



WWW.AZLEAGUE.ORG

2014 LEAGUE ANNUAL CONFERENCE

SHERATON PHOENIX DOWNTOWN | PHOENIX, AZ | AUGUST 19-22

SPONSOR INFORMATION KIT

Overview	2
Tentative Agenda	3
General Information	4
Table Top Exhibit Information ...	5
Sponsor FAQs	6

WHY YOU SHOULD SPONSOR THE 2014 LEAGUE CONFERENCE

- Reach more than 1,000 Arizona mayors, councilmembers, appointed officials and guests at one four-day conference
- Increase visibility for your organization
- Participate in conference events
- Develop and maintain contacts with elected officials and municipal staff



SPONSORSHIP LEVELS

<p>PLATINUM \$10,000</p>	<p>GOLD \$8,000</p>	<p>SILVER \$5,000</p>	<p>BRONZE \$2,500</p>
-------------------------------------	--------------------------------	----------------------------------	----------------------------------

Our range of sponsor levels provides your organization flexible opportunities to support important conference events - along with optimum visibility and name recognition for your organization.

More information on sponsorship levels and benefits can be found in our [Conference Sponsorship Brochure](#). See page 3 for a breakdown of the benefits associated with each level.

Sign up today!

The deadline for sponsor commitments is Friday, May 30, 2014.



HOW DO I SIGN UP TO BECOME A SPONSOR?

- Fill out and send in the [Conference Sponsor Brochure](#), which can be found here: www.azleague.org.
- E-mail the form to mlore@azleague.org by Friday, May 30.

TUESDAY, AUGUST 19

- Golf Tournament (morning)
- League Resolutions Committee (afternoon)
- Sponsor Reception (evening)
- Welcome Reception (evening)

WEDNESDAY, AUGUST 20

- Opening General Session (morning)
 - Parade of Flags
 - Sponsor Recognition
 - Keynote
- Concurrent Sessions (all day)
- League Youth Program (all day)
- Service Awards Dinner and Entertainment (evening)

THURSDAY, AUGUST 21

- Concurrent Sessions (all day)
- Spouse/Guest Program (all day)
- Governor, Legislative and Gabe Zimmerman Lunch
- Annual Business Meeting (afternoon)
- Showcase of Cities and Towns (evening)

FRIDAY, AUGUST 22

- Closing Sessions (morning)

A detailed agenda will be available when registration opens in late May 2014. Once registration is open, the agenda will be posted to the League's homepage, www.azleague.org.



CONFERENCE REGISTRATION

Conference registration will open in late May and will be available online. As a conference sponsor, you will receive complimentary registrations. These registrations will grant your attendees access to all conference events and meal functions. Additional registrations may be purchased online. Be sure to register by July 11 to receive the early bird rate!

*Information on these registrations will be e-mailed to the contact listed on your Conference Sponsor Form.

Be sure to register before the online registration closes on August 4!

NAME BADGES FOR EXTRA ATTENDEES

On a limited basis, the League may issue name badges for sponsor representatives who will only staff their organization's booth (if **PLATINUM** or **GOLD**), attend the Showcase or Welcome Reception for a cost of \$25. Requests may be made via e-mail to mlore@azleague.org.

NOTE: These name badges provide admission to the main registration area to staff sponsor booths and selected events only. To participate in conference sessions or attend meal functions, full conference registration is required.

HOTEL INFORMATION

The 2014 League Conference will be at the Sheraton Phoenix Downtown in Phoenix. Our host hotel fills up very fast, so be sure to make your reservation as soon as the block opens in late May.

As you begin to make arrangements, please note that hotel guests must be registered for the conference in order to secure a room at the Sheraton. Name badge only guests will not be able to stay at the host hotel.

IMPORTANT DATES AND DEADLINES

Sponsor Forms and Commitments Received: **Friday, May 30**

Signing up after this date may preclude you from receiving all sponsor benefits listed on the Conference Sponsor Form.

Early Registration Cut-Off: **Friday, July 11**

Conference Registration/Cancellation Deadline: **Friday, July 25**

Registrations received after this date may be completed on site at the Sheraton Phoenix Downtown. No refunds or cancellations will be offered after this date. Substitutions will be permitted.

Hotel Block Cut-Off Date: **Friday, July 25**

The League conference rate of \$109 per night is only available before August 5. Reservations made after this date will be based on availability. Check with the hotel directly for their room cancellation and payment policies.

PAYMENT

The total amount for sponsorship is due by **Monday, August 18, 2014**. Sponsorship money is non-refundable.

