



2021-22

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,

Ken Striplin, 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 2021–22 starting July 1, 2021 are:

“Foundation Circle” - \$10,000

“Corporate Benefactor” - \$3,000

“Corporate Member” - \$1,250

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. **“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.
5. **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.
6. **Sponsor 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.
7. **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.
8. **Recognition at Post-Golf Tournament* Event** – Qualifying sponsors are recognized at the concluding event of the annual Golf Tournament.
9. **Extensive Recognition at Annual Membership Dinner** – Qualifying sponsors are recognized for their top-tier support at the Annual Membership Dinner.
10. **Recognition of Top-Tier Status at All CCMF-Sponsored Events** – Qualifying sponsors are recognized for their support at all CCMF-sponsored events.
11. **Extensive Recognition at the League of CA Cities City Managers Department Meeting** – Qualifying sponsors will have their logo on signage at the CCMF booth recognizing their support of the Foundation.
12. **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 apply every other program year. 2021-22 will be a Golf year.*

Event Access

1. **Invitation to CCMF Annual Membership Dinner** – Invitation to the member-only dinner event, held during the annual League of CA Cities City Managers 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. **Annual Membership Dinner Registration List** – Foundation Circle sponsors receive the full dinner registration list prior to the event.
4. **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.
5. **CCMF Member Rate Registration for Additional Golf Tournament* Players** – Qualifying sponsors receive the Member rate for additional players at the CCMF Golf Tournament.
6. **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 apply every other program year. 2021-22 will be a Golf 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 eNews City Manager Digest** – Corporate sponsors will receive the weekly eNews 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 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 in 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.

Please view the charts below for a quick reference to benefits across all three sponsorship tiers.

	Corporate Member	Corporate Benefactor	Foundation Circle
BRANDING OPPORTUNITIES	\$1,250	\$3,000	\$10,000
Recognition on CCMF website with your logo and a link to your website	✓	✓	✓
CCMF social media channel announcement of your sponsorship	✓	✓	✓
CCMF social media share of your social media post(s)	1/year	2/year	6/year
"CCMF Supporter" logo for your marketing purposes	✓	✓	✓
Recognition in Weekly eNews and Quarterly Member Update emails with your logo and a link to your website	---	✓	✓
Featured Partner announcement in Weekly eNews	---	1/year	2/year
Recognition in Golf Tournament* announcements and on signage at Tournament	---	✓	✓
Recognition at post-Golf Tournament* event	---	---	✓
Extensive recognition at Annual Membership Dinner	---	---	✓
Recognition of top-tier sponsorship status at all CCMF-sponsored events	---	---	✓
Extensive recognition at League of CA Cities City Managers Department Meeting	---	---	✓
Company Profile Page on CCMF website	---	---	✓

	Corporate Member	Corporate Benefactor	Foundation Circle
EVENT ACCESS	\$1,250	\$3,000	\$10,000
Invitation to CCMF Annual Membership Dinner	✓	✓	✓
Additional five (5) representatives allowed at Dinner	---	Meal Fees Apply	✓
Annual Membership Dinner registration list prior to the event	---	---	✓
Free player spots at CCMF Golf Tournament*	---	2	8
CCMF Member Rate registration for additional Golf Tournament* players	---	✓	✓
Invitation for one (1) representative to CCMF New & Future City Managers Seminar opening night dinner	---	---	✓
OTHER BENEFITS	\$1,250	\$3,000	\$10,000
Access to Member-Only section of the CCMF website	✓	✓	✓
Receive weekly eNews digest	✓	✓	✓
Advertorial published on CivicBusinessJournal.com	1/year	2/year	4/year
Quote from CCMF President recognizing your support	---	✓	✓
Advertorial embedded in CCMF Quarterly Member Update email	---	---	✓
Right of refusal to sponsor other CCMF content or events	3rd	2nd	1st
CCMF Sponsorship runs from July 1st to June 30th			
*Golf Tournament benefits apply every other year			