



Lean  
Construction  
Institute

Transforming Design and Construction

# 27TH LCI CONGRESS

OCT.20-24, 2025 | ARLINGTON, TX

## SPONSORSHIP OPPORTUNITIES

Expand Your Reach at the Lean Design and Construction Event of the Year!

[www.congress.leanconstruction.org](http://www.congress.leanconstruction.org)

# STAND OUT AT THE LEAN EVENT OF THE YEAR!

Put your brand in front of a passionate, highly engaged audience of Lean practitioners from the design and construction industry. This is your chance to make a lasting impression, spark meaningful connections, and showcase your expertise. Explore high-impact sponsorship opportunities tailored to elevate your business and maximize your visibility!

## **TO RESERVE YOUR SPONSORSHIP TODAY:**

Contact Ilene Goldberg, *Manager, Strategic Partnerships*, at [igoldberg@leanconstruction.org](mailto:igoldberg@leanconstruction.org) or (703) 785-9087.

## **WHY SPONSOR THE 27TH LCI CONGRESS?**

- Elevate your brand and enhance your reputation.
- Stand out from competitors with unparalleled visibility.
- Engage with both new and seasoned Lean enthusiasts from across the industry.
- Drive your business forward at the Lean event of the year!

**DON'T MISS OUT! EXPLORE OUR EXCLUSIVE CONGRESS SPONSORSHIP OPTIONS TODAY-AND SECURE YOUR SPOT BEFORE THEY'RE GONE!**

**Featured Sponsorships**  
**Deluxe Sponsorships**  
**Promotional Items Sponsorships**  
**Golf Tournament Sponsorships**  
**General Congress Sponsorships**  
**Custom Sponsorships**



# FEATURED SPONSORSHIPS

## All Featured Sponsorships include:

- **Marketing Recognition:** Your organization's name/logo will appear on LCI marketing materials, including the LCI website, Congress emails, and *LCI Weekly*.
- **Congress App Listing:** Be featured in the LCI Congress app with your logo and a 75-word company description.
- **Attendee List Access:** Receive the list of Congress attendees who have opted into third-party communications at three key intervals: one month prior, two weeks prior, and within one week after Congress.

## Plus, the additional benefits of each sponsorship below:

### PLATINUM SPONSORSHIP \$40,000

**Elevate your brand's visibility and prestige as our Platinum Sponsor! Enjoy unmatched exposure and VIP opportunities, including:**

- Two (2) complimentary registrations for the Congress Learning Days (Mon afternoon-Tue)
- Two (2) complimentary registrations for the Congress Core Program (Wed-Thu)
- Branded directional floor signage leading to general sessions, registration, and breakouts
- Podium mention during the plenary session
- Ability to include one (1) flyer/item in the conference bag. *(Note: LCI is not responsible for shipping or tracking materials.)*
- Logo inclusion on sponsorship signage around the Congress venue

### SAFETY SPONSORSHIP \$20,000

**Be the face of safety at Congress! As the Safety Sponsor, you'll connect with attendees in a meaningful way by sharing your safety story, in addition to the following:**

- Three (3) complimentary registrations for the Congress Core Program (Wed-Thu)
- Ability to conduct the 120-second safety moment at the plenary sessions (Wed and Thu morning and Thu afternoon)  
Note: Please focus specifically on your safety story, not your company's information or general Lean journey.
- Name, logo, and headshot on the "big screens" during your introduction, logo in sponsor loop as attendees enter the venue, plus inclusion on sponsorship signage around the Congress venue

### PLENARY SPEAKER SPONSORSHIP(S)—TWO SPONSORSHIPS AVAILABLE \$20,000

**Gain exclusive visibility during one of the most anticipated moments of Congress as you introduce the plenary speaker!**

**Jesse Itzler (Wednesday AM)**-Author of *Living with a Seal*

Focus is on Simplicity and Value

**Chris Voss (Thursday AM)**-Author of *Never Split the Difference*

Former FBI negotiator; focus is on active listening and continuous improvement

#### **You'll also enjoy:**

- One (1) complimentary registration for the Congress Core Program (Wed-Thu)
- Opportunity to introduce plenary session speaker (120 seconds)
- Name, logo, and headshot on the "big screens" during your introduction, logo in sponsor loop as attendees enter the venue, plus inclusion on sponsorship signage around the Congress venue