Please make checks payable to:
League of Arizona Cities and Towns
1820 W. Washington Street
Phoenix, AZ 85007

If you choose to pay via credit card, there will be an automatic 5% fee included in addition to the sponsorship amount. Please contact Matt Lore at mlore@azleague.org for a credit card form.

EXHIBIT DESCRIPTION

- Table top exhibits are available to **PLATINUM** and **GOLD** level sponsors only and are included in the cost of sponsorship.
- Table top exhibits will be set up in the main registration hall/conference foyer.
- Sponsors will have access to these exhibits for all four days of the conference. (Please see “Table Set Up and Tear Down Times” for more information.)
- Platinum sponsors will have an 8’ table top space and Gold level sponsors will have 6’ table top space to display items.
- Electricity and other special requests can be made by e-mailing mlore@azleague.org.

TABLE ASSIGNMENTS

Booths will be assigned by conference management and will be sent out approximately two weeks prior to the conference.

TABLE SET UP AND TEAR DOWN TIMES

Set Up

- Tables will be available starting Tuesday, August 19 at 11 a.m. Check in will be at the League registration desk.
- Sponsors are encouraged to have their tables set up by 12:30 p.m., as the League’s Resolutions Committee meeting will begin at approximately 1:30 p.m.

Tear Down

Sponsors may break down their tables any time before 12 p.m. on Friday, August 22. The conference will conclude at 12 p.m.

SHIPPING

Information and instructions for shipping booth items to the hotel will be sent out approximately two weeks prior to the conference. If you need information before that, please e-mail mlore@azleague.org.

FOOD SERVICE

Most conference hotels **do not** allow outside food or beverages at events. Instead, catering must be ordered through the hotel. Accordingly, no free samples of food, beverage or any product may be given away or otherwise distributed without prior written approval from the League of Arizona Cities and Towns.

1. Who attends the League Conference?

The League conference is attended primarily by local elected officials, such as mayors and councilmembers, from across the state, as well as appointed officials such as city managers, attorneys, finance officers, and public information officers. The conference also draws some legislators and other state officials, as well as members of the business community. In total, the League conference draws approximately 1,000 people each year.

2. How much interaction will I have with local officials?

The League Annual Conference offers an unparalleled opportunity to interact with local officials from across the state in one setting. As a corporate benefactor, you will be invited to a special sponsor reception with the League's Executive Committee and mayors from across the state. Additionally, the main conference receptions, including the Welcome Reception and Showcase of Cities and Towns, provide excellent opportunities for networking with local officials. Sponsors who are registered for the conference are also welcome to attend the conference sessions and workshops.

3. What does sponsorship cover?

Sponsorship is for the League Conference, Aug. 19 – 22, 2014. The conference provides a unique opportunity to reach nearly 1,000 local elected and appointed officials as well as guests over a four-day period. It is the largest municipal event of the year. Your support of the conference also allows the League of Arizona Cities and Towns to keep conference registrations affordable for even the smallest of Arizona's municipalities.

Each level of sponsorship offers many benefits. For a full list, please see the Sponsor Benefits Chart on page 3 of the [Conference Sponsorship Brochure](#).

4. What other organizations have sponsored the conference in the past?

A list of past sponsors is included in the [Conference Sponsorship Brochure](#) on page 6.

5. What level of sponsorship do I need to be to have my organization's logo included in materials?

PLATINUM and **GOLD** level sponsors have their logos included in our conference program, on the League's website and on the conference mobile app. **SILVER** and **BRONZE** level sponsors have their organization names listed in our conference program, on the website and on the conference mobile app.

6. Can we exhibit at the conference without being a PLATINUM or GOLD sponsor?

No, table top space is provided only to **PLATINUM** or **GOLD** sponsors as a part of their sponsorship agreement. That said, **SILVER** and **BRONZE** level sponsors enjoy many benefits and significant exposure as conference sponsors. For a detailed list of the benefits available at each level, please [click here](#).

7. If I can't sponsor at the PLATINUM or GOLD level to exhibit, what other opportunities exist beyond what's included at the SILVER or BRONZE level of sponsorship?

The League offers extra sponsorship opportunities for organizations that are looking for additional ways to gain exposure at the conference, including conference break, golf and bag sponsorships. These options provide excellent opportunities for extra visibility at a relatively low cost. For more information, please see page 4 of the [Conference Sponsorship Brochure](#).

