



2018-19

Corporate Sponsor Benefits

Executive Summary

Thank you for your support of the California City Management Foundation! City managers across California work with outside partners to improve their communities every day. Feedback and engagement with these other entities, whether in the private sector or entities advancing policy concepts, helps inform and advance local government.

Your support of excellence in city management is recognized through our Corporate Sponsor Benefits program. We urge you to take advantage of this opportunity to share your ideas and innovations with the California city manager community.

If you have any questions or concerns about the California City Management Foundation, please contact Executive Director Ken Pulskamp at ken@cacitymanagers.org.

Regards,

Wade McKinney, President
Ken Pulskamp, Executive Director

Your Corporate Benefits

CCMF has continued to innovate the benefits of sponsorship of CCMF to provide platforms for our corporate sponsors to tell their story to the city manager community. Below, we have outlined the benefits available to your company.

To get the most value out of your sponsorship, it is advisable that you designate a single person on your staff to help coordinate your opportunities to use these benefits. Some of the benefits will require effort on the part of the sponsor to implement. The CCMF staff person taking the lead on this is Jon Barilone with Tripepi Smith. You can reach him at jon@tripepismith.com or at 844-226-3411 ext. 3.

Note that the list of benefits outlined below is tied to the level of sponsorship with CCMF. Sponsorship Tiers for Membership Year 2018–19 starting July 1, 2018 are:

"Corporate Member" - \$1,250

"Corporate Benefactor" - \$3,000

"Foundation Circle" - \$10,000

Branding Opportunities

1. **Recognition on CCMF Website with Logo and Link to Firm Website** – The sponsor’s logo and a link to their website will be featured on www.cacitymanagers.org/sponsors.
2. **CCMF Social Media Channel Announcement of Your Sponsorship** – CCMF will post about the sponsor’s support on the Foundation’s Facebook, Twitter and LinkedIn channels.
3. **Corporate Announcement Social Media Share** – Qualifying sponsors can promote their own news/events/services via CCMF social media channels. For example: if company X announces a new service and requests a social media share from CCMF, CCMF will craft a post and link to the sponsor’s content. All posts are subject to CCMF review and approval and no post may mention another sponsor.
4. **Permission to Tailor Facebook Ads for the CCMF Sphere of Influence** – Sponsors can coordinate with CCMF staff to create Facebook advertising campaigns that target persons who “Like” the CCMF Facebook Page.
5. **“CCMF Supporter” Logo to Use on Your Organization’s Website/Collateral Material** – Sponsors will be provided a logo showcasing their support for the Foundation for the current fiscal year. The logo can be used on the sponsor’s website, collateral materials or other marketing items.
6. **Recognition in Email Publications** – Qualifying sponsors are recognized with a logo placement in the weekly E-News digest, Quarterly Member Update and Quarterly President’s Letter.
7. **Sponsors Highlight Brief in E-News** – Qualifying sponsors receive a 100-word brief inserted into an edition of the popular weekly E-news digest from CCMF. This includes a logo and link to your website. Foundation Circle sponsors receive this benefit twice per program year.
8. **Recognition in Golf Tournament Announcement and at Golf Course*** – Qualifying sponsors receive recognition throughout the Golf Tournament event, including pre-event announcements and at the golf course.
9. **Recognition at Post-Golf Tournament Event*** – Qualifying sponsors are recognized at the concluding event of the annual Golf Tournament.
10. **Extensive Recognition at Annual Membership Dinner** – Qualifying sponsors are recognized for their top-tier support at the Annual Membership Dinner.

11. **Recognition of Top-Tier Status at All CCMF-Sponsored Events** – Qualifying sponsors are recognized for their support at all CCMF-sponsored events.
12. **Recognition on CCMF Signage as Supporter at City Manager Dept. Annual Conference** – Qualifying sponsors will have their logo on signage at the CCMF booth recognizing their support of the Foundation.
13. **Company Profile Page on CCMF Website** – Qualifying corporate sponsors will get a custom page on the CCMF website that provides a company biography. Links to this page will be embedded on the corporate support page.

**Golf Tournament benefits are applicable every other program year.*

Event Access

1. **Invitation to CCMF Membership Dinner at League Annual City Manager Dept. Conference** – Invitation to the member-only dinner event at the annual League of CA Cities City Manager Department meeting.
2. **Additional Guests to CCMF Membership Dinner** – Qualifying sponsors can bring additional members of their team to the dinner event. (Meal fees may apply for Corporate Benefactor sponsors, but are included for Foundation Circle Sponsors.)
3. **Free Players at CCMF Golf Tournament*** – Qualifying sponsors receive player slots at the annual CCMF Golf Tournament. Two players for Corporate Benefactors and two foursomes for Foundation Circle Sponsors are complementary.
4. **CCMF Member Rate Registration for Additional Golf Tournament Players*** – Qualifying sponsors receive the member rate for additional players at the CCMF Golf Tournament.
5. **Invitation for One Firm Representative to New and Future City Manager Seminar Opening Dinner** – Qualifying sponsors may send one representative to attend the opening dinner of one of CCMF's flagship events: the annual New & Future City Managers Seminar.