### EXHIBIT HALL SPONSORSHIP \$18,500

**Stand out at the heart of Congress activity by sponsoring our Exhibit Hall! Sponsor benefits include:**

- One (1) complimentary registration for the Congress Core Program (Wed-Thu)
- One (1) Standard Exhibit Booth (see [Exhibitor Prospectus](#) for details)
- Ability to select the design for the Exhibit Hall entryway signage (arch front and back)
- Ability to include one (1) flyer or giveaway in the conference bag. *(Note: LCI is not responsible for shipping or tracking any materials that go into the conference bag.)*
- Logo inclusion on sponsorship signage around the Congress venue

### EXHIBITOR RECEPTION SPONSORSHIP (WED EVENING) \$15,000

**This event is a key highlight of Congress! Attendees will be able to explore product demos while visiting with exhibitors, learn the latest insights on Lean practices, and engage in valuable networking with peers. This event, open to all attendees, features an open bar and a selection of stationery and passed appetizers. Sponsor benefits include:**

- Opportunity to open this Exhibit Hall Reception on Wed afternoon and make closing remarks at the end of the Exhibit Hall hours on Thu afternoon (90 seconds each)
- Company logo and tagline on signage throughout the reception venue (Wed evening) plus logo inclusion on sponsorship signage around Congress venue
- Option to showcase company branding on bar cups (one-color logo, one side) and two-ply cocktail napkins (full-color logo, one side) displayed during the reception

## CONGRESS KICK-OFF SOCIAL (TUE EVENING) \$10,000

**Kick-off Congress with an unforgettable social event! It's the perfect setting for attendees to connect and start the week on a high note. The event includes popcorn and one complimentary drink ticket per attendee (provided when Congress badges are picked up). Sponsor benefits include:**

- Opportunity to announce the official kick-off of Congress and the opening of the Silent Auction (90 seconds).
- Company logo and tagline displayed on signage throughout the social venue (Tue evening), plus inclusion on sponsorship signage around the Congress venue.
- Option to feature company branding on bar cups (one-color logo, one side) and two-ply cocktail napkins (full-color logo, one side) available during the social.

## WI-FI SPONSORSHIP \$10,000

**As the featured Wi-Fi password provider, you'll get visibility each time attendees log in to the network! You'll also receive:**

- Two (2) complimentary registrations for the Congress Core Program (Wed–Thu)
- Opportunity to brand a “splash page” gateway that attendees see before logging onto the Wi-Fi
- Company name (or other preferred name) used as the Wi-Fi network, with the ability to select a password (eight characters, subject to LCI approval)
- Signage throughout the venue featuring your company as the Wi-Fi sponsor, including Wi-Fi login information and inclusion on sponsorship signage around the venue

# DELUXE SPONSORSHIPS

### All Deluxe Sponsorships include:

- **Marketing Recognition:** Your organization's name/logo will appear on LCI marketing materials, including the LCI website, Congress emails, and *LCI Weekly*.
- **Congress App Listing:** Be featured in the LCI Congress app with your logo and a 75-word company description.
- **Attendee List Access:** Receive the list of Congress attendees who have opted into third-party communications at three key intervals: one month prior, two weeks prior, and within one week after Congress.

**Plus, the additional benefits of each sponsorship below:**

## COFFEE BREAK SPONSORSHIP(S)—ONE TO FIVE SPONSORSHIP OPTIONS AVAILABLE (WED–THU)

**Wed AND Thu Full Days \$30,000**

**Wed or Thu Full Day \$16,000**

**Morning Coffee Break(s)—Two available \$8,500/ea.**

**Afternoon Coffee Break(s)—Two available \$9,200/ea.\***

**Keep attendees energized with coffee stations throughout Congress! Sponsor benefits include:**

- Your company logo and tagline on signage throughout the coffee break(s) (Wed–Thu), plus logo inclusion on sponsorship signage around the Congress venue
- White cocktail napkins featuring your logo and tagline (one color) placed at refreshment stations during the coffee break(s) (Wed–Thu, for selected break[s] only)
- 8 oz. coffee cups branded with your logo and tagline (one-color, one-sided), set out at refreshment stations during the coffee break(s) (Wed–Thu, for the selected break[s] only)
- Logo inclusion on sponsorship signage around the Congress venue

