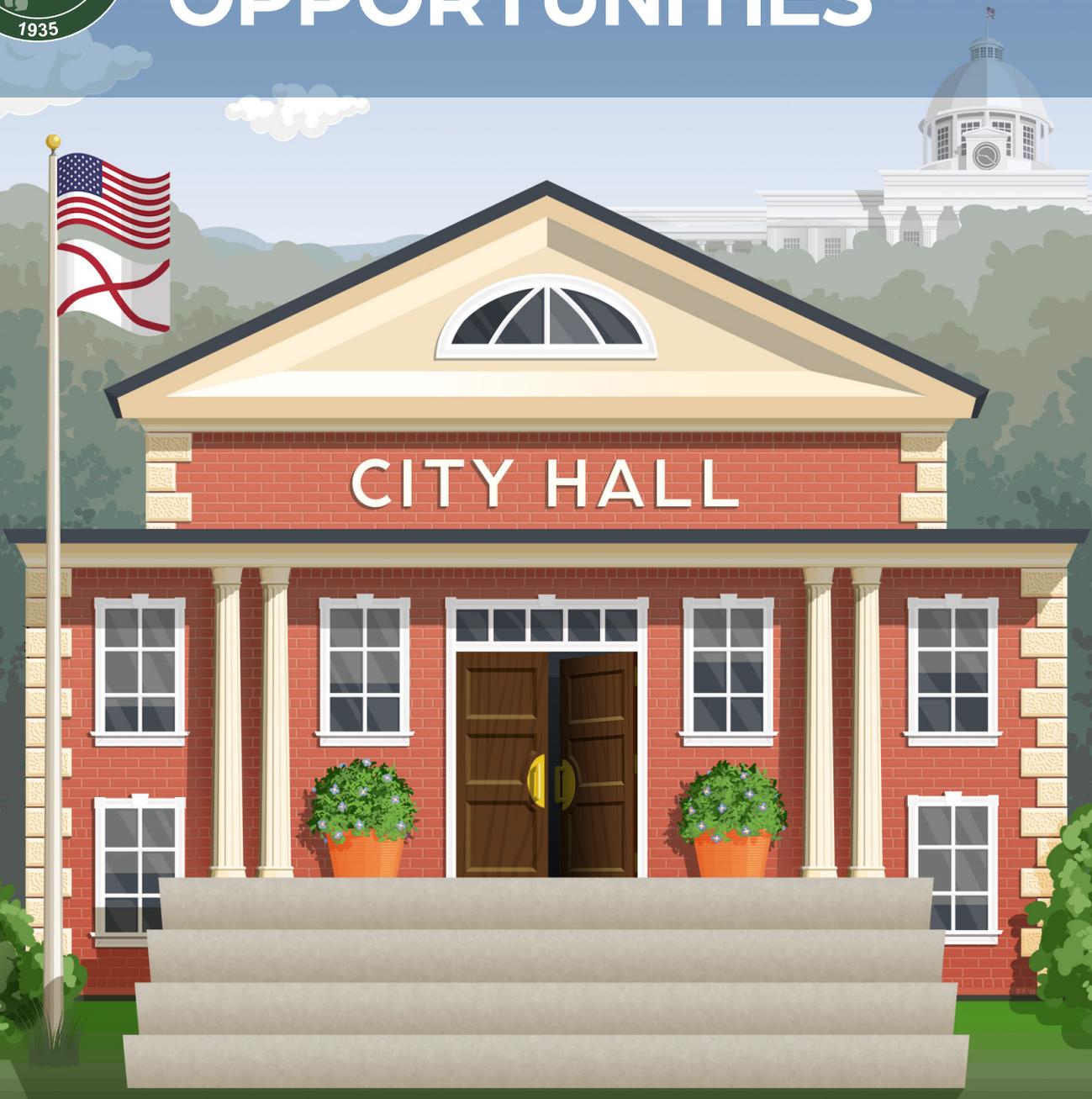




# SPONSOR / EXHIBITOR OPPORTUNITIES



**MUNICIPALITIES**  
are the  
**FOUNDATION**  
of Alabama's  
**ECONOMY**

**Strategic Partnership** levels are designed specifically for organizations and companies that share the same mission and vision as the Alabama League of Municipalities. Strategic partnerships with ALM provide unique and intentional collaboration opportunities to foster vibrant communities where businesses want to invest and where citizens want to live, work, play and prosper.

