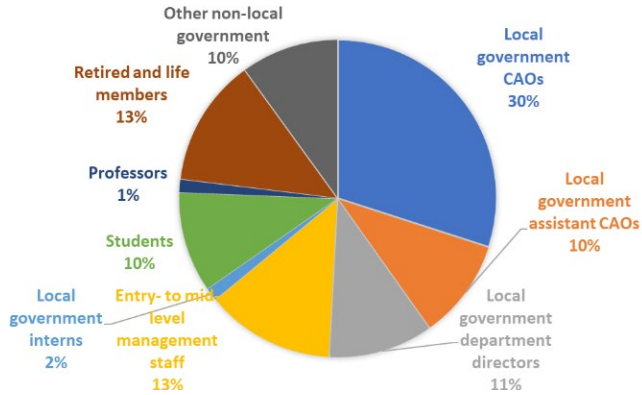


## 2019 ICMA Annual Conference Sponsorship Expression of Interest

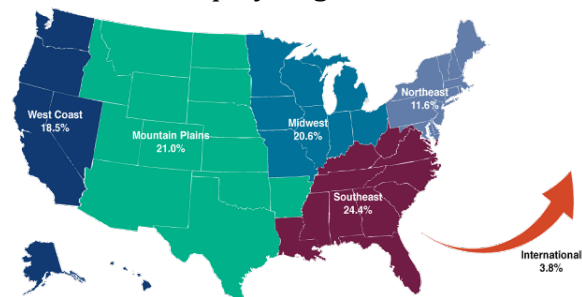
ICMA is looking to appoint major sponsors for the 2019 Annual conference, to be held October 20-23 in Nashville, TN. Your sponsorship will showcase your business and gain name recognition for your products and services within the local government market. Plus, you'll benefit from being associated with an ethical and well-regarded organization and play a highly visible role in supporting ICMA's mission and membership. An ICMA sponsorship will provide organizations access to more than 12,000 influential local leaders and future leaders.

ICMA membership includes the key decision makers in local government, the chief administrative officers--city, town, and county managers. These managers handle the day-to-day operations that keep services up and running, while planning for the future at the same time. They run local government operations, engage community stakeholders, develop and implement the budget, and procure products and services. Over 91% of ICMA Members are involved the procurement of products and services for their communities with an average budget of \$3.1 million.

ICMA Members by Job Function



ICMA Membership by Region:



## About the ICMA Annual Conference

As the association's premier event, the ICMA Annual Conference brings together more than 3,000 U.S. and international local government leaders and offers a broad spectrum of educational, information-sharing, and networking opportunities.

The ICMA Annual conference is a four-day event that has a blend of professional and social events with sessions covering content within the following tracks:

- Leadership
- Futurism/Innovation
- Civic Health/Community Cohesion
- Equity and Inclusion
- Sustainability
- Personal

For Track Descriptions go to: [2019 Annual Conference Theme Tracks](#)

Being a sponsor is the perfect way to:

- Extend your brand
- Reach the right audience
- Amplify your message
- Utilize a diverse mix of messaging channels
- Customize your program

ICMA is offering sponsorships with specific levels that could include exclusivity in core areas like Communications, Financial Services, Healthcare, Technology, Transportation, and Infrastructure.

ICMA sponsorship selections will be based on level of sponsorship selected, engagement history with ICMA field of expertise, public sector presence, BBB rating, value derived by ICMA and our members, impact on local government and communities, and mission alignment with improving local governments throughout the world. ICMA will award sponsorships beginning January 1, 2019.

## Major Sponsor Opportunities

ICMA Major Sponsorships will include Brand Awareness and Recognition, Access to Industry Leaders and recognition in ICMA Publications and Collateral, starting in January 2019. Benefit packages will be customized to achieve the objectives of the sponsor.