*\*Wed–Thu afternoon coffee breaks will include snacks*

## CONGRESS APP SPONSOR \$16,000—SOLD OUT

**Enjoy the exclusive opportunity to design the app's splash screen; the first page attendees will see when they open it! You'll also receive:**

- Two (2) complimentary registrations for the Congress Learning Days (Mon afternoon–Tue)
- Two (2) complimentary registrations for the Congress Core Program (Wed–Thu)
- Permanent app banner section throughout Congress, promoting your company as the app sponsor, with space for information about your organization
- A small banner displayed at the bottom of the app's side menu
- Logo inclusion on sponsorship signage around the Congress venue



## LEARNING SPONSORSHIP (MON AFTERNOON-TUE) \$16,000

Showcase your brand on Learning Days (Mon afternoon-Tue) with signage throughout the days. You'll also receive:

- Two (2) complimentary registrations for the Congress Learning Days (Mon afternoon-Tue)
- Two (2) complimentary registrations for the Congress Core Program (Wed-Thu)
- Opportunity to introduce two (2) LCI Learning Module sessions on Tue (90 seconds each)
- Signage around the Learning Days sessions highlighting your organization as the Learning Days Sponsor, along with inclusion on prominent sponsorship signage around the Congress venue
- Ability to feature company branding on 8 oz. cups (one-color, one-sided with lids included) and two-ply cocktail napkins (full-color logo, one side) during Learning Days breaks and lunch

## "DON'T MESS WITH BREAKFAST!" SPONSOR (THU) \$8,000

Treat yourself and all Congress attendees to an authentic Texas breakfast in the Exhibit Hall on Thursday morning. Seating will be available in the Exhibit Hall.

Sponsor benefits include:

- One (1) complimentary registration for the Congress Core Program (Wed-Thu)
- Signage throughout the breakfast area naming your company as the sponsor, plus logo inclusion on sponsorship signage around the Congress venue
- Ability to include company branding on 8 oz. coffee cups (one-color, one-sided with lids included), along with two-ply cocktail napkins (full-color logo, one side)

# PROMOTIONAL ITEMS SPONSORSHIPS

## ALL PROMOTIONAL ITEMS SPONSORSHIPS INCLUDE:

- **Marketing Recognition:** Your organization's name/logo will appear on LCI marketing materials, including the LCI website, Congress emails, and *LCI Weekly*.
- **Congress App Listing:** Be featured in the LCI Congress app with your logo and a 75-word company description.
- **Logo inclusion on sponsorship signage** around the Congress venue.
- **Attendee List Access:** Receive the list of Congress attendees who have opted into third-party communications at three key intervals: one month prior, two weeks prior, and within one week after Congress.

Plus, the additional benefits of each sponsorship below:

## POWER BANK SPONSORSHIP \$25,000\*

Keep attendees powered up throughout Congress and beyond! Each conference bag will feature a branded power bank, allowing attendees to charge their devices on the go. Sponsor benefits include:

- Your company name/logo/tagline (one color) printed on both sides of either a black or white power bank, compatible with all types of electronics for Apple and Android devices
- One (1) complimentary registration for the Congress Core Program (Wed-Thu)

*\*If the power bank is not sponsored, it will not be included in the conference bag.*

## LANYARD SPONSORSHIP \$15,000—SOLD OUT

Ensure your brand is front and center with the lanyards worn by all attendees. These double-sided lanyards provide maximum visibility throughout the event. Sponsor benefits include:

- Full-color company name/logo/tagline on the double-sided lanyards worn by all attendees

## WATER BOTTLE SPONSOR \$15,000\*

Help Congress attendees stay hydrated in Arlington—and long after! Each registered attendee will receive a durable, lightweight water bottle with an attached straw in their conference bag. Sponsor benefits include:

- Company name/logo/tagline (one color) on one side of the clear water bottle with attached straw
- One (1) complimentary registration for the Congress Core Program (Wed-Thu)

*\*If the water bottle is not sponsored, it will not be included in the conference bag*

## KEY CARD SPONSORSHIP \$15,000

Make a lasting impression with your branding on the key cards and holders for attendees' stays at the Congress host hotel, Loews Arlington Hotel & Convention Center. Sponsor benefits include:

- Full-color branding of key cards and key card envelopes
- One (1) complimentary registration for the Congress Core Program (Wed-Thu)



## CONFERENCE BAG SPONSOR \$15,000—SOLD OUT

Give attendees a practical souvenir they'll use long after Congress. Your company's custom artwork will be featured on the official Congress bags. Sponsor benefits include:

- Ability to include one (1) flyer/giveaway in the conference bag. (Note: LCI is not responsible for shipping or tracking materials.)
- Opportunity to create one-color artwork for both sides of the conference bag. (Note: The design must include "Welcome to Congress" and is subject to LCI approval.)



