

TAG PATHWAYS TO LEADERSHIP CERTIFICATE PROGRAM

Sponsorship Prospectus



TAG Pathways to Leadership Certificate Program



Thank you for your interest in sponsoring the **TAG Pathways to Leadership Certificate Program!**

As a prospective sponsor, your support will play a crucial role in shaping the future of technology leadership in Georgia. By sponsoring the program, your organization will gain significant benefits, including **brand visibility, networking opportunities**, and the chance to make a **meaningful impact on Georgia's technology community**. Your involvement will not only support the professional growth of our participants but also contribute to the overall advancement of the tech ecosystem.

Program Overview

The **TAG Pathways to Leadership Certificate Program** is a comprehensive 12-months leadership development initiative designed to empower emerging leaders with the skills, knowledge, and experience necessary to excel in their careers and communities. Through a combination of workshops, mentorship, and real-world projects, participants build their leadership capacity while driving meaningful impact.

- **79** Participants, over **5** cohorts, have successfully graduated.
- Each year, participants complete capstone projects in partnership with local nonprofit organizations, solving real-world challenges and delivering solutions that create lasting community impact.

Program Delivery

The program is delivered virtually with an on-site orientation retreat and program graduation.

How to Apply

Candidates are chosen based on their nomination by an executive within their organization, community, or P2L alumni. Interested individuals may also self-nominate.

Program Fee

\$5,500 per person with discounts available to TAG Corporate members, companies sending a team, and non-profit organizations. Payment plans are available upon request.

The Impact of Professional Development Programs

Investing in leadership development programs yields significant benefits for organizations, including enhanced financial performance, improved employee retention, and increased productivity.



Companies with comprehensive employee training programs experience **218%** higher income per employee compared to those without formalized training ([Forbes Magazine](#)).



Employees who receive professional development opportunities are **45%** more likely to remain in their roles ([SHRM, 2022 – Workforce Edge](#)).

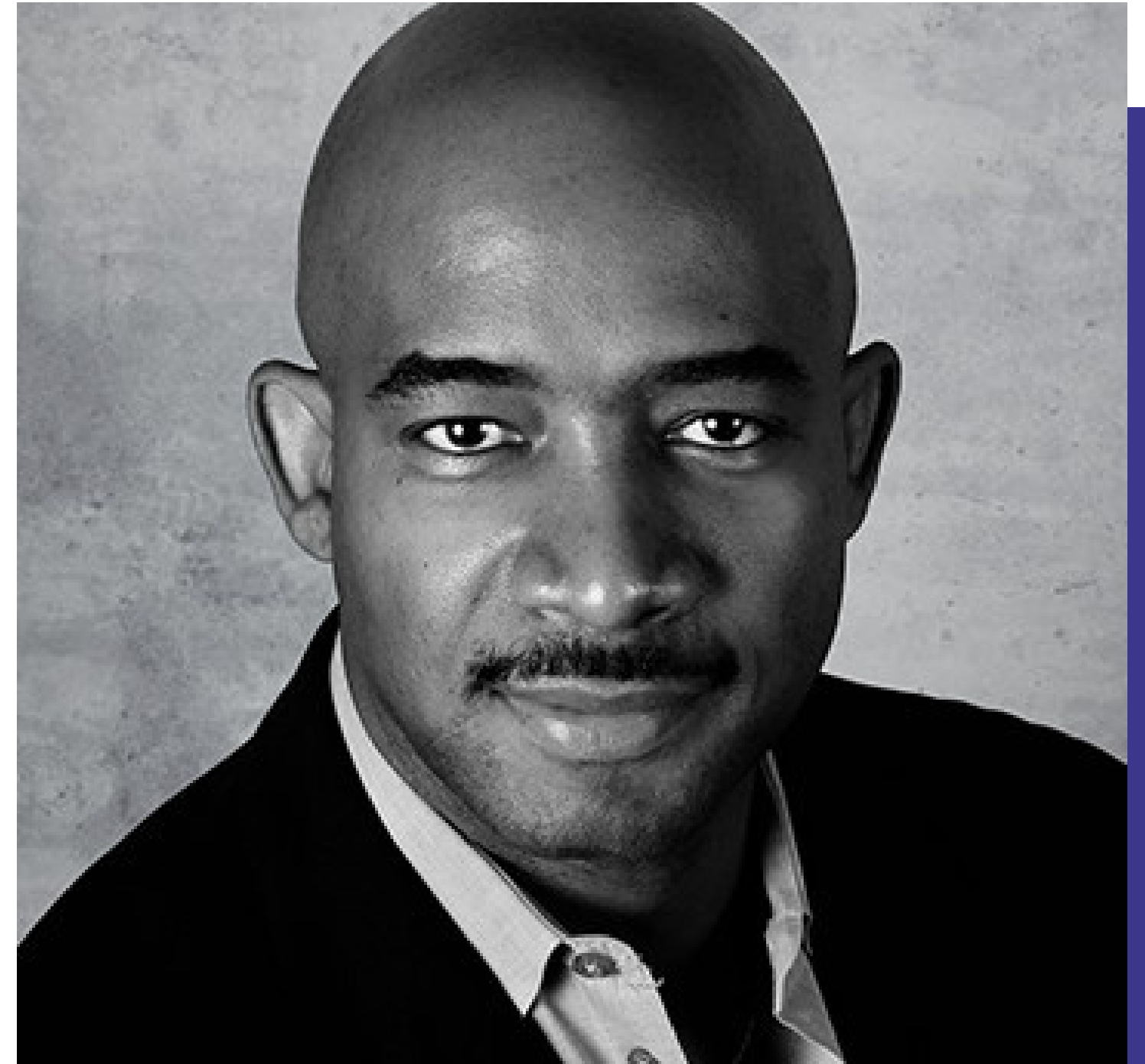


Participants in leadership training programs have reported a **25%** increase in their learning capacity and a **20%** improvement in performance ([Research.com](#))



Program Instructor

Everett Darby is a nationally recognized thought leader in the areas of leadership development, innovation and leading change. He is Innovation Practice Leader and Partner at Growth River Consulting where his work centers on developing leaders and teams who understand that businesses grow at the speed their leaders develop. Everett is former VP of Global Innovation at The Coca-Cola Company and held numerous senior level roles at The NutraSweet Company and Monsanto.



Sponsorship Opportunities

Platinum Sponsor - \$50,000

- Keynote speaking opportunity at the Pathways to Leadership graduation.
- Front cover page in Georgia Pathways Magazine
- Three complimentary program registrations
- Prominent logo placement on marketing materials and website
- Recognition during all sessions and in press releases

Gold Sponsor - \$25,000

- Guest speaker opportunity at one of the program sessions.
- Inside front cover page of Georgia Pathways Magazine
- Two complimentary program registrations
- Prominent logo placement on marketing materials and website
- Recognition during all sessions and in press releases

Community Partner - \$12,500

- One complimentary program registration
- Logo on the event page
- A quarter-page in Georgia Pathways Magazine
- Recognition in the closing remarks and press releases

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The tax-deductible portion of your contribution for federal income tax purposes is limited to the excess of money contributed over the fair market value of goods and services provided by the organization. Please see your tax professional for advice.



TAG-Ed
Education Collaborative

Thank You

For enroll in the program, or for more information on our programs, events, and initiatives, please visit tagedonline.org

Next Steps:

Join us in developing Georgia's future technology leaders by enrolling in our program or selecting a sponsorship opportunity!

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