**Golf Tournament benefits are applicable every other program year.*

Other Benefits

1. **Access to Member-Only Section of CCMF Website** – Sponsors will have access to login to the Members-Only section of the CCMF website and can look up contact information for CCMF members.
2. **Receive Weekly E-News City Manager Digest** – Corporate sponsors will receive the weekly E-News digest of curated stories about the city management profession in California. Keep up with the latest city manager news with this well-read publication.
3. **Sponsor Article Published on Partner Site Civic Business Journal** – Through a strategic partnership with Civic Business Journal, corporate sponsors have the ability to publish their own articles on the Civic Business Journal website under their own byline. See www.civicbusinessjournal.com for more information about the publication or contact ryder@civicbusinessjournal.com to arrange publication or ask questions.
4. **Quote from CCMF President Recognizing Firm** – The CCMF President will provide a unique quote expressing appreciation for a qualifying sponsor's support of CCMF. The sponsor may use the quote as they desire so long as support remains active.
5. **Advertorial Content Embed on Quarterly Member Update** – Qualifying sponsors can provide an article for the CCMF website under a byline from the company. The article will be identified in the Quarterly Member Update. Articles are subject to CCMF approval and will be denoted as sponsored content.
6. **Right of Refusal to Sponsor Other CCMF Content** – From time to time when new sponsorship opportunities come up, it is possible that existing corporate sponsors may be interested in sponsoring those specific items. Foundation Circle sponsors would get the first right to sponsor and then rights to sponsor would cascade down from there. Within tiers, the longest-term sponsor would get the first right.
7. **Dinner Registration List 5 Days Prior to Annual Dinner** – Qualifying sponsors will have access to the attendance list of the annual Membership Appreciation Dinner ahead of the event. The list will not contain contact information but will identify who is registered to attend the Dinner.
8. **Executive Interview and Share on CCMF YouTube Channel** – Foundation Circle Sponsors will be provided the opportunity to leverage future CCMF video shoots (at a one-time cost of \$500) to shoot an interview about their company and have that video shared on CCMF's YouTube channel and social media outlets.

Sponsorship Level	Corporate Member	Corporate Benefactor	Foundation Circle
	\$1,250	\$3,000	\$10,000
BRANDING OPPORTUNITIES			
1. Recognition on CCMF Website with Logo and Link to Firm Website	X	X	X
2. CCMF Social Media Channel Announcement of Your Sponsorship	X	X	X
3. Corporate Announcement Social Media Share on Facebook & Twitter Per Year	1	2	6
4. Permission to Tailor Facebook Ads for the CCMF Sphere of Influence	X	X	X
5. "CCMF Supporter" Logo to Use on Your Organization's Website/Collateral Material	X	X	X
6. Recognition in Email Publications		X	X
7. Sponsor Highlight Brief in Weekly E-News Digest	0	1 / year	2/ year
8. Recognition in Golf Tournament Announcement & at Golf Course		X	X
9. Recognition at Post-Golf Tournament Event			X
10. Extensive Recognition at Annual Membership Dinner			X
11. Recognition of Top-Tier Status at All CCMF-Sponsored Events			X
12. Recognition on CCMF Signage as Supporter at City Manager Dept. Annual Conference		X	X
13. Company Profile Page on CCMF Website			X
EVENT ACCESS			
1. Invitation to CCMF Membership Dinner at League Annual City Manager Dept. Conference	X	X	X
2. Additional Five Guests of Firm to CCMF Membership Dinner		Meal Fees Apply	Included
3. Free Players at CCMF Golf Tournament ¹		2	8
4. CCMF Member Rate Registration for Additional Golf Tournament Players		X	X
5. Invitation for One Firm Representative to New & Future City Managers Seminar Opening Dinner			X

¹ Golf Tournament happens every other year and is tied to the League of California Cities' City Manager Department Conference.

Sponsorship Level	Corporate Member	Corporate Benefactor	Foundation Circle
OTHER BENEFITS			
1. Access to Member-Only Section of CCMF Website	X	X	X
2. Receive Weekly E-News City Manager Digest	X	X	X
3. Sponsor Article Published on Partner Site Civic Business Journal	1 / year	2 / year	4 / year
4. Quote From CCMF President Recognizing Firm		X	X
5. Advertorial Content Embed on Quarterly Member Update			X
6. Right of Refusal to Sponsor Other CCMF Content	3rd	2nd	1st
7. Dinner Registration List 5 Days Prior to Annual Dinner			X
8 Executive Interview and Share on CCMF YouTube Channel ²			X

² Benefit available if CCMF is producing a video series where executive interviews can be scheduled.