

Sponsorship Proposal

WOMEN'S LEADERSHIP ACADEMY



POWERED BY

LSU | Leadership Development Institute

JUNIOR LEAGUE
BATON ROUGE
VOLUNTEER

2026

100+ COMMUNITY PARTNERS

served in 2024-2025

1,100+ MEMBERS

members representing a wide range of communities, professions, and demographics from East Baton Rouge and the surrounding parishes



35,000+ VOLUNTEER HOURS

Volunteer hours contributed through direct service, fundraising, and In-League placements

\$1 MILLION+

in financial and volunteer hour contributions to the Baton Rouge community each year



Instagram
JUNIORLEAGUEBR



Facebook
JUNIORLEAGUEBR

Our Mission

Junior League of Baton Rouge is an organization of women whose Mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

Our Vision

Women as Catalysts for Lasting Community Change in the areas of Health, Education and Cultural Development

Our Work in the Community

The Community Assistance Fund has provided more than \$1 million in micro-grants to enhance the quality of life in the areas of health, education, and cultural development.

The JLBR Diaper Bank provides diapers to more than 11,500 Capital Region families in East Baton Rouge and surrounding parishes.

The JLBR Family Resource Center provides families with health-related information, resources, and support after illness or injury at Our Lady of the Lake Children's Hospital.

Painted Playground inspires elementary students with limited or no playground equipment to design, schedule and paint playgrounds, making active play a daily priority through dozens of revitalized painted playgrounds across Baton Rouge!

Patient Activity Days support and assist in facilitating play activities for 1,700 patients and their families through our partnership with Our Lady of the Lake Children's Hospital!

Ready Hands provides thousands of hours of community service by trained volunteers to nonprofits across the Baton Rouge area.

StoryTime in the Garden promotes the importance of early childhood literacy to more than 5,000 children and families through monthly storytelling, crafts, and activities across Baton Rouge!

WHAT YOUR SPONSORSHIP FUNDS

- **\$100,000:** Core academic framework & faculty for 6-month academy
- **\$75,000:** Kickoff session, graduation, and key experiential components
- **\$25,000:** One full session: faculty, materials, catering for 40 participants
- **\$10,000:** Session logistics, materials, and participant resources
- **\$5,000:** Community outreach and accessibility initiatives
- **\$2,750:** Direct scholarship support for an aspiring leader

WHY INVEST?

01

Talent Development ROI

For every \$1 invested in leadership development, companies see an average of \$4.30 in increased productivity and retention

02

Community Impact

Strengthening women leaders strengthens our entire business ecosystem

03

Brand Alignment

Learn how to leverage individual and team strengths to build trust, enhance performance, and drive effective leadership.

04

Network Access

Strengthening women leaders strengthens our entire business ecosystem

05

Proven Consortium

Leverage the combined expertise of JLBR's 90-year legacy, LSU's academic excellence, and Southern University's community reach

Financial Transparency & Sustainable Model - Year 1 Program Economics

Item	Estimated Cost	Notes
Total Program Cost	\$170,000	Facilitator costs, ensuring high-quality, expert-led instruction
World-Class Curriculum & Faculty (LDI)	\$125,000	6-month academy framework
Premier Participant Experience (JLBR)	\$45,000	Logistics, food, marketing, and supplies
Money to the Mission	30,000 + Growth	Your investment creates sustainability



IN-KIND & CUSTOM SPONSORSHIPS

We welcome tailored partnerships.
Opportunities include:

- Catering underwriting (\$3,500 per session)
- Premium swag and participant materials
- Partial scholarship funding
- Professional services (videography, photography, design)
- Advertising services

SPONSORSHIP PACKAGES

Founding Partner | \$100,000

Strategic Value: Legacy naming and governance of Baton Rouge's premier leadership institution

- Founding seat on Academy Advisory Board (JLBR/LSU/) (1 Year)
- Exclusive "State of the Academy" annual briefing with LDI Director & JLBR President
- First-review access to anonymized cohort strengths profiles (with consent)
- Naming Rights: Junior League of Baton Rouge Women's Leadership Academy Presented by [Your Organization] (3 Year Commitment)
- Present the Keynote Address at Annual Graduation Ceremony
- Exclusive Cohort Engagement: Private CEO/C-Suite Roundtable with Cohort
- Premium Session Access: 2 Speaking opportunities (Panel / Lunch)
- Prominent brand placement (brochures, banners, materials, digital platforms/logo/link/highlight)
- Primary sponsor in all press releases & media coverage
- VIP recognition at all academy events
- Customized sponsorship plaque from the Consortium
- Branded signature item in participant welcome bag
- Exhibit table at sessions
- Social media spotlight: 4 dedicated posts
- Academy Registrations for Vetted Employees: 3 seats
- Complimentary tickets to all networking events: 4 tickets