## WRITING JOURNAL AND PEN \$13,500\*

Provide Congress attendees with useful items they can keep long after the event. Your branding will be featured on the journal and pen included in each conference bag. Sponsor benefits include:

- Company name/logo/tagline on the journal and pen, specified to your design  
*\*If the writing journal and pen are not sponsored, they will not be included in the conference bag.*



## TEXAS SPICE RUB SPONSORSHIP \$10,000\*

Give attendees a tasty Texas keepsake! Your branding will be featured on premium spice rub packaging, providing a memorable, tasty, and practical reminder of Congress. Sponsor benefits include:

- Company name/logo/tagline (four-color) on spice rub pillow box.
- One (1) complimentary registration for the Congress Core Program (Wed–Thu)  
*\*If the Texas spice rub is not sponsored, it will not be included in the conference bag*



## LCI CONGRESS COLUMN WRAP \$6,000— 10 SPONSORSHIPS AVAILABLE

Boost your brand's visibility with strategically placed column wraps throughout the Congress venue. Sponsor benefits include:

- Opportunity to feature your company-branded message on column wraps throughout the event space

# GOLF TOURNAMENT SPONSORSHIPS

Boost your organization's visibility during an exciting day on the green! This year's tournament will occur at Texas Rangers Golf Club, one of Texas' most stunning and thrilling golf courses. Enjoy exclusive and memorable sponsorship opportunities to elevate your brand and foster valuable connections. Check out the full range of Golf Tournament Sponsorships below:

### Texas Rangers Golf Club

701 Brown Blvd.  
Arlington, TX 76011  
Monday, October 20, 2024  
Shotgun Start at 12 pm CT (Arrive 11:30 am CT to register and pick up boxed lunch)

### TEXAS RANGERS GOLF CLUB

#### A Dream Destination for Baseball and Golf Enthusiasts!

Experience the ultimate mash-up of sports at the Texas Rangers Golf Club, the world's only Major League Baseball-branded golf course. Opened in 2019 through a partnership between Arlington Golf and the Texas Rangers, this unique course welcomes the public daily and serves as the host for the Korn Ferry Tour's Veritex Bank Championship. Recognized for its excellence, the course was named "Best New Course" by the *Dallas Morning News* in 2020 and earned global acclaim as the second-best renovation in the world by Golf Inc. in 2019.

#### All Golf Sponsorships include:

- **Marketing Recognition:** Your organization's name/logo will appear on LCI marketing materials, including the LCI website, Congress emails, and "LCI Weekly."
- **Congress App Listing:** Be featured in the LCI Congress app with your logo and a 75-word company description.
- **Logo inclusion on golf cart GPS screens** as players arrive at your sponsored hole, in addition to signage around the Congress venue.
- **Attendee List Access:** Receive the list of Congress attendees who have opted into third-party communications at three key intervals: one month prior, two weeks prior, and within one week after Congress.

Plus, the additional benefits of each sponsorship below:

## LCI CONGRESS GOLF TOURNAMENT CLOSING BBQ \$10,000

Cap off a day of networking and golfing by sponsoring the lively BBQ for tournament participants and sponsors. This festive event includes a hearty BBQ meal—a perfectly delicious way to wrap up the day!

### Sponsor benefits include:

- Company name/logo/tagline (full-color) featured on cocktail napkins
- Sponsorship of hole #5 (par 4; handicap rating 1)
- Opportunity to hand out prizes during the reception (prizes provided by LCI)

## BEVERAGE CART SPONSORSHIP \$8,000

Enhance your company's visibility by sponsoring the beverage cart that travels the course offering drinks and snacks to players! Sponsor benefits include:

- Company logo/image/tagline (full-color) featured on the Beverage Carts
- Sponsorship of hole #8 (par 4; handicap rating 9)

## TAYLORMADE GOLF KIT SPONSORSHIP \$7,500\*

Showcase your company's branding on a premium golf kit provided to each player.

