



# Iconic Leadership: A Conversation with Christie Hefner

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Some leaders follow the conversation. Iconic leaders change it.

For nearly two decades as **Chairman and CEO of Playboy Enterprises, Christie Hefner** led at the intersection of culture, commerce, and change — transforming one of the world's most recognizable (and talked-about) brands into a diversified global enterprise. She expanded internationally, bet on digital early, built new businesses, and navigated enormous cultural shifts — all while leading a company where nearly every business decision could become a public conversation. Talk about leadership under a microscope.

But the business story is only part of the story. Hefner built a career around conviction — championing women's advancement, LGBTQ+ equality, First Amendment rights, and civic engagement long before many became boardroom conversations. She challenged convention, spoke her mind, and showed what it looks like to lead with your values when the stakes are high.

In this edition of Iconic Leadership, we'll go beyond the headlines and into the decisions. As a sponsor, your organization will help bring this conversation to life while aligning your brand with bold leadership, big ideas, and the leaders shaping what's next.

## PROGRAM DETAILS

December 2, 2026

11:30 a.m. to 1 p.m.

Ivy Room

12 E. Ohio St., Chicago, IL

Plated Lunch Included

**EXEC**  
**CLUB**  
CHICAGO

To learn more, contact Molly Silverman at  
[msilverman@executivesclub.org](mailto:msilverman@executivesclub.org).

# Sponsorship Opportunities & Benefits

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## **LEADERSHIP SPONSOR | \$25,000**

- Brand recognition across promotional materials via logo inclusion before, during, and after program
- Opportunity to contribute remarks during the program
- Reserved access — including two (2) tables or up to 20 registrations
- Access for 5 guests to Speaker/VIP Reception
- Photo opportunities with speaker
- Access for unlimited guests for virtual livestream

## **NEXUS SPONSOR | \$10,000**

- Brand recognition across promotional materials via logo inclusion
- Verbal recognition during program
- Reserved access — including one (1) table or up to 10 registrations
- Access for 2 guests to Speaker/VIP Reception
- Access for unlimited guests for virtual livestream

## **FEATURED SPONSOR | \$5,000**

- Recognition as Featured Sponsor on select website, digital, and printed communications
- Verbal recognition as Featured Sponsor during program
- Name or logo recognition on guest table
- Table for 10 guests
- Access for unlimited guests for virtual livestream

## **SPOTLIGHT SPONSOR | \$2,500**

- Name recognition in select promotional materials
- Reserved access — 5 registrations

## **TABLE PURCHASE**

Member: \$1,500 | Non-Member: \$3,000

## **INDIVIDUAL TICKETS**

Member: \$150 | Non-Member: \$300

To explore how you or your organization can be part of Iconic Leadership: A Conversation with Christie Hefner, please visit the Club's website or connect with:

**Molly Silverman**

**Chief Engagement Officer, Executives' Club of Chicago**

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