



2024 EXEMPLARY LEADERSHIP CELEBRATION

APRIL 18, 2024

SHARON HEIGHTS GOLF & COUNTRY CLUB, MENLO PARK, CA

EVENT OVERVIEW • AWARDEE INTRODUCTION • SPONSORSHIP OPPORTUNITIES

A large, stylized graphic featuring the letters 'el' in a white, serif font, positioned above the number '24' in the same font. A solid yellow vertical bar is placed to the left of the '24'. The background is a collage of floral and leaf patterns in shades of red, orange, and blue. The entire graphic is set against a light gray background.

EVENT OVERVIEW

The ALF Senior Fellow network, comprised of experienced and influential senior leaders from across sectors, is unlike any other. With a membership of nearly 800 and growing, Senior Fellows are a diverse, interwoven cohort that share a dedication to the common good and a capacity for transformative change.

For thirty years, ALF Senior Fellows have recognized those among them who best represent American Leadership Forum's core values at the Exemplary Leadership Celebration. This annual event brings this thriving, vibrant, and active network together once a year—along with colleagues, supporters, and champions—for an inspirational celebration of leadership that is among the most unique and inspiring in the Bay Area.

At the 2023 edition of ALF's Exemplary Leadership Celebration, nearly 300 guests joined us in honoring the incredible contributions of Senior Fellows Kathleen King (Class XVII), Chris Wilder (Class XXI), and the COVID-19 Black network. This event also marked 35 years since the launch of the Silicon Valley ALF chapter in 1988.

The John W. Gardner Award

Named in honor of **John W. Gardner**, former Secretary of Health, Education, and Welfare, this award recognizes Senior Fellows who are doing an exemplary job of inspiring and motivating other leaders, building bridges between diverse communities, and demonstrating ALF's core values of diversity, inclusiveness, engagement, and respect. Recent honorees include Kathleen King (Class XVII), Chris Wilder (Class XXI), Chava Bustamante (Class XVIII), Barry Williams, (Class XX), LaDoris Cordell (Class VIII), and Roy Hirabayashi (Class XVIII).

The Greg Ranstrom Network Leadership Award

Named in honor of the late **Greg Ranstrom**, ALF Fellows Program Director of 15 years, this award recognizes networks for the common good that demonstrate ALF values and practices of cross-sector collaboration and impact for equity. Recent honorees include COVID-19 Black, COVID Financial & Rental Relief Network, Coastside Gives, and the Rapid Response Network in Santa Clara County.

AUDIENCE INSIGHTS

790+

MEMBER NETWORK

70%

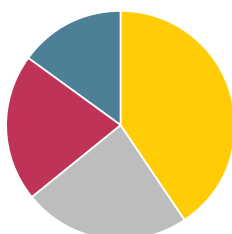
SERVE ON BOARDS

48%

C-SUITE EXECUTIVES

80%

ACTIVELY ENGAGED



KEY SECTORS

41%
PRIVATE

21%
NONPROFIT

15%
PUBLIC

24%
OTHER



2024 EXEMPLARY LEADERSHIP AWARDEES

JOHN W. GARDNER AWARD

Reymundo Espinoza ALF Class XX

Reymundo Espinoza has 48 years of experience in the healthcare industry and has worked with various non-profit and for-profit institutions throughout California and a limited amount of time in Phoenix, Arizona. Mr. Espinoza's experience includes working in hospitals, planning agencies, hospital associations, and providing administrative and oversight activities in hospital-based clinics and freestanding outpatient clinics.



Under Mr. Espinoza's leadership, Gardner Health Services has continued to expand its sites, services and programs. Currently, GHS has nine sites in Santa Clara County and one site in San Mateo County of which 7 are outpatient health centers along with a Healthcare to the Homeless Program that operates two clinic mobile units. GHS provides services to over 46,000 patients/clients where 90% of our patients are at 150% of the federal poverty level (family of 4 making \$56,000) of which over 12,000 have no insurance coverage.

