



LEAGUE PARTNER

PROGRAM | 2021

NETWORKING | CONNECTION | RECOGNITION | COMMUNICATION



LEAGUE PARTNER

Program Overview



The League of California Cities (Cal Cities) represents more than 450 cities from across the diverse state of California. As the fifth largest economy in the world, the state of California and its cities do business with various organizations from locally owned businesses, to statewide non-profit associations to multinational corporations.

Through its League Partner program, the League of California Cities provides an opportunity for outside organizations to support the work of cities while engaging in educational activities, policymaking, conferences, regional meetings, and networking events throughout the year.

League Partners represent many industries and bring a unique perspective to city officials. Whether they are participating in regional division meetings, Cal Cities Policy Committees, or through various online or in-person educational forums, League Partners bring a valued voice to conversations around city issues.

The League Partner program's role in supporting cities is reflected in the program's mission statement.



League Partner Program Mission

The **League Partner** program fosters collaboration between businesses, organizations, and cities to further the priorities of cities in California.

THREE LEVELS OF ENGAGEMENT

PREMIER PARTNER LEVEL

Engaging with Cal Cities at its highest level.

TOP TIER – \$25,000

Opportunity

- Opportunity to serve on Cal Cities Policy and Partner Committees.
- Company included in searchable online service directory.
- 10 complimentary conference registrations per year.
- Complimentary/preferential exhibit space at annual conference.
- Eligible to present during conference Partner Track.
- Opportunity to submit proposals for League Partner webinar series.
- Opportunity to give input on annual conference sessions.
- Redirect \$5,000 from partner fee to CitiPAC event sponsorships.
- 20% discount on *Western City* magazine advertising.
- Opportunity to serve on Cal Cities' Helen Putnam Award for Excellence juries and present awards at city council meetings.

Access

- Invitations to Cal Cities Regional Division meetings.
- Invitation to attend League Leaders Workshop (with Board, Division, Department, caucus, and Policy Committee leadership).
- Invitation to events during Quarterly Cal Cities Policy Committee meetings.
- Invitation to Cal Cities Board of Directors dinners.
- Invitation to attend the California Civic Leadership Institute. Access to conference attendee lists.

Recognition

- Exclusive recognition and reception for Partners attending Board meeting at the Cal Cities Annual Conference & Expo.
- Special recognition at Cal Cities Regional Division meetings.
- Inclusion of name and logo on signage in prominent places at the Cal Cities Annual Conference & Expo.
- Prominent placement of name and logo featured on the homepage of Cal Cities' website www.cacities.org.
- Special Recognition as a Premier Partner in program agenda, when presenting during Cal Cities events.



ELITE PARTNER LEVEL

Opportunities in policy process, brand amplification, and member access.

MIDDLE TIER – \$15,000

Opportunity

- Opportunity to serve on Cal Cities Policy and Partner Committees.
- Company included in searchable online service directory.
- 5 complimentary conference registrations per year.
- Opportunity to give input on annual conference sessions.
- Access to conference attendee lists.
- 20% discount on *Western City* magazine advertising.

- Opportunity to serve on Cal Cities' Helen Putnam Award for Excellence juries and present awards at city council meetings.

Access and Recognition