

# Empowering Tucson's Leaders of Tomorrow



## LEAD TUCSON

Since 1980, GTL has graduated over 1,500 participants and expanded their leadership capacity. Lead Tucson helps participants step more strongly into leadership roles and become change agents in our community. Over 10 months, participants explore topics of importance to our region and cultivate identifiable leadership competencies by learning their Gallup Strengths. We wrap up with a Call to Action Day, where class members synthesize what they learned and commit to their personal leadership plans.

"My CEO, coworkers and peers, even my husband, say I've grown immeasurably as a leader and person because of all I learned and experienced through GTL. I have life-long relationships with other great leaders in the community because of GTL. This is a 10-month investment that really pays off!" ~Nicollette Daly, Class of 2016

Program Levels & Benefits Investment:	Lead Tucson Opportunities					
	Presenting \$5,000	Graduation \$2,500	Retreat \$1,500	Issue Day (3 Max Per Day) \$1,250	Lunch \$800	Snack \$150
Logo on graduation certificates	x	x				
Listing on graduation program	x	x				
Logo on participant binders	x		x			
Welcome class from podium (3-5 mins)	Retreat & Grad	x	x	x		
Listing in Community Impact Awards tribute book	x	x	x	x		
Logo on Agenda (Listing for lunch)	x	x	x	x	x	
Social Media recognition	x	x	x	x	x	
Mention and thank you on your sponsored day	x	x	x	x	x	x
Listing on Year End Report	x	x	x	x	x	x



**LEARN**  
today.  
**LEAD**  
tomorrow.

Your sponsorship funds leadership retreats, issue days, and various program components, enabling participants to discover their strengths and develop their leadership skills. Your organization becomes a beacon of empowerment, shaping the trajectory of our community's future leaders.

Ready to make a difference? Contact Jamie Leon-Guerrero, Development Director, at [jamie@greatertucsonleadership.org](mailto:jamie@greatertucsonleadership.org) or (520) 445-5059. Thank you for investing in Tucson's future leaders!

# Empowering Tomorrow's Leaders Today

The Civic and Political Leadership Academy (CPLA) is a nonpartisan six-month leadership program that equips emerging civic leaders with the knowledge, skills, and mentorship needed to create real change. Participants gain hands-on experience and in-depth understanding of how to run for office, lead or support political campaigns, advocate for causes, and serve effectively in public leadership roles. Since launching in 2019, CPLA has graduated six successful cohorts and 54 participants—with seven alumni currently holding elected office in the region.



**CIVIC and POLITICAL LEADERSHIP ACADEMY**

CPLA has graduated six successful cohorts and 54 participants—with seven alumni currently holding elected office in the region.



Program Levels & Benefits	Civic & Political Leadership Academy Opportunities				
	Presenting	Graduation	Retreat	Class Day	Lunch
Investment:	\$5,000	\$2,500	\$1,500	\$500	\$250
Logo on graduation certificates	x	x			
Listing on graduation program	x	x			
Logo on participant binders	x		x		
Welcome class from podium (3-5 mins)	Retreat & Graduation	x	x		
Listing in Community Impact Awards tribute book	x	x	x		
Logo on Agenda (Listing for lunch)	x	x	x	x	
Social Media recognition	x	x	x	x	
Mention and thank you on your sponsored day	x	x	x	x	x
Listing on Year End Report	x	x	x	x	x



"This amazing opportunity was empowering, enlightening and offered so many opportunities to network and meet some amazing people! This cohort was insightful and thought provoking and I'm so glad to be in a community with likeminded people who are part of a next generation of leaders."  
 ~James Giacomino, Class of 2025

Your sponsorship directly supports the Civic and Political Leadership Academy by funding core program components like civic leadership retreats, issue-focused learning days, and mentorship experiences. By partnering with CPLA, your organization plays a vital role in cultivating Tucson's next generation of civic changemakers.

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# Cultivating Tomorrow's Changemakers



**TUCSON YOUTH LEADERSHIP ACADEMY**



A partnership between Greater Tucson Leadership and the Pima County School Superintendent's Office, Tucson Youth Leadership Academy (TYLA) empowers Title I high school students across Pima County through a dynamic 30-hour leadership and career readiness experience offered at no cost to participants. Since launching in 2021, TYLA is a Qualified Charitable Organization (QCO), has worked with seven Title I high schools, graduated 147 students, and earned 100% student recommendation.



Recognized with the 2025 Crystal Apple Award for Outstanding Service to Community by the Metropolitan Education Commission.

Program Levels & Benefits	Tucson Youth Leadership Academy Opportunities					
	Presenting	Graduation	Retreat	Class Day	Student	Snack
Investment:	\$5,000	\$2,500	\$1,500	\$1,000	\$800	\$150
Logo on graduation certificates	X	X				
Listing on graduation program	X	X				
Logo on participant binders	X		X			
Welcome class from podium (3-5 mins)	Retreat & Grad	X	X	X		
Listing in Community Impact Awards tribute book	X	X	X	X		
Logo on Agenda	X	X	X	X		
Social Media recognition	X	X	X	X	X	
Mention and thank you on your sponsored day	X	X	X	X	X	X
Listing on Year End Report	X	X	X	X	X	X



We invite you to invest in the future of Tucson by sponsoring TYLA. Your support directly funds retreats, assessments, job shadowing placements, transportation, meals, and program delivery. Sponsors receive visibility throughout the program year and are recognized as champions for youth leadership.

Ready to make a difference? Contact Jamie Leon-Guerrero, Development Director, at [jamie@greatertucsonleadership.org](mailto:jamie@greatertucsonleadership.org) or (520) 445-5059. Thank you for investing in Tucson's future leaders!

