



## Sponsorship Program

### About Agile Leadership Network Houston

**Agile Leadership Network Houston** (formerly the Agile Project Leadership Network of Houston) promotes the growth of agile practices, shares real world experiences with agility, and provides a networking forum for like-minded professionals. We are a Texas nonprofit corporation in our third year of operation. We are the number one resource for Agile Leaders in Houston and continue expanding our membership throughout the Houston area.

### Why the Name Change?

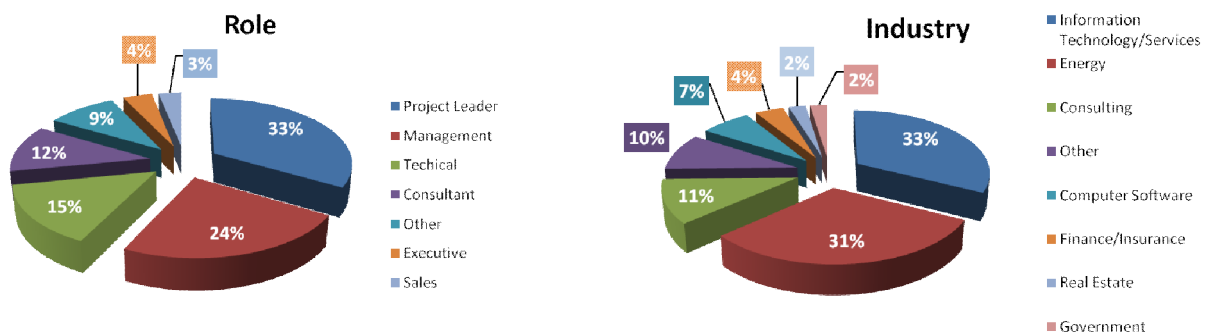
The removal of the word "project" from our name reflects the expansion of our purpose. The mission of the national organization continues to evolve as the agile community does, and that is growing beyond agility in project teams towards agility in the enterprise. Therefore the name change is meant to reflect this on-going evolution. Read more about this at the national website: [APLN Under Construction](#).

### Why Sponsor Agile Leadership Network Houston?

**Agile Leadership Network Houston** attracts executives, all levels of management, and individual contributors across multiple industries giving you the opportunity to connect directly to decision makers and influencers. **Agile Leadership Network Houston** has never collected membership dues or charged a fee to attend our regular chapter meetings. Your sponsorship will directly help defray our operating expenses to enable us to continue offering our valuable services at no charge to our members.

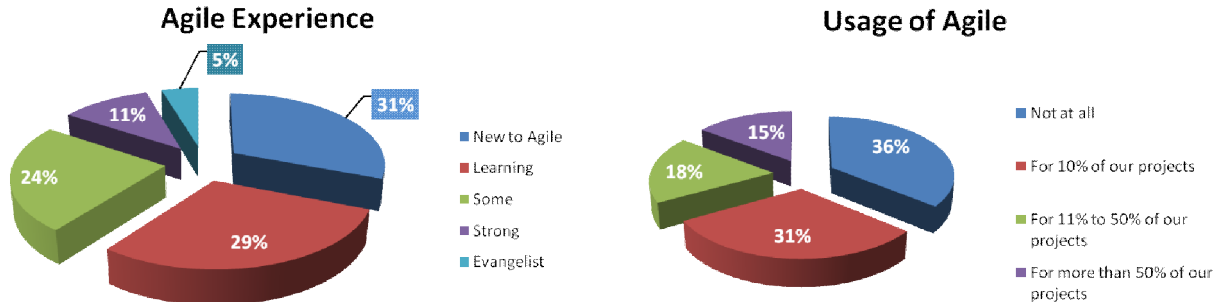
### About Our Members

Our members come from all around the greater Houston area and play a large variety of roles across many industries.





In addition almost 70% have at least some experience with agile techniques and more than 60% are using agile techniques in at least 10% of their project work.



## Feedback from our Members

What do you like the most about *Agile Leadership Network Houston Meetings*?

- *Collaboration, networking, learning at every meeting, something new, meeting other agile folks, timeliness, good speakers, fresh topics, quality of membership, sharing information techniques and ideas, agile focus and pragmatic approaches, discussion from non-technical perspective, breadth and coverage, can apply to my job, organized!*

How would you rate the quality and usefulness *Agile Leadership Network Houston Meetings*?