Based on the investment from your company/organization, you will have access to the opportunities outlined below as well as inclusion in all printed materials as it relates to sponsored meetings and conferences. You will also be listed on ALM's website as a valued strategic partner.

## PARTNERSHIP BENEFITS:

### \$25,000 PARTNERSHIP LEVEL

- **All benefits included in the \$15,000 Partnership Level, plus the following:**
- Additionally, League staff will work with partners at this level to identify areas within select events to speak during the program or a break/reception. (**Twice** a year)
- **Four** registrations at League sponsored events

### \$15,000 PARTNERSHIP LEVEL

- **All benefits included in the \$10,000 Partnership Level, plus the following:**
- Recognition at **all** League sponsored events to include:
  - Legislative Advocacy Day (held early during each Regular Session)
  - Annual Legislative Dinners (held early during each Regular Session)
  - National League of Cities Congressional Dinners (held every March)
  - Annual Convention (held every Spring)
  - Hometown Congressional Lunches (held every Summer)
  - Municipal Leadership Institute (held every Winter)
  - New Official Orientation (held every four years following the municipal election cycle)
- Additionally, League staff will work with partners at this level to identify areas within select events to speak during the program or a break/reception. (**Once** a year)
- **Three** registrations at League sponsored events

### \$10,000 PARTNERSHIP LEVEL

- Recognition at your choice of **three** of these four League sponsored events:
  - Legislative Advocacy Day (held early during each Regular Session)
  - Annual Convention (held every Spring)
  - Municipal Leadership Institute (held every Winter)
  - New Official Orientation (held every four years, following the municipal election cycle)
- **Two** registrations at League sponsored events
- Exhibition space for Annual Convention and Municipal Leadership Institute
- Invitation to Annual Advocacy Day reception
- Listed on the League's website as a valued strategic partner
- Annual subscription(s) to *The Alabama Municipal Journal*, published quarterly

**Interested in being a Strategic Partner? Contact Kayla Bass at [KBass@almonline.org](mailto:KBass@almonline.org)**

# SPONSORSHIP BENEFITS:

Event Participation Opportunities	\$5,000 SPONSOR	\$2,500 SPONSOR	\$1,000 EXHIBITOR
<b>Event Opportunities</b> (selected at the time of sponsor form submission): <ul style="list-style-type: none"> <li>Annual Convention (sponsoring &amp; exhibiting opportunity)</li> <li>Municipal Leadership Institute (sponsoring &amp; exhibiting opportunity)</li> </ul>	2	1	Annual Convention and Municipal Leadership Institute only. Each event is a separate exhibiting fee and application.

Year-Round Benefits	\$5,000 SPONSOR	\$2,500 SPONSOR	\$1,000 EXHIBITOR
Company name, logo, profile and link included on Municipal Marketplace page on ALM website	●	●	N/A
Annual subscription(s) to <i>The Alabama Municipal Journal</i> , published quarterly	4	2	N/A
Digital mail list of ALM's mayors, municipal clerks, managers and administrators <b>upon request</b>	●	●	N/A
Ad(s) in <i>The Alabama Municipal Journal</i> – published quarterly	Purchased ads upgraded to full color	N/A	N/A
Municipal Directory of current year in PDF format <b>upon request</b>	●	●	N/A

Event Recognition and Benefits	\$5,000 SPONSOR	\$2,500 SPONSOR	\$1,000 EXHIBITOR
Company Name and Logo included on app	●	●	●
Company Name and Logo included on event materials and special signage recognizing sponsors	●	●	N/A
Special color drape in expo booth and sponsor ribbon on name badges	●	●	N/A
Digital mail list of pre and post-event registrants <b>upon request</b>	●	●	N/A
Opportunity to place one pre-approved promotional giveaway item in event attendee bags	●	●	N/A
Complimentary event registration(s) for pre-selected events	2	1	N/A

*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.*

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

# ANNUAL LEAGUE EVENTS:

## Legislative Advocacy Day

The League's Annual Legislative Advocacy Day is specifically designed to allow municipal officials the opportunity to share their ideas and concerns with Alabama's political leaders. Held near the beginning of each legislative session, this day-long event features legislative leadership panels, updates from various state agencies, an overview of the upcoming session from the League's Advocacy Team and a networking reception with state lawmakers and their staffs. (Designated for Strategic Partners. See additional information in Partnership Benefits.)



