is a unique and easy way for you to invest in the women in your workplace and champion overall employee development and advancement.

Together we can continue to raise awareness for gender equity and advance leadership opportunities for women.

**SECURE YOUR SPONSORSHIP BY MARCH 28, 2023 FOR MAXIMUM
MARKETING EXPOSURE AT MIDWESTLEADERSHIPSUMMIT.COM**

or email Kerry Gentry Hartnett at kerry@centralexchange.org

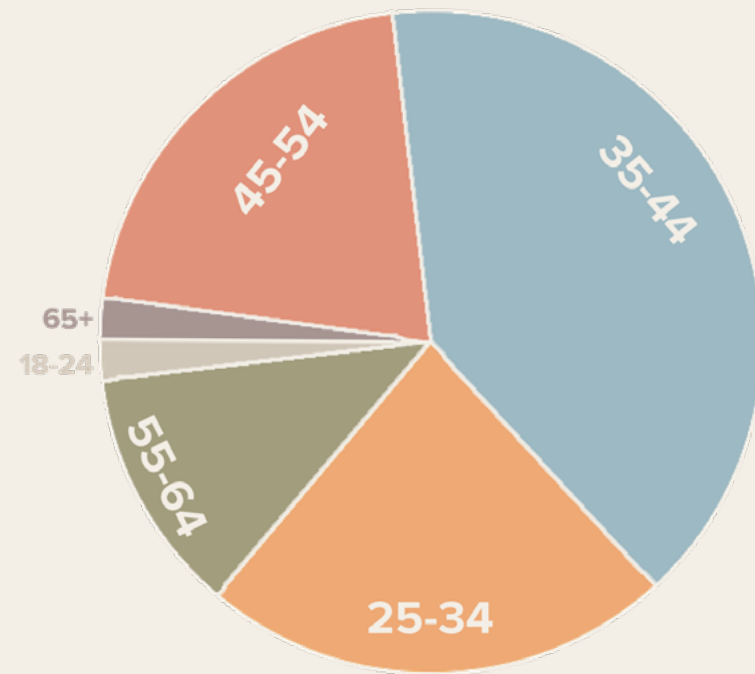
Who attends the Summit?

In 2022, the Midwest Leadership Summit attracted over 800 in-person and virtual attendees of all demographics and in all career stages. Those who attend each year want to be inspired, make connections, and gain tactical knowledge to grow personally and professionally.

Job Levels



Age Ranges



Over 150 organizations attend Midwest Leadership Summit every year, including last year's sponsors:

Burns & McDonnell
 Evergy
 Honeywell
 NAIC/NIPR
 Hallmark
 H&R Block
 GEHA

Cerner
 CommunityAmerica
 Commerce Bank
 Delta Dental of Kansas
 Compass Minerals
 Tria Health
 Advent Health

HNTB
 UMKC
 Shook, Hardy & Bacon
 Kansas City Life Insurance Company
 Children's Mercy
 Catalent
 PNC Bank

City of Leawood
 Greater KC Community Foundation
 TREKK Design Group
 T-Mobile
 Black & Veatch
 Huhtamaki
 State Street

MMC Corp
 Creative Planning
 KCADC
 Ambius
 Harvest
 Aspyre Wealth
 Demdaco

2023 Midwest Leadership Summit At-A-Glance



Eye-Opening
Day



Ways To
Attend



Keynote
Sessions



Breakout
Speakers



In-Depth
Learnshops



Endless
Inspiration



Agenda:

8:30 AM | Welcome + **Morning Keynote**

10:00 AM | Break

10:15 AM | Morning Breakout Sessions

11:25 AM | Break

11:45 AM | Lunch

12:15 PM | **Lunch Keynote Panel**

1:30 PM | Break

1:45 PM | Afternoon Breakout Sessions

2:55 PM | Break

3:10 PM | **Afternoon Keynote**

4:30 PM | A Very Happy Hour Reception

2023 Midwest Leadership Summit Sponsorship Opportunities

PLATINUM

MIDWEST LEADERSHIP
SUMMIT SPONSOR

\$25,000

2 NOW AVAILABLE

- ✓ 50 In-Person or 100 Virtual tickets or a Combination of Both to the day-long event on April 18, 2023.
- ✓ All ticket holders receive access to the Pre-Summit Learnshop on April 11 and continued learning with Post-Summit Learnshops and Session Recordings.
- ✓ Company recognized as a PLATINUM sponsor with a logo in all digital and printed marketing materials on the day of the event, including the front cover of the printed and digital workbook.
- ✓ Company recognized as a PLATINUM sponsor at all Pre- and Post-Summit Learnshops.
- ✓ Pre-event digital marketing recognition as a PLATINUM Sponsor in invitations, event webpage, and social media.
- ✓ Opportunity for an in-person exhibitor booth if desired.
- ✓ Exclusive benefit of co-sponsoring both keynote speaker sessions AND the lunch panel discussion with the opportunity for comments on the stage at one of the sponsored sessions.
- ✓ Receive a full-page advertisement in the printed and digital event workbook.
- ✓ Exclusive Sponsor of (1) 4-Part CX Program Series of your choice in 2023.

