



## 2019 Sponsorship Packages



## Sponsorship Packages Offer Year-Round Reach!

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

Representing more than 450 member cities and towns, the League provides Alabama’s municipal leaders with the crucial resources, advocacy and training necessary to make Alabama’s communities more vibrant. The League is proud to help meet the needs of more than 2,800 elected municipal officials who make daily purchasing decisions for their cities and towns. If you offer services and/or products that benefit Alabama’s municipal entities, the League provides you with a unique opportunity to connect with these decision makers by becoming a League sponsor.

### Sponsorship Packages

(see chart and details inside)

Capstone \$20,000	Keystone \$10,000	Cornerstone \$5,000	Flagstone \$2,500	Gateway \$1,000
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### A 2019 League Sponsorship allows you the opportunity to:

- Reach approximately 1,000 municipal officials and personnel during the League’s four-day signature event – the 2019 Annual Convention, May 4-7 in Mobile, Alabama.
- Increase your company’s exposure to key municipal decision makers throughout the year via a listing and active link on the League’s online Municipal Marketplace.
- Advertise in the League’s bimonthly magazine, *The Alabama Municipal Journal*.
- Develop and maintain contacts with elected officials and municipal personnel.
- Sponsor the President’s Banquet, Entertainment or Break Services (See note about Cornerstone and Flagstone options on page 3).

For detailed package information and corresponding benefits, please see the chart and descriptions inside.

For more information on the League’s Sponsorship Packages, contact Cindy Price at 334-262-2566 or via email at [cindyp@alalm.org](mailto:cindyp@alalm.org).

## Capstone Sponsorship

\$20,000

Our top tier sponsorship provides everything offered in all sponsorship packages (see chart) as well as:

- Sponsor recognition in a prominent location throughout the annual convention
- Participation in the exhibitor **Municipal Marketplace Prize Program\*** during annual convention (no charge)
- 6 complimentary annual convention registrations
- 6 full page, 4-color ads in *The Alabama Municipal Journal* (published bimonthly)
- 10 subscriptions to *The Alabama Municipal Journal*
- Signage at CMO events and sponsorship listing in CMO agenda
- Tagline recognition in weekly e-newsletter, *This Week from the League*

## Keystone Sponsorship

\$10,000

This premiere sponsorship provides items offered in all sponsorship packages below Capstone (see chart) as well as:

- 4 complimentary annual convention registrations
- 3 full page, 4-color ads in *The Alabama Municipal Journal* (published bimonthly)
- A 20% discount on additional ads in *The Alabama Municipal Journal*

See additional Sponsorship Package choices in the chart on the next page

### \* MUNICIPAL MARKETPLACE PRIZE PROGRAM

\$250 Fee

This year we are again *Celebrating Main Street* with a **Market Square** theme and our extremely popular **Municipal Marketplace Prize Program**. This program is designed to generate more traffic and facilitate longer interaction for participating vendors during convention EXPO hours. **Deadline to register is April 19, 2019.**

**How it works:** As a participating Municipal Marketplace vendor, you will receive colored tickets to distribute to Delegates as they “shop” the Marketplace by visiting your booth. Delegates can then deposit his/her tickets in the raffle barrel located at the Market Square to be eligible for prize drawings. Each day delegates will visit vendors in the Municipal Marketplace to receive tickets of a specific color for the day. Prizes will be drawn based on the ticket color for that day. On Tuesday, ticket colors will be combined for the GRAND drawings. A listing of names and booth numbers of participating vendors will be distributed to convention delegates during registration. Participating vendors will also be listed in printed convention material. **NOTE: Only registered convention delegates – mayors, councilmembers, municipal clerks and personnel – are eligible to participate in this prize program.** (Spouses and guests are not eligible). The \$250 program fee covers vendor participation for all EXPO days. Drawings will be held several times during the convention. Delegates must be present to win.

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Year-Round Advantages:	Cornerstone		Flagstone		Gateway	
Sponsor name listed on ALM webpage year-round	●		●		●	
Online profile listing and active link via ALM's Municipal Market Place: company name, logo, contact names, address, phone, fax, email and 75 word profile of products and services **	●		●		●	
Annual subscription(s) to <i>The Alabama Municipal Journal</i> , published bimonthly	6		2		1	
Electronic mail list of ALM's mayors, municipal clerks, managers and administrators <b>upon request</b>	●		●		●	
Ad(s) in <i>The Alabama Municipal Journal</i> , published bimonthly	2 full page or 6 half page ads. Additional ads: 15% discount, Additional charge for full color Ads		2 half page ads. Additional charge for full color Ads			
Municipal Directory of the current year in a PDF format.	●					

