



# SPONSOR / EXHIBITOR OPPORTUNITIES



## MAY 15 - 18 CONVENTION 2024



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# PROMOTING AND PROTECTING MUNICIPAL GOVERNMENT SINCE 1935

Dear Partner,

I want to personally invite you to join our partnership network. The Alabama League of Municipalities is a nonpartisan membership association of more than 450 incorporated municipalities. Since 1935, the League has proudly served as the voice of Alabama's cities and towns!

At ALM, we are not only dedicated to advocating for strong municipal policies, but we are committed to educating both new and veteran municipal officials about best practices in doing their jobs and giving them the resources to develop innovative ideas. We want every one of Alabama's municipal leaders to have a firm foundation, so they can better serve their communities and that is where you come in. As a strategic partner, sponsor or exhibitor, you will play a special role in supporting our mission to strengthen local leadership. Your partnership will assist us with hosting strategically crafted events and programs throughout the year. We hope that you will join us in our journey to make Alabama's communities the best places to live, work and play.



Sincerely,  
Gregory D. Cochran, ALM Executive Director

"PowerSouth Energy places great value on our strategic partnership with the Alabama League of Municipalities. Whether working together advocating for issues of mutual interest or securing economic development projects, there's no better ally than the League. Partnering with ALM is a wise and worthwhile investment."

~Horace Horn, Vice President of External Affairs, PowerSouth Energy Cooperative

"For more than a century, Alabama Power has served as a reliable resource for communities and a trusted partner in economic development for our state. Our partnership with the Alabama League of Municipalities has allowed us the opportunity to connect with cities and towns across Alabama to strengthen communities and enhance the quality of life for those who live here. We are proud to partner with the League as we work together to power a better Alabama."

~Alabama Power

"The ALM Strategic Partnership program has been a key strategy for us to have exposure to municipalities across the state and for us to maximize our time to reach those municipalities. We are very pleased with the results of being a strategic partner and would highly recommend this program to other companies offering services to municipalities."

~Joe Meads, Sr. Principal, Sain Associates

"The League and AMEA have a shared goal in helping our members improve their quality of life so that their communities are vibrant, active and economically stable. We value and appreciate our partnership with the League and look forward to enhancing our shared goals."

~Lisa Miller, Manager of Communications and Economic Development, Alabama Municipal Electric Authority

**Strategic Partnership** levels are designed specifically for organizations and companies that share the same mission and vision as the Alabama League of Municipalities. Strategic partnerships with ALM provide unique and intentional collaboration opportunities to foster vibrant communities where businesses want to invest and where citizens want to live, work, play and prosper.

Based on the investment from your company/organization, you will have access to the opportunities outlined below as well as inclusion in all printed materials as it relates to sponsored meetings and conferences. You will also be listed on ALM's website as a valued strategic partner.

## PARTNERSHIP BENEFITS:

### \$25,000 PARTNERSHIP LEVEL

- **All benefits included in the \$15,000 Partnership Level, plus the following:**
- Sponsor recognition of the following League programs: Alabama Communities of Excellence (ACE) and Economic Development Academy (EDA).
- One additional registration at League sponsored events (total of 4)

### \$15,000 PARTNERSHIP LEVEL

- **All benefits included in the \$10,000 Partnership Level, plus the following:**
- League staff will work with partners at this level to identify areas within select events to speak during the program or a break/reception.
- One additional registration at League sponsored events (total of 3)

### \$10,000 PARTNERSHIP LEVEL

- Recognition at these three League sponsored events:
  - Legislative Advocacy Day (held early during each Regular Session)
  - Annual Convention (held every Spring)
  - Municipal Leadership Institute (held every Fall)
- Invitation to Hometown Congressional Luncheons (held every Summer)
- Registration at League sponsored events (total of 2)
- Exhibition space for Annual Convention and Municipal Leadership Institute
- Invitation to Annual Advocacy Day reception
- Listed on the League's website as a valued strategic partner
- Annual subscription(s) to *The Alabama Municipal Journal*, published quarterly



Scan the QR code to view a video message from our Deputy Director Kayla Bass about the benefits of the Sponsorship Program!

Interested in being a Strategic Partner? Contact Kayla Bass at [KBass@almonline.org](mailto:KBass@almonline.org).