Excellent	Good	Average	Fair	Poor
67%	24%	8%	1%	0%

## Brand Association

Associate your brand and your business with **Agile Leadership Network Houston** to signal that your organization recognizes the value of the agile movement. If you value quality leadership and management to effectively achieve business results within your organization, then you value the mission of **Agile Leadership Network Houston**. Sponsoring **Agile Leadership Network Houston** also establishes your company image in the Houston area as an agile friendly company and a great place to work. Show that you are prepared to lead and support the development of great leaders and managers in your industry.

## Networking

With more than 800 members, **Agile Leadership Network Houston** offers a unique opportunity to connect with agile enthusiasts and practitioners in the greater Houston area. Event attendees are people who take a personal interest in developing their careers and who believe in delivering results. Whether you are a hiring organization, service provider or staffing firm, the sponsorship fee practically pays for itself if you close one hire directly from our audience or from their immediate professional networks.



## Marketing

Promote your product and service offerings to decision makers and influencers of small, medium, and large organizations throughout the Houston area. This is your chance put your brand in front of Houston's leading agile practitioners. Don't miss out!

## National Affiliation

**Agile Leadership Network Houston** is a duly authorized chapter in good standing of Agile Leadership Network, Inc. a nonprofit public benefit 501(c)(6) corporation organized in The Commonwealth of Massachusetts. For more information about us please visit [www.AgileLeadershipNetwork.org](http://www.AgileLeadershipNetwork.org).



## Sponsorship Options

Gold, Silver, and Bronze package sponsorships offer increasing levels of promotional benefits as described here for a period of one year.

	Event Sponsor*	Bronze Sponsor \$500	Silver Sponsor \$1,000	Gold Sponsor \$1,500
Corporate logo displayed on <a href="#">Agile Leadership Network Houston</a> promotional materials; such as website, event announcements, monthly newsletters, member emailings	✓	✓	✓	✓
Recognized during introductions (i.e. "Thanks to our sponsors"); at <a href="#">ALL Agile Leadership Network Houston</a> events	✓	✓	✓	✓
Corporate logo displayed on the home page of the <a href="#">Agile Leadership Network Houston</a> website		✓	✓	✓
Opportunity to place company literature at <a href="#">ALL Agile Leadership Network Houston</a> events			✓	✓
Company description and logo featured on our website with referring link to the sponsor's website.			✓	✓
1/2 column (approximately 250 words) feature story in the <a href="#">Agile Leadership Network Houston</a> newsletter or on our website twice per year.			✓	
2 minutes to talk about your organization at one(1) mutually agreeable meeting			✓	
Full column (approximately 500 words) feature story in the <a href="#">Agile Leadership Network Houston</a> newsletter or on our website twice per year.				✓
2 minutes to talk about your organization at two(2) mutually agreeable meetings				✓
2 Direct emailings on your behalf to our members (who may opt out) of news or events from your organization				✓

\* Companies who provide Event Sponsorship receive the benefits indicated above for **the sponsored event only**.



## \*Event Sponsorship

Other sponsorship is available for companies who wish to sponsor on a per event basis. These opportunities include, but are not limited to the following:

- Food and refreshments for our pre-meeting networking sessions (~\$200-\$300)
- Door prizes (~\$50-\$75)
- Speaker travel expenses (~\$200-\$400)
- Training materials, workbooks, handouts (~\$200-\$300)
- Name badges co-branded with your logo and ours (~\$250)

Companies who provide **Event Sponsorship** receive the benefits indicated above for the **sponsored event only**.



## Yes I Want to Sponsor Agile Leadership Network Houston!

<b>Sponsorship Packages</b> Please Select One		
◆ <b>Gold Sponsorship</b> <b>\$1,500</b>	◆ <b>Silver Sponsorship</b> <b>\$1,000</b>	◆ <b>Bronze Sponsorship</b> <b>\$500</b>

- Bronze sponsors please provide image of corporate logo.
- Gold & Silver sponsors please provide image of corporate log, website URL, and company description.

<b>Want to Sponsor a Specific Agile Leadership Network Houston Event?</b> Please Indicate Your Preferences	
<b>Type of Event</b>	Chapter Meeting    APLN To Go Meeting    Training Workshop
<b>Target Month</b>	
<b>Sponsorship</b>	Food and Refreshments    Speaker Expenses    Door Prize Other: (Please Specify) _____

<b>Company Name:</b>	
<b>Street Address:</b>	
<b>City, State, Zip:</b>	
<b>Contact Person:</b>	
<b>Telephone:</b>	
<b>Email:</b>	

**Payment Payable to Agile Leadership Network Houston, Inc.**

**Remit to:            Agile Leadership Network Houston, Inc.  
1102 Peddie Street  
Houston, Texas, 77009**

*For more information please contact any of our board members at [bod@ALNHouston.org](mailto:bod@ALNHouston.org)*