## Annual Convention

Each spring, ALM hosts its annual Convention and Expo providing timely general and concurrent sessions, access to municipal vendors and state agencies as well as outstanding networking opportunities for municipal officials and employees. This multi-day event is the largest event hosted by the League and is carefully planned to maximize the time and attention of attendees. League Leadership is also elected each year at the Annual Business Session held during Convention.

**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 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.

## Municipal Leadership Institute

The League's Municipal Leadership Institute (MLI) is held each year in the late fall or early winter. Agendas are developed to address opportunities and challenges faced by Alabama's cities and towns and feature statewide and regional experts, thought leaders and League staff as well as a networking reception and ample time with vendors and exhibitors.

Additionally, the League's Certified Municipal Official graduates are recognized in the Basic, Advanced and Emeritus categories.



# PROMOTING AND PROTECTING MUNICIPAL GOVERNMENT SINCE 1935

Municipal government is a training ground in democracy and governmental statesmanship. Municipal government is also the level at which the citizen can most directly participate in the democratic process.

~ Ed E. Reid, ALM Executive Director, 1935–1965  
*Some Facts About Municipal Government in Alabama*  
Alabama League of Municipalities, 1955

**E**stablished on May 15, 1935 as a full-time, voluntary association of Alabama's cities and towns, the Alabama League of Municipalities (ALM) has continuously served as the primary legislative advocate for Alabama's municipalities, representing its members at the Alabama Legislature, in Congress and with numerous administrative agencies. Since 1935, ALM has worked to strengthen municipal government through advocacy, training and the advancement of effective local leadership. Today, ALM's 450+ member municipalities benefit from a variety of member programs, services and activities designed specifically to meet their needs and enhance the quality of life services that Alabama's citizens not only expect but demand.

Since its inception, ALM has introduced and/or supported legislation that has state-wide impact on municipal government. Legislative priority initiatives are determined and approved by member municipalities at the yearly Legislative Committee meeting before the Regular Session of the Alabama Legislature.

In 1994, the League established the Elected Officials Training Program for elected municipal officials. This specialized, voluntary program was the second in the nation and provides elected officials an opportunity to receive year-round continuing education training. Mayors and councilmembers can earn three professional certifications: Certified Municipal Official (CMO, 40 credit hours), Advanced Certified Municipal Official (additional 40 credit hours) and Emeritus (additional 120 credit hours, plus 15 points continuing education). League staff members provide training for municipal officials and municipal staff frequently throughout the year, both at League events and those held by other entities.

As the League approaches its centennial, the leadership has committed to a deeper focus on advocacy as well as additional concerted education and outreach efforts. ALM is continually exploring new programs and expanding its strategic narratives to further position the Alabama League of Municipalities as the expert in and voice for municipal government while expanding its reach to include citizens, thought leaders and strategic partners who can assist the state's cities and towns as Alabama continues to evolve.

Regardless of economic challenges or shifting political dynamics, citizens expect critical services to continue – services derived through municipal policies and programs. Therefore, strong, proactive municipal government will remain paramount. And the Alabama League of Municipalities will continue to promote and protect this form of government closest to the citizens.

## Stay in touch with the League:

Facebook: [ALALM](#) • Twitter: [AL\\_League](#) • Instagram: [alabamacitiesandtowns](#)  
Website: [www.almonline.org](http://www.almonline.org)



# SPONSOR / EXHIBITOR OPPORTUNITIES



*“We must do everything within our power to ensure Alabama’s cities and towns continue to provide essential resources and services that foster safe, vibrant spaces for businesses to thrive and citizens to live, work, play and prosper.”*

*~ Gregory D. Cochran, ALM Executive Director*

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