GOLD

MIDWEST LEADERSHIP
SUMMIT SPONSOR

\$15,000

UP TO 5 AVAILABLE

- ✓ 30 In-Person or 60 Virtual tickets or a Combination of Both to the day-long event on April 18, 2023.
- ✓ All ticket holders receive access to the Pre-Summit Learnshop on April 11 and continued learning with Post-Summit Learnshops & Session Recordings.
- ✓ Company recognized as a GOLD sponsor with a logo in all digital and printed marketing materials on the day of the event.
- ✓ Company Recognized as a GOLD sponsor at all Pre- and Post-Summit Learnshops.
- ✓ Pre-event digital marketing recognition as a GOLD Sponsor in invitations, event webpage, and social media.
- ✓ Opportunity for an in-person exhibitor booth if desired.
- ✓ Exclusive benefit of sponsoring (1) BREAKOUT session with the opportunity for comments on the stage at the sponsored session.
- ✓ Receive a half-page advertisement in the printed and digital event workbook.

SILVER

MIDWEST LEADERSHIP
SUMMIT SPONSOR

\$10,000

UP TO 6 AVAILABLE

- ✓ 20 In-Person or 40 Virtual tickets or a Combination of Both to the day-long event on April 18, 2023.
- ✓ All ticket holders receive access to the Pre-Summit Learnshop on April 11 and continued learning with Post-Summit Learnshops & Session Recordings.
- ✓ Company recognized as a SILVER sponsor with a logo in all digital and printed marketing materials on the day of the event.
- ✓ Company Recognized as a SILVER sponsor at all Pre- and Post-Summit Learnshops.
- ✓ Pre-event digital marketing recognition as a SILVER Sponsor in invitations, event webpage, and social media.
- ✓ Opportunity for an in-person exhibitor booth if desired.
- ✓ Benefit of co-sponsoring breakfast or happy hour with a logo on special signage at the event showcasing your sponsorship.
- ✓ Receive a quarter-page advertisement in the printed and digital event workbook.

BRONZE

MIDWEST LEADERSHIP
SUMMIT SPONSOR

\$5,000

UNLIMITED

- ✓ 15 In-Person or 30 Virtual tickets or a Combination of Both to the day-long event on April 18, 2023.
- ✓ All ticket holders receive access to the Pre-Summit Learnshop on April 11 and continued learning with Post-Summit Learnshops & Session Recordings.
- ✓ Company listed as a BRONZE sponsor in all digital and printed marketing materials on the day of the event.
- ✓ Company Recognized as a BRONZE sponsor at all Pre- and Post-Summit Learnshops.
- ✓ Pre-event digital marketing recognition as a BRONZE Sponsor in invitations, event webpage, and social media.

COPPER

MIDWEST LEADERSHIP
SUMMIT SPONSOR

\$3,000

UNLIMITED

- ✓ 10 In-Person or 20 Virtual tickets to the day-long event.
- ✓ All ticket holders receive access to the Pre-Summit Learnshop and continued learning with Post-Summit Learnshops & Session Recordings.
- ✓ Company recognized as a COPPER sponsor in all digital and printed marketing materials on the day of the event.

ELEVATE YOUR BRAND

SHOWCASE YOUR PRODUCTS AND SERVICES BY CUSTOMIZING YOUR SPONSORSHIP LEVEL WITH ANY OF THESE ADD-ONS.

Become A CX Partner

Add a CX Partnership to your Summit Sponsorship and expand your involvement with Central Exchange for an entire year.

\$1,500

All CX Partners Receive:

- ✓ Choice of 1 CX Membership or 16 CX Program Vouchers for your employees
- ✓ 1 two-hour private program for your employees
- ✓ Year-Round Digital Marketing Recognition
- ✓ 1 banner in the CX bi-weekly eNews to promote your business
- ✓ Unlimited job listings on the CX Job Board
- ✓ UMKC Bloch School of Management benefits for all of your employees with complimentary seats to Executive Education Seminars and scholarship opportunities for PMBA & EMBA degrees
- ✓ 1 seat on the Corporate Advisory Council

[LEARN MORE ABOUT CX PARTNERSHIPS >>](#)

Reach All In-Person Attendees

Showcase your products and services with an Exhibitor Booth in our CX Marketplace at the OP Convention Center! Perfect for small (or large!) businesses who want to reach hundreds of attendees in one day.

10X10 BOOTH

\$150

- ✓ 1 table
- ✓ 1 chair
- ✓ 1 boxed lunch & beverages all-day for those working at your booth.

20X20 BOOTH

\$300

- ✓ 2 tables
- ✓ 2 chairs
- ✓ 2 boxed lunches & beverages all-day for those working at your booth.

Bring More Guests To Summit

Add up to 10 more in-person or virtual tickets to your sponsorship level so you don't leave any of your employees, colleagues, clients or friends behind.

IN-PERSON

\$249

VIRTUAL

\$199



As a Summit Sponsor, you will make a direct impact on your workforce, all while gaining tremendous value for your organization.

Whether you are ready to sign a sponsorship agreement, or you want more information, we want to hear from you! Reach out to our Signature Event Manager, Kerry Gentry Hartnett at kerry@centralexchange.org to help find you the perfect sponsorship package designed to generate meaningful engagement and meet your organization and budget needs.

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