8. As a sponsor, are we allowed to host an event on site?

Several of our corporate partners elect to host an event on site during the conference. If your organization is interested in hosting an event, here are the ground rules:

- An organization **must be a sponsor** (any level) of the 2014 conference in order to host an event at the resort.
- Outside events are not allowed to conflict with the League's conference schedule.
- League staff must be informed of the time, date and location of any sponsor events in advance to ensure they do not conflict with any League activities or other long-standing events.
- If you are considering hosting an event and would like more information, please contact Matt Lore at mlore@azleague.org.

9. How many registrations do I receive with conference sponsorship?

PLATINUM – 4 conference registrations; 4 golf registrations

GOLD – 3 conference registrations; 2 golf registrations

SILVER – 2 conference registrations; 1 golf registration

BRONZE – 2 conference registrations

The complimentary registrations included are full registrations, meaning that they grant your attendees access to all conference events and meal functions.

Please see the [Sponsor Benefits Chart](#) for a breakdown of all of the benefits associated with each level.

10. Can we use one of our complimentary registrations for more than one person?

Registrations are assigned to one person only, and cannot be split or shared among attendees.

For \$25, we do offer name-badge only registrations for your representatives who may only want to staff your booth (if you are a **PLATINUM** or **GOLD** sponsor), attend the Showcase on Thursday night or the Welcome Reception on Tuesday. To get the most out of your complimentary registrations, we recommend that you assign them to members of your team who will be able to attend the most events, e.g. conference sessions, the Thursday lunch and dinner, etc.

11. Can we purchase additional registrations?

Yes. Additional conference sponsor registrations for the conference can be purchased online by registering through the League's website: www.azleague.org. Be sure to register by the early registration deadline to receive the best rate!

12. Can I bring an extra person to the Welcome Reception or Showcase of Cities and Towns?

Yes, you are welcome to bring additional members of your organization to the Welcome Reception, Sponsor Reception and/or Showcase of Cities and Towns, by purchasing a "name badge only" registration for \$25. If interested please e-mail requests to mlore@azleague.org.

NOTE: If your team members would like to attend any conference sessions, the Thursday legislative lunch or Wednesday night dinner, they will need to register for the full conference.

13. Can our organization host a conference session or speaker?

The conference planning committee meets in late March to decide the conference format, sessions and speakers for the upcoming event. If your company or organization has a topic that you feel would be of interest to the conference attendees, you may submit your proposal for a session topic or speaker to Matt Lore at mlore@azleague.org by February 28, 2014.

The planning committee picks conference topics and speakers based upon theme, topic and need. To be considered to host a session or speaker, your company must be a conference sponsor, but no conference sponsors are guaranteed a session or speaking opportunity.

14. I missed the sponsor sign-up deadline. Can our organization still sponsor the event?

In most cases, yes, you may still sign up to sponsor the event after the commitment deadline. However, we cannot guarantee you will receive all of the benefits associated with each level after the deadline, as conference materials are planned and finalized months in advance.

To ensure your organization receives all of the benefits listed, send in your sponsor commitment forms by Friday, May 30. Please e-mail mlore@azleague.org with any questions.

15. Where will the conference be next year?

The 2015 League Conference will be at the JW marriott Tucson Starr Pass, from August 18-21.

Additional Questions?

Matt Lore

League of Arizona Cities and Towns

1820 W. Washington St.

Phoenix, AZ 85007

(602) 258-5786

mlore@azleague.org

SPONSOR RESERVATION FORM

Please Select a Sponsorship Level:

- Platinum \$10,000
- Gold \$8,000
- Silver \$5,000
- Bronze \$2,500

Extra Benefactor Opportunities:

(Must be a sponsor to participate)

- Conference Bag \$800
- Golf Sponsor \$800
- Morning Break Sponsor. . . \$800

Please mark your preference:

- Wednesday Morning
- Thursday Morning

Conference Program Ad:

(Platinum and gold sponsors only)

- Back Cover \$2,000
- Inside Front Cover. \$1,500
- Inside Back Cover \$1,500
- Inside Full Page \$1,000
- Inside Half Page \$750

Conference App Splash Page Sponsor:

(Platinum and gold sponsors only)

- Con. App Splash Page . . . \$2,500

The Conference App splash page, inside cover and the back cover are on a first-come, first-served basis.

Company Name

Contact Name

Contact Title

Address

City

State

Zip

Phone

Email

If you choose to pay via credit card, there will be an automatic 5% fee included in addition to the sponsorship amount. Please contact Matt Lore at mlore@azleague.org for a credit card form.

Please mail or fax this form, along with your check, by May 30, 2014 to:

League of Arizona Cities and Towns
1820 West Washington Street
Phoenix, Arizona 85007
Fax: 602-253-3874