### **Starting at \$500,000**

Type	Description	Audience
Brand Recognition	<ul style="list-style-type: none"> <li>- Logo on ICMA Annual Conference website</li> <li>- Logo on all marketing pieces (pre and post conference)</li> <li>- On-site Logo recognition</li> <li>- Recognition in Mobile App</li> <li>- PM Magazine Recognition</li> <li>- Video on ICMA TV</li> <li>- Video on ICMA YouTube channel</li> <li>- Social Media Promotion</li> </ul>	3,000 -3,500
Registrations and Tickets	<ul style="list-style-type: none"> <li>- Complimentary Registrations</li> <li>- Complimentary Tickets to Social Events</li> </ul>	3,000 -3,500
Booth	<ul style="list-style-type: none"> <li>- 10x30 Booth</li> </ul>	3,000 -3,500
General Session	Keynote Speaker Introduction (3 Available) <ul style="list-style-type: none"> <li>- 2 minute introduction w/Video</li> <li>- VIP seating</li> <li>- Five (5) pictures with keynote speaker *If available (dependent on speaker)</li> <li>- Marketing item distribution (sponsor to provide item and ICMA staff to distribute)</li> </ul>	3,000 -3,500
Educational Session	Sponsor will have the opportunity to participate in up to 3 Educational Sessions	100-150
Leadership Dinner	Exclusive Sponsorship	300
Saturday Event	Logo recognition	800-1,000
Welcome Reception	Logo recognition	3,000 -3,500
Exhibit Hall Lunches	Logo recognition	3,000 -3,500
Tuesday Night Event	Logo recognition	800-1000
Registration Bag Insert	Sponsor supplies insert (up to 8.5" x 11")	3,000 -3,500
Custom Sponsorship Package	Select from a variety of brand and engagement sponsorships ( <b>up to \$100,000 in Single Item Sponsorships</b> )	3,000 -3,500
Regional Conference Presenting Sponsorship	Brand recognition in marketing materials and on-site, exhibit hall.	5 Events: 150-200 Attendees/event
Premier Strategic Partnership	<a href="#">Benefits of Becoming a Strategic Partner</a>	12,000+ Members

**Starting at \$250,000**

Type	Description	Audience
Brand Recognition	<ul style="list-style-type: none"> <li>- Logo on ICMA Annual Conference website</li> <li>- Logo on all marketing pieces (pre and post conference)</li> <li>- On-site Logo recognition</li> <li>- Recognition in Mobile App</li> <li>- PM Magazine Recognition</li> <li>- Video on ICMA YouTube channel</li> <li>- Social Media Promotion</li> </ul>	3,000 -3,500
Registrations and Tickets	<ul style="list-style-type: none"> <li>- Complimentary Registrations</li> <li>- Complimentary Tickets to Social Events</li> </ul>	3,000 -3,500
Booth	<ul style="list-style-type: none"> <li>- 10x20 Booth</li> </ul>	3,000 -3,500
General Session	<p>Keynote Speaker Introduction (3 Available)</p> <ul style="list-style-type: none"> <li>- 2 minute introduction w/Video</li> <li>- VIP seating</li> <li>- Five (5) pictures with keynote speaker *If available (dependent on speaker)</li> <li>- Marketing item distribution (sponsor to provide item and ICMA staff to distribute)</li> </ul>	3,000 -3,500
Educational Session	Sponsor will have the opportunity to participate in up to 2 Educational Sessions	100-150
Saturday Event	Logo recognition	800-1,000
Welcome Reception	Logo recognition	3,000 -3,500
Exhibit Hall Lunches	Logo recognition	3,000 -3,500
Tuesday Night Event	Logo recognition	800-1000
Flyer for Registration Bags	Sponsor supplies insert (up to 8.5" x 11")	3,000 -3,500
Custom Sponsorship Package	Select from a variety of brand and engagement sponsorships ( <b>up to \$50,000 in Single Item Sponsorships</b> )	3,000 -3,500
Regional Conference Recognition	Brand recognition in marketing materials and on-site	5 Events: 150-200 Attendees/event
Presidential Strategic Partnership	<a href="#">Benefits of Becoming a Strategic Partner</a>	12,000+ Members

**Starting at \$125,000**

Type	Description	Audience
Featured Speaker	Featured Speaker Introduction (2 Available)	400-500
Educational Session	Sponsor will have the opportunity to participate in up to 1 Educational Session	100-150
Exhibit Hall Breaks	Logo recognition	3,000 -3,500
Flyer for Registration Bag	Sponsor supplies insert (up to 8.5" x 11")	3,000 -3,500
Custom Sponsorship Package	Select from a variety of brand and engagement sponsorships ( <b>up to \$25,000 in Single Item Sponsorships</b> )	3,000 -3,500
Presidential Strategic Partnership	<a href="#">Benefits of Becoming a Strategic Partner</a>	12,000 Members

General sponsorship opportunities and levels available after January 1, 2019.

For more information, contact Austin Falley at 202-962-3697 or [afalley@icma.org](mailto:afalley@icma.org).