The kit includes: three (3) golf balls, a towel, a pouch, a ball marker, and a storage bag.

### Sponsor benefits include:

- Full-color imprint on golf balls (3 per player) and one-color imprint on the towel, pouch, ball marker, and storage bag
- Sponsorship of hole #10 (par 4; handicap rating 10)

*\*If the TaylorMade Golf Kit is not sponsored, it will not appear at the Golf Tournament*



## BOXED LUNCHES SPONSORSHIP \$6,000

Fuel up the tournament players with boxed lunches branded with your organization's logo and tagline. Lunch will be served to all players before the tournament's shotgun start. Sponsor benefits include:

- Full-color company branding on the boxed lunches
- Sponsorship of hole #9 (par 5; handicap rating 3)

## GOLF SAFETY KIT SPONSORSHIP \$5,500\*

Provide an essential safety kit for players that includes sunscreen, insect repellent, hand sanitizer, lip balm, Band-aids, and more! Sponsor benefits include:

- Full-color branding on the sunscreen, insect repellent, hand sanitizer, lip balm, and zippered pouch
- Sponsorship of hole #2 (par 4; handicap rating 11)

*\*If the Golf Safety Kit is not sponsored, it will not appear at the Golf Tournament*



## FRISBEE GOLF SPONSORSHIP \$3,000

Add a playful twist to Hole #16! Players will use your organization's branded frisbees instead of golf balls, with the number of tosses counting as strokes. Sponsor benefits include:

- Branded frisbees featuring your company's logo\*
- Sponsorship of Hole #16 (Par 4, Handicap Rating 16)

*\*Sponsor may retain any leftover frisbees*

## INDIVIDUAL GOLF HOLE SPONSORSHIPS (SEE PRICE LIST)

Sponsors of golf holes featuring a contest are required to provide prize(s) for the winner(s). Sponsor benefits include:

- Opportunity to engage and network with players at your selected sponsored golf hole

| HOLE | PAR | SPONSORSHIP ITEM                              | HANDICAP | PRICE    |
|------|-----|---|----------|----------|
| 1    | 5   | Longest Drive contest                         | 5        | \$1,000  |
| 2    | 4   | Golf Safety Kit (sponsorship add-on)          | 11       | \$5,500  |
| 3    | 3   | Closest to the Pin contest                    | 17       | \$1,000  |
| 4    | 4   | Hole Sponsorship (includes golf foursome)     | 7        | \$3,000  |
| 5    | 4   | Hardest Hole/BBQ (sponsorship add-on)         | 1        | \$10,000 |
| 6    | 3   | Closest to the Pin contest                    | 13       | \$1,000  |
| 7    | 4   | Hole Sponsorship (includes golf twosome)      | 15       | \$1,600  |
| 8    | 4   | Beverage Cart (sponsorship add-on)            | 9        | \$8,000  |
| 9    | 5   | Signature Hole Box Lunch (sponsorship add-on) | 3        | \$6,000  |
| 10   | 4   | Golf Kit (sponsorship add-on)                 | 10       | \$7,000  |
| 11   | 3   | Closest to the Pin contest                    | 14       | \$1,000  |
| 12   | 4   | Straightest Drive contest                     | 2        | \$1,000  |
| 13   | 5   | Longest Drive contest                         | 8        | \$1,000  |
| 14   | 4   | Hole Sponsorship (includes golf foursome)     | 12       | \$3,000  |
| 15   | 3   | Closest to the Pin contest                    | 18       | \$1,000  |
| 16   | 4   | Frisbee Golf                                  | 16       | \$3,000  |
| 17   | 4   | Hole Sponsorship (includes golf twosome)      | 6        | \$1,600  |
| 18   | 5   | Longest Drive contest                         | 4        | \$1,000  |

## CONTEST DETAILS

- **Longest Drive:** Recognize one player with a prize for the longest drive. Contest available on most Par five (5) holes.
- **Straightest Drive:** Reward one player at the hole with the straightest drive, determined by a line in the fairway marking the pro's ideal straight shot.
- **Closest to the Pin:** Award one player for landing closest to the pin. Contest available on most Par three (3) holes.
- **Frisbee Golf:** Players use branded frisbees instead of golf balls, with the number of tosses counting as strokes.