# SPONSORSHIP BENEFITS:

## Event Participation Opportunities

\$5,000  
SPONSOR

\$3,000  
SPONSOR

\$1,250  
EXHIBITOR

<b>Event Opportunities</b> (selected at the time of sponsor form submission): <ul style="list-style-type: none"> <li>• Annual Convention (sponsoring &amp; exhibiting opportunity)</li> <li>• Municipal Leadership Institute (sponsoring &amp; exhibiting opportunity)</li> </ul>	2	1	Annual Convention and Municipal Leadership Institute only. Each event is a separate exhibiting fee and application.
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Sponsorship at both, Annual Convention and the Municipal Leadership Institute, offers increased benefits and a \$1,000 price reduction.

## Year-Round Benefits

\$5,000  
SPONSOR

\$3,000  
SPONSOR

\$1,250  
EXHIBITOR

Annual subscription(s) to <i>The Alabama Municipal Journal</i> , published quarterly <b>upon request</b>	4	2	N/A
Digital mail list of ALM's mayors, municipal clerks, managers and administrators <b>upon request</b>	●	●	N/A
Ad(s) in <i>The Alabama Municipal Journal</i> – published quarterly	Purchased ads upgraded to full color	N/A	N/A
Municipal Directory of current year in PDF format <b>upon request</b>	●	●	N/A

## Event Recognition and Benefits

\$5,000  
SPONSOR

\$3,000  
SPONSOR

\$1,250  
EXHIBITOR

Company Name and recognition included on app	●	●	●
Company Name and Logo included on event materials and special signage recognizing sponsors	●	●	N/A
Special color drape in expo booth and sponsor ribbon on name badges	●	●	N/A
Digital mail list of pre and post-event registrants <b>upon request</b>	●	●	N/A
Complimentary event registration(s) for pre-selected events	2	1	N/A

*Purchase of a package does not indicate endorsement, membership or recommendation by the Alabama League of Municipalities (ALM). It is understood that participation as a Package Sponsor does not constitute an ALM endorsement of the firm or the products or services offered. ALM reserves the right to decline any application. Priority of all package opportunities will be determined based upon level of participation and the discretion of ALM. In addition, ALM reserves the right to reschedule ad inserts according to advertising space available.*

**Questions? Contact Cindy Price at [CPrice@almonline.org](mailto:CPrice@almonline.org) or 334-262-2566.**

# ANNUAL LEAGUE EVENTS:

## LEGISLATIVE ADVOCACY DAY

The League's annual Legislative Advocacy Day is specifically designed to allow municipal officials the opportunity to share their ideas and concerns with Alabama's political leaders. Held near the beginning of each legislative session, this day-long event features legislative leadership panels, updates from various state agencies, an overview of the upcoming session from the League's Advocacy Team and a networking reception with state lawmakers and their staffs. (Strategic Partners are invited. See additional information in Partnership Benefits.)



## ANNUAL CONVENTION

Each spring, ALM hosts its annual convention and expo providing timely informational sessions, access to municipal vendors and state agencies as well as outstanding networking opportunities for municipal officials and employees. This multi-day event is the largest event hosted by the League and is carefully planned to maximize the time and attention of attendees. New League leadership is also elected each year at the annual business session held during convention.

**ETHICS ADVISORY!** Based on the conclusions in Ethics Advisory Opinion 2011-01 and an informal opinion the League has received from the Ethics Commission, attendees at the League Convention should exercise caution before accepting an invitation to dinner, etc. from a vendor that is a not a registered participant in the Convention. While the opinion indicates that a non-registered vendor or company who desires to interact with attendees during the conference may provide meals and other food and beverages, they may not under any circumstances use the interaction as an opportunity to lobby attendees or otherwise use it for a sales opportunity.

## MUNICIPAL LEADERSHIP INSTITUTE

The League's Municipal Leadership Institute (MLI) is held each year in the late fall. Agendas are developed to address opportunities and challenges faced by Alabama's cities and towns and feature statewide and regional experts, thought leaders and League staff as well as a networking reception and ample time with vendors and exhibitors.

Additionally, the League recognizes graduates from the CMO, CMA, ACE, and EDA programs in addition to those of DesignAlabama.



# WE LOOK FORWARD TO SEEING YOU AT OUR UPCOMING EVENTS. JOIN THE TEAM, TODAY!



[www.almonline.org](http://www.almonline.org)

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