Minh Le ALF Class XIV

In his consulting practice, Minh's commitment to dialogue and bridge building has played a pivotal role. He has facilitated, mediated, and moderated discussions for diverse communities and organizations facing complex challenges. From families to neighborhoods, airport construction projects to school districts, community colleges, city and county governments, an open space district, a water agency, a land trust founded by a Native American tribe, start-up companies, non-profit entities, and within the American Leadership Forum network of leaders, Minh's application of principled relationships and techniques has promoted conflict resolution, collaboration and trust-building.



In addition to his professional endeavors, Minh has been a devoted servant leader in his community and a persistent advocate for ALF's core values of diversity, inclusiveness, civility, engagement, and respect. In his life he consistently emphasizes the importance of unity and collaboration, encapsulated in the proverb, "If you want to go fast, go alone. If you want to go far, go together."

GREG RANSTROM NETWORK LEADERSHIP AWARD

Black Women on Boards



In the height of the pandemic, Merline Saintil and Robin Washington founded Black Women on Boards, a global organization of 200+ top executives. They prepare, place, and propel top Black female talent into the highest levels of board governance at market-moving companies, with nearly 40 placements to date.

Membership includes representation across all C-Suite disciplines and includes those currently serving on one or multiple public and/or private boards, as well as those fully vetted and ready to join their first. Learn more at www.bwob.io and follow updates on LinkedIn.

SPONSORSHIP OPPORTUNITIES

Platinum Level \$20,000

- Premier logo visibility in all print collateral, including program and table cards
- Premier logo visibility on all electronic event promotions
- Logo placement on video screens
- Logo on premier signage throughout the event
- Recognition during 2023-24 episodes of ALF's The Dialogue Podcast
- Recognition during the evening's program from event speakers
- Twenty in-person tickets
- Logo placement in email communications with the full ALF Silicon Valley network

Gold Level \$15,000

- Logo visibility in all print collateral, including program and table cards
- Logo visibility on all electronic event promotions
- Logo placement on video screens
- Logo on premiere signage during the reception
- Recognition during 2023-24 episodes of ALF's The Dialogue Podcast
- Recognition during the evening's program from event speakers
- Fifteen in-person tickets
- Logo placement in email communications with the full ALF Silicon Valley network

Silver Level \$10,000

- Logo visibility on all print collateral, including program and table cards
- Logo visibility on all electronic event promotions
- Logo on signage at the event
- Recognition during 2023-24 episodes of ALF's The Dialogue Podcast
- Recognition during the evening's program from event speakers
- Logo placement on video screens
- Ten in-person tickets
- Logo placement in email communications with the full ALF Silicon Valley network

Bronze Level \$5,000

- Logo visibility in the printed program
- Logo placement on video screens
- Recognition during the evening's program event from event speakers
- Five in-person tickets
- Logo placement in email communications with the full ALF Silicon Valley network

Nonprofit Sector \$2,500

- Logo visibility in the printed program
- Logo placement on video screens
- Recognition during the evening's program event from event speakers
- Five in-person tickets
- Logo placement in email communications with the full ALF Silicon Valley network



EVENT ADVERTISING OPPORTUNITIES

The 2024 Exemplary Leadership Celebration represents a unique opportunity to create visibility for your organization and connect with our region's most dynamic thought leaders and change agents.

Advertisements will be featured in our printed 2024 Exemplary Leadership Celebration program and distributed to all attendees at our April 18 event.

Please see the available ad options below. Contact Sumaiya Moosa, ALF Development Manager, to reserve ad space and learn more: sumaiya@alfsv.org

2024 EVENT AD RATES

Full Page: \$3,000

1/2 Page: \$1,500

1/4 Page: \$800

EVENT DATE April 18, 2024

AD RESERVATION DEADLINE March 15, 2024

ARTWORK DUE March 22, 2024

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The American Leadership Forum joins and strengthens diverse leaders to serve the common good. We do this through a year-long Fellows Program in each Chapter's community in which leaders can engage in dialogue, differ, and build relationships. ALF strengthens Fellows' capacity to address public issues collaboratively and builds a strong leadership network to work for positive change in the communities we serve.



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