*\*Sponsors will receive a detailed list of what is included and what must be ordered for each sponsorship when reserving.*

# GENERAL CONGRESS SPONSORSHIPS

### All General Congress Sponsorships include:

- **Marketing Recognition:** Your organization's name/logo will appear on LCI marketing materials, including the LCI website, Congress emails, and "LCI Weekly."
- **Congress App Listing:** Be featured in the LCI Congress app with your logo and a 75-word company description.
- **Logo inclusion on sponsorship signage** around the Congress venue.

**Plus, the additional benefits of each sponsorship below:**

### **GOLD LEVEL SPONSOR \$9,000—UNLIMITED SPONSORSHIPS AVAILABLE**

- One (1) complimentary registration for Congress Week (Mon afternoon–Fri, includes Learning and Gemba Days)
- Two (2) complimentary registrations for the Congress Core Program (Wed–Thu)
- **Attendee List Access:** Receive the list of Congress attendees who have opted into third-party communications at three key intervals: one month prior, two weeks prior, and within one week after Congress

### **SILVER LEVEL SPONSOR \$7,000—UNLIMITED SPONSORSHIPS AVAILABLE**

- Two (2) complimentary registrations for the Congress Core Program (Wed–Thu)
- **Attendee List Access:** Receive the list of Congress attendees who have opted into third-party communications at three key intervals: one month prior, two weeks prior, and within one week after Congress

### **BRONZE LEVEL SPONSOR \$5,500—SIX SPONSORSHIPS AVAILABLE**

- One (1) complimentary registration for Congress week (Mon afternoon–Fri, includes Learning and Gemba Days)
- **Attendee List Access:** Receive the list of Congress attendees who have opted into third-party communications at three key intervals: one month prior, two weeks prior, and within one week after Congress

### **RED LEVEL SPONSOR \$4,500—FOUR SPONSORSHIPS AVAILABLE**

- One (1) complimentary registration for the Congress Core Program (Wed–Thu)
- **Attendee List Access:** Receive the list of Congress attendees who have opted into third-party communications at three key intervals: one month prior, two weeks prior, and within one week after Congress

### **ADVERTISING SPONSOR \$575\*—15 SPONSORSHIPS AVAILABLE**

- **Attendee List** is available for an additional \$75, provided one month prior, two weeks prior, and within one week after Congress.



# CUSTOM SPONSORSHIPS

Have a different sponsorship idea in mind? Let us know, and we'll work with you to create a custom option—certain restrictions may apply. For details, please contact:

Ilene Goldberg, *Manager, Strategic Partnerships* at [igoldberg@leanconstruction.org](mailto:igoldberg@leanconstruction.org) or (703) 785-9087.

## SPONSORSHIP GUIDELINES & DETAILS

**Repeat Sponsorships:** Sponsors may hold the same sponsorship for a maximum of two consecutive years. After that, they must select a different sponsorship until the next two-year cycle begins.

**Deadlines:** Sponsorship and exhibitor opportunities close on September 5, 2025. Congress registrations cannot be split among multiple registrants.

**Logo Submission:** Sponsors and exhibitors must provide their logos in both PNG and EPS (vector) formats. Additionally, they will receive a link to submit app-related information, including contact details and social media links.

**Contracts & Payment:** Sponsor and exhibitor contracts will be emailed to the contact on file within 24 hours of the agreement. Contracts must be returned within five days, signed, dated, and initialed. Payment must be received within 30 days of the signed contract reaching LCI.

## PAYMENT SHOULD BE SENT TO:

**Lean Construction Institute**

c/o Shannyn Heyer-Cardin

62 Berwick Street

Belmont, MA 02478

## READY TO BOOK YOUR SPONSORSHIP OR HAVE QUESTIONS?

**Please contact:**

Ilene Goldberg, *Manager, Strategic Partnerships*, at  
[igoldberg@leanconstruction.org](mailto:igoldberg@leanconstruction.org) or (703) 785-9087

**WE LOOK FORWARD TO SEEING YOU AT THE 2025 LCI ANNUAL CONGRESS  
AND GOLF TOURNAMENT IN ARLINGTON, TEXAS!**