



# 2018 Sponsorship Opportunities

*Exposure to over 1,400 planners and public officials in Colorado*

The Colorado Chapter of the American Planning Association (APA Colorado) provides leadership in the development of vital communities by advocating excellence in planning, promoting education and citizen empowerment, and providing our members with the tools and support necessary to meet the challenges of growth and change.

## CONFERENCE PACKAGES

### **PARTNER \$5000 (x2) - Year Round Exposure**

- 3 Free Conference Registrations + one mobile tour
- Pop-up Banner displayed throughout the conference
- Complimentary Exhibit Space at conference with advertisement in Exhibitor's Guide
- One Pre- & Post-Conference Email to Chapter members
- Welcome address, table top displays (you provide) and reserved table at Keynote breakfast
- Recognition at National Planning Conference 3-Corner Chapter Reception and Chapter Holiday Party
- Recognition at all Chapter-Sponsored events (excluding joint/partner events)
- One Newsletter Article in the edition of your choice
- One Full Page Newsletter Advertisement in each of the four annual editions
- Logo on Chapter website, weekly "Upcoming Events" email and listing in Consultant Directory (12 month)
- Four Social media mentions throughout the year

### **PLATINUM \$3000 (X4) - Year Round Exposure**

- 3 Free Conference Registrations
- Pop-up Banner displayed throughout the conference
- Complimentary Exhibit Space at conference with advertisement in Exhibitor's Guide
- Reserved table at Opening Plenary
- Tabletop Displays (you provide) at Opening Plenary
- One Pre- or Post- Conference Email to Chapter members
- Recognition at all Chapter-Sponsored events (excluding joint/partner events)
- One 1/2-Page Newsletter Advertisements in each of the four annual editions
- Logo on Chapter website and listing in Consultant Directory (12 month)
- Two social media mentions throughout the year

### **GOLD \$1500**

- 2 Free Conference Registrations
- Complimentary Exhibit Space at conference with advertisement in Exhibitor's Guide
- One sponsored post on conference app
- Welcome/introduction at a conference session, roundtable or workshop
- One 1/2-Page Newsletter Advertisements in two of the four annual editions
- Logo on Chapter website and listing in Consultant Directory (12 month)

### **SILVER \$800**

- 1 Free Conference Registration
- One 1/4 Page Newsletter Advertisements in one of the four annual editions
- Handouts or business cards at conference registration
- Logo on Chapter website and listing in Consultant Directory (12 month)

### **RECEPTION \$3000 (x3)**

- 2 Free Conference Registrations
- Your choice of: Welcome, Awards or Closing
- One Pre-Conference Email to Chapter members
- Logo on all reception/conference marketing materials
- Pop Up Banner displayed during reception
- Logo on reception ticket and/or drink tickets
- Ability to greet attendees at reception check-in
- Introduction and welcome during reception
- Logo on Chapter website and listing in Consultant Directory (12 month)

### **BREAK \$500**

- Your choice of AM or PM break
- Greet attendees and display Banner during break
- Logo on all conference marketing materials
- Business Card in one of the four annual newsletter editions
- Logo on Chapter website and listing in Consultant Directory (12 month)

## WiFi \$2000 (x1)

- One Free Conference Registration
- Choice of WiFi password
- Attendees redirected to your organization's homepage during WiFi login
- One Pre-Conference Email to Chapter members
- One 1/4 Page Newsletter Advertisements in one of the four annual editions
- Logo on Chapter website and listing in Consultant Directory (12 month)

## APP \$1500 (x1)

- Company logo on App welcome page
- Display of organization's pop-up banner and meet/greet opportunity at conference Appy Hour
- One Pre-Conference Email to Chapter members
- Business Card in one of the four annual newsletter editions
- Logo on Chapter website and listing in Consultant Directory (12 month)

## EXHIBITOR \$500

- Advertisement in Exhibitor Guide
- Optional upgrade to add discounted registration
- Optional upgrade to add E-blast pre or post conference
- Business card in one of the four annual newsletter editions
- Logo on Chapter website and listing in Consultant Directory (12 month)

## FRIEND \$150

- Limited to individuals, non-profit organizations and public agencies or companies in local communities that want to support the conference.
- Recognized on conference marketing materials
- Business Card in one newsletter of your choice
- Logo on Chapter website

## YEAR-ROUND & A LA CARTE OPTIONS

### E-Sponsor: \$500

- One advertisement in a "Upcoming Event" weekly update to Chapter members
- Business card in one of the four annual newsletter editions
- Logo on Chapter website and listing in Consultant Directory (12 month) Listing in Consultant Directory

### Chapter Events: TBD (\$50 - \$1000)

- Meet/greet event attendees
- Display pop-up banner during event
- Logo on all event marketing materials and emails
- Advertisement included in one "Upcoming Events" weekly email to Chapter members.
- Listing in Consultant Directory
- Events include: *Chapter Holiday Party, 3-Corners Reception, Planners' Day at the Capitol, and area and committee events.*

### Newsletter Advertisements: \$10 - \$100

- Business Card \$10; 1/4 page \$25; 1/2 page \$50 and full page \$100
- Choice of one in the four annual editions

### Consultant Directory: \$50

- 12 month listing on the Chapters consultant directory
- Link to organization's website

### Conference Targeted Networking Event: \$150-\$1000

- Meet/greet attendees and formal Welcome
- Display organizations' pop-up banner, provide handouts, showcase projects
- Lead a facilitated discussion or network
- Target audience of your choice: *Ex: Public Officials, Planning Directors, Women in Planning, etc.*

### Conference Breakfast Roundtable: \$100

- Reserved table with organization's logo and table topic
- Lead a facilitated discussion on topic of your choice

### Swag & Lanyards: \$TBD

- Lanyards: \$1000 Put your logo on over 500 attendees during the annual conference
- Swag: \$Prices Vary Put your logo on swag distributed to target groups, event attendees or the whole Chapter.