Leadership Investor | \$75,000

Strategic Value: Own a core pillar of the academy's impact and experience

- Exclusive "State of the Academy" annual briefing with LDI Director & JLBR President
- Track Naming: Name one of six core leadership tracks
- Host & Name the Kickoff Session
- Premium Session Access: 2 Speaking opportunities (Panel / Lunch)
- Prominent brand placement on all academy materials
- VIP recognition at all academy events
- Customized sponsorship plaque from the Consortium
- Branded signature item in participant welcome bag
- Exhibit table at sessions
- Social media spotlight: 3 dedicated posts
- Academy Registrations for Vetted Employees: 2 seats
- Complimentary tickets to all networking events: 4 tickets

Program Underwriter | \$25,000

Strategic Value: Underwrite one of six monthly intensive sessions in full

- Host & Name the Graduation Luncheon
- Premium Session Access: 1 Speaking opportunity (Panel)
- Prominent brand placement on all academy materials
- Customized sponsorship plaque from the Consortium
- Branded signature item in participant welcome bag
- Exhibit table at sessions
- Social media spotlight: 2 dedicated posts
- Academy Registrations for Vetted Employees: 1 seat

Session Champion | \$10,000

Strategic Value: High-visibility support for specific session logistics

- Prominent brand placement on all academy materials
- Customized sponsorship plaque from the Consortium
- Session Access: 1 Speaking opportunity (Lunch)
- Exhibit table at sponsored session
- Social media spotlight: 1 dedicated post
- Complimentary tickets to all networking events: 1 ticket

Community Builder | \$5,000

Strategic Value: Demonstrate community commitment and accessibility

- Prominent brand placement on all academy materials
- Customized sponsorship plaque from the Consortium
- Social media: Group mention with other Community Builders .

Advocate | \$2,750

For individual donors : individual sponsorship only

- Direct scholarship support for an aspiring leader

ACADEMY PROGRAM OVERVIEW

Format: 6-month cohort experience | Monthly all-day Friday sessions

Cohort Size: 40 executive and senior-level women

Curriculum: Center for Creative Leadership materials | Strengths assessment

Topics: Transformational leadership, negotiation, strategic thinking, executive presence

Schedule: August 2026 - January 2027 | Graduation: February 2027

Location: LSU Campus (with potential rotation to women-owned businesses)

Participant Investment: \$2,750 (includes all materials, meals, assessments)



This program is designed for executive and senior-level women professionals across industries, including corporate, nonprofit, education, and government sectors. Ideal participants are leaders seeking to strengthen their leadership effectiveness, expand their professional networks, and increase their organizational and community impact.



KEY DIFFERENTIATORS

1. Only cohort-based women's leadership academy in Baton Rouge
2. Academic rigor meets community credibility through our unique consortium
3. Transformative, not transactional - deep development over 6 months
4. Proven sustainable model - 82% funded by participant fees
5. Continuing education credits available (CPE, CLE, SHRM)

PROGRAM DESCRIPTION

WLA is a collaborative, cohort-based leadership development experience designed to strengthen leadership effectiveness among executive and senior-level women across Louisiana.

This academy brings together the Junior League of Baton Rouge's legacy of developing women leaders and LSU LDI's research-informed expertise to deliver a high-impact, experiential learning journey focused on practical leadership skills, strategic thinking, and interpersonal effectiveness.

Launching in Fall 2026, the program offers a high-touch experience with facilitated sessions, reflection, peer dialogue, and networking, equipping participants to strengthen their leadership capacity, expand their networks, and leave with a clear plan for sustained growth and impact.

KEY TOPICS

8AM-4PM

August 21, 2026 - Session 1

Foundations of Women in Leadership

September 18, 2026 - Session 2

Leading Self

October 23, 2026 - Session 3

Leading Together

November 20, 2026 - Session 4

Leading Others

December 11, 2026 - Session 5

Leading in Context

January 15, 2026 - Session 6

Leading Impact

NEXT STEPS AND CONTACT INFORMATION

To secure your sponsorship or request a customized proposal:

Junior League of Baton Rouge
womensleadership@juniorleaguebr.org

**LSU Leadership Development
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