Arlington
COMMUNITY FOUNDATION

SPIRIT OF COMMUNITY

SPONSORSHIP OPPORTUNITIES

An invitation to join the legacy and shape what comes next. By sponsoring the 32nd annual Spirit of Community Awards, you'll be part of a new chapter in this beloved tradition. Sponsors gain meaningful visibility among hundreds of attendees and thousands more reached online, while aligning their brand with a powerful celebration of service, impact, and community.

NOVEMBER 7, 2025
RENAISSANCE ARLINGTON CAPITAL VIEW
ARLCF.ORG/SPIRIT2025

SPIRIT OF COMMUNITY

Nov. 7 | Renaissance Capital View

THREE AWARDS. ONE SPIRIT.
THE 2025 AWARD HONOREES.

Together with the Spirit of Community Award, this year's two new awards reflect the full arc of community leadership: from those who've laid the groundwork to those carrying it forward in bold and inspiring ways.

Spirit of Community Award
Claudia Ramirez Cuellar

Claudia Ramirez Cuellar turned her own challenges as a new immigrant into nearly two decades of service in Arlington's schools and community. From Aspire Afterschool Learning to classrooms across Arlington, she is a steady presence: supporting teachers, guiding families, and sharing the knowledge she once had to find on her own so others don't have to navigate essential services alone.

Spirit of Leadership Award
Nina Janopaul

Nina Janopaul has spent her life advancing housing justice and community well-being across Arlington and beyond. As former CEO of APAH (now True Ground Housing Partners), she led with the belief that housing is not charity, but justice. Today, she brings faith communities into action, building partnerships that turn moral conviction into lasting change.

Spirit on the Rise Award
Kellen MacBeth

Kellen MacBeth has spent nearly two decades driving policy and grassroots change in Arlington. From housing equity to LGBTQ+ rights, he has founded initiatives, shaped local and state laws, and championed marginalized communities with tireless dedication. His leadership has helped move Arlington toward a more just and inclusive community in countless ways.

SPIRIT OF COMMUNITY

Nov. 7 | Renaissance Capital View

THE 2025 KEYNOTE SPEAKER
MARTY RODGERS

Marty Rodgers is Accenture's market unit lead for the US South and responsible for clients, people, offices, community involvement, and financial performance across the South.

Leading more than 16,000 people in his market unit—spanning 15 states that cover key cities such as Atlanta, Charlotte, Dallas, Houston and Washington, D.C.—Marty focuses on bringing continuous innovation to clients, attracting and retaining top talent and strengthening Accenture's impact in the local communities. He is also a member of Accenture's Global Management Committee and North America Leadership Team, as well as the office managing director for the Washington, D.C. Metro Area.

Marty formerly led Accenture's Health & Public Service business in the Southeast, started Accenture's Nonprofit Practice and has been with the company for more than 20 years.

Prior to Accenture, Marty served as a leader in the national and community service and workforce skills fields. He worked on Capitol Hill and helped write several successful pieces of legislation, including creating Americorps—the US domestic Peace Corps—and turning the Martin Luther King holiday into a national day of service. He also served with the Diocese of Gallup, working with Native American children in New Mexico.

SPIRIT OF COMMUNITY
Nov. 7 | Renaissance Capital View

SPONSOR **BENEFITS**

Questions? Contact Jamee Hood:
P: 703-243-4785 ext. 205
E: jhood@arlcf.org

	PLATINUM $20,000	GOLD $10,000	SILVER $5,000	BRONZE $3,000
Recognition as sponsor of pre-event networking hour	✓			
Opportunity to provide quote in promotions (press releases, e-mails, social media, etc.)	✓			
Recognition in paid targeted social media ads and paid digital ads (ex: Google Ads)	✓			
Recognition in 3rd party digital promotions (ex: ARLNow, Arlington Magazine emails)	✓	✓		
Opportunity to sponsor Legacy or Community Table (ex: nonprofit workers, faith leaders, young adults)	✓	✓		
Provide promotional material to attendees	✓	✓		
Event parking passes	6	4	2	
Verbal recognition from podium at event	✓	✓	✓	
Recognition on printed event invitations*	LOGO/ INDIVIDUAL NAME	LOGO/ INDIVIDUAL NAME	TEXT	
Recognition in pre-event slideshow	FULL SLIDE	FULL SLIDE	HALF SLIDE	TEXT
Recognition in printed program**	INSIDE/BACK COVER	FULL PAGE	HALF PAGE	TEXT
Recognition on event website, emails, and press releases	LOGO/ INDIVIDUAL NAME	LOGO/ INDIVIDUAL NAME	LOGO/ INDIVIDUAL NAME	TEXT
Recognition on unpaid social media posts	✓	✓	✓	✓
Event tickets	20 (2 tables)	10 (1 table)	10 (1 table)	5

Recognition on **printed event invitations limited to those confirmed **by August 29***
Recognition/Advertisements in the **printed program** limited to those confirmed **by October 25

Arlington
COMMUNITY FOUNDATION

SPIRIT OF COMMUNITY

CONFIRM YOUR SPONSORSHIP

Contact Jamee Hood
P: 703-243-4785 ext. 205
E: jhood@arlcf.org

ARLCF.ORG/SPIRIT2025