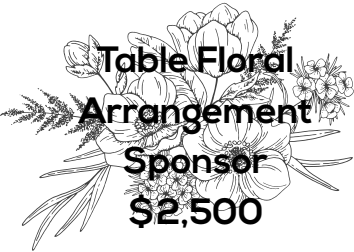


**JOIN US**  
**SAT, MARCH 7, 2026**  
**TUCSON CONVENTION CENTER**  
 Our Largest Fundraising Event!



The Community Impact Awards is GTL's largest fundraising initiative of the year, crucial for the continued success and expansion of our programs. They honor individuals who have made significant contributions to Tucson, shining a spotlight on the importance of community leadership through the Tucson Man and Woman of the Year, Founders Award, and GTL Alumni Excellence Award. By recognizing excellence in leadership, long-term community involvement, and the positive impact of our alumni, these awards acknowledge the hard work of our leaders and inspire future leaders to step up and make a difference. GTL's Community Impact Awards showcases the work we do in recognizing and celebrating Tucson's distinguished leaders. Your support helps us honor these individuals and sustain our vital leadership programs.

Levels & Benefits	PRESENTING Sponsor Investment: \$15,000	Motivator Sponsor \$10,000	Innovator Sponsor \$5,000	Influencer Sponsor \$3,500	Table Sponsor \$1,750
Welcome Guest from podium (3 minutes)	X				
Photo with honorees	X	X			
Tribute Book Ad (Deadline 02/18/26)	Premium Full Page	Full Page	Half Page	Quarter Page	
Podium Mention	X	X	X	X	
Logo Displayed During Program	X	X	X	X	
Logo on Event Website	X	X	X	X	
Event Tickets (guest list due by 02/27/26)	10	10	10	10	10
Listing on Year End Report	X	X	X	X	X



With your support, your brand will be synonymous with the event's success. This is a wonderful opportunity to showcase your organization's leadership and vision. Your support will leave a lasting legacy, underscoring your dedication to fostering a stronger, more connected Tucson.

# CORPORATE SPONSOR OPPORTUNITIES



Invest in the Leaders of Tomorrow. Elevate Your Company Today.

By becoming a Corporate Sponsor, your company gains high-value visibility and plays a key role in developing Tucson's next generation of changemakers.



## Levels & Benefits

Investment:

### Saguaro

Limited Availability

**\$35,000**

### Prickly Pear

Limited Availability

**\$25,000**

### Cholla

Limited Availability

**15,000**

One admission to the Lead Tucson Cohort <i>*Applicant must submit application by deadline &amp; interview to be considered.</i>	100% FULL Scholarship (\$2,400 value)	\$1,550 Scholarship	\$950 Scholarship
One admission to the CPLA Cohort <i>*Applicant must submit application by deadline &amp; interview to be considered.</i>	100% FULL Scholarship (\$850 value)	100% FULL Scholarship (\$850 value)	100% FULL Scholarship (\$850 value)
Customized Clifton Strength Teambuilding Session <i>*For groups up to 15. Includes Top 5 Clifton Strengths report</i>	Full Day (\$2,200 value)	Half Day (\$1,200 value)	2 Hours (\$700 value)
Community Impact Awards Event Tickets	20 (2 tables of 10 - \$3,500 value)	10 (1 table of 10 - \$1,750 value)	6 (\$1,050 value)
Tribute Ad in the Community Impact Awards Program	Premium Full Page (\$1,500 value)	Half Page (\$800 value)	Qtr Page (\$450 value)
Logo recognition on Community Impact Awards & Alumni Reunion collateral, such as invitations, presentation and event website.	X	X	X
Logo inclusion in select print, radio, and web promotion related to the Community Impact Awards & Alumni Reunion, as available and permitted by media sponsors.	X	X	X
Podium recognition at Community Impact Awards & Alumni Reunion.	X	X	X
Alumni Reunion Event Tickets	8	4	2
Opportunity to welcome Lead Tucson Cohort	1 Issue Day, Retreat & Graduation	1 Issue Day & Retreat OR Graduation	1 Issue Day
Opportunity to welcome Civic & Political Leadership Program Cohort	All Class Days, Retreat & Graduation	3 Class Days	1 Class Day
Opportunity to welcome Tucson Youth Leadership Academy Program Cohort	All Class Days, Retreat & Graduation	4 Class Days (2 per semester)	2 Class Days (1 per semester)
Logo recognition on GTL Year End Reports, GTL Website, and Event Websites	X	X	X



### Year-Round Recognition Across All Programs & Events

- Logo featured on program agendas, presentations, signage
- Tagging and mentions across GTL social media
- Recognition at annual Community Impact Awards and Alumni Reunion.



### Leadership Development Seats & Scholarships

- 1 guaranteed seat in the next CPLA class
- Lead Tucson scholarship(s) included, based on sponsorship level



### Community Engagement & Networking

- Meet and collaborate with fellow changemakers and civic leaders
- Show your commitment to equity, leadership, and civic responsibility

Ready to Make a Difference? Your corporate sponsorship fuels Greater Tucson Leadership's mission—funding immersive retreats, community engagement days, youth leadership experiences, and transformative learning across all our programs. As a sponsor, your organization will be recognized throughout the year as a champion for leadership, equity, and civic innovation.

Be part of Tucson's future. Contact Jamie Leon-Guerrero, Development Director, at [jamie@greatertucsonleadership.org](mailto:jamie@greatertucsonleadership.org) or (520) 445-5059. Thank you for empowering the next generation of Tucson leaders.