Convention Advantages:	Cornerstone		Flagstone		Gateway	
	Option 1	Option 2	Option 1	Option 2		
Company name included in convention materials and app♦	●		●		●	
Company name on special signage recognizing sponsors at convention registration desk	●		●		●	
Sponsor ribbons on name badges	●		●		●	
Sponsor name listed on Municipal Marketplace entryway display	●		●		●	
Opportunity to participate in the Municipal Marketplace Prize Program.*	●		●		●	
Special color draping at expo booth	●		●		●	
Exhibit space: one 10' x 10' booth (includes 3 name badges)	●		●			\$900
Priority Municipal Marketplace floor placement (requires paid exhibit space)	●		●		●	
Public recognition at sponsored event(s)	●		●			
Sponsors recognized in pre-convention materials	●		●			
Electronic mail list of convention registrants <b>upon request</b> (pre- & post-convention)	●		●			
Opportunity to provide one (1) pre-approved promotional item to be included in registration bags. Flyers or brochures must be submitted in digital format and will be available in the convention app♦.	●		●			
Complimentary registration(s) to the convention	2		1			
<b>President's Banquet Sponsor</b> (does not include advertising or booth space) (includes recognition during convention, event signage, convention program and app♦ listing)		●				
<b>Entertainment Sponsor</b> (does not include advertising or booth space) (includes separate event signage, convention program and app♦ listing)				●		
<b>Break Service Sponsor</b> (does not include advertising or booth space) (includes separate event signage, convention program and app♦ listing)				●		
● Option 2 was specifically created for Cornerstone and Flagstone sponsors who do not require advertising or booth space but are still eager to maintain association and name recognition within the convention context.						

♦ as available

## 2019 Sponsorship Packages - Purchasing Information

Sponsor registration is simple. The online registration can be found at the link below:

<https://tinyurl.com/2019-ALM-Annual-Sponsor>

**\*\*** To be processed and posted to ALM's website, your company description (not to exceed 75 words) must be submitted by December 11, 2018. All packages must be paid in full by January 31, 2019. The League will not be responsible for invoicing two separate accounts for one package. Invoices will be mailed January 8, 2019 for all unpaid accounts.

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

*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.*

## General Convention Information

The 2019 Annual Convention of the Alabama League of Municipalities will be held in Mobile, May 4 - 7. The Annual Convention is the League's signature event, a four-day meeting bringing together more than 1,000 Alabama mayors, councilmembers, appointed municipal officials, municipal personnel and guests to share experiences and discuss current local, regional and national trends affecting their communities.

**#ALMCon19**

A reception will be held in the **Municipal Marketplace** Sunday evening from 5:30 p.m. until 7:00 p.m. The Marketplace will reopen Monday morning, May 5.

*(Please consult the convention schedule. Details are subject to change.)*

**Be sure to download our free convention app, "ALM Event App", via the iTunes App Store or Google Play.**

**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.*

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## A Message from Cindy

As ALM's sponsorship manager, I'm privileged to assist our members in connecting with organizations that help build strong, vibrant communities. I'm a "people person" and love what I do so it's truly an honor to work with wonderful people and outstanding companies throughout the year.

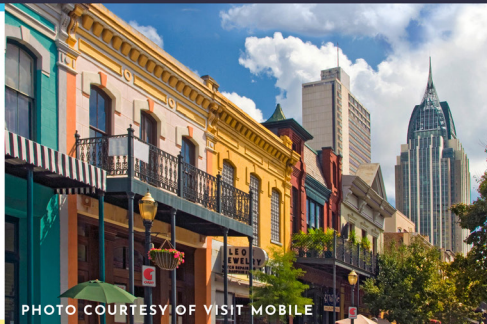
ALM offers five sponsor levels with many engagement opportunities. Don't see what you need? Call me and we'll develop a fit for your company! I look forward to working with you to implement a sponsorship strategy that raises your profile with elected and appointed municipal officials and their employees. **Partner with us in 2019!**

### Industry Sponsor Categories

- Accounting Services
- Architects/Engineers
- Asphalt/Pavement
- Case Management
- Continuing Education
- Data Recovery and Retention
- Employee Benefits
- Energy/Environmental
- Financial Services
- Financial Management Systems
- Fire Equipment
- Healthcare
- Law Enforcement
- IT/Telecommunications
- Landscape/Property Mgmt.
- Legal Services
- One Call Notification
- Ordinance Codification
- Playgrounds
- Retirement Planning
- Revenue Recovery
- Recycling/Waste Management
- Risk Management
- Sports Lighting
- Tourism/Hospitality
- Trucks and Equipment
- Utilities
- Waste Water Solutions
- Wealth Mgmt./Investment Banking
- Workers' Compensation

JOIN US IN MOBILE FOR THE

**2019** ALABAMA LEAGUE OF MUNICIPALITIES ANNUAL CONVENTION



**MAY 4-7, 2019** EXPO (MAY 5-6)

ARTHUR R. OUTLAW CONVENTION CENTER

**#ALMCon19**



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*Serving Alabama's  
municipalities since 1935.*

#ALMCon19

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# 2019 Sponsorship Packages

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PERMIT NO. 340

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P.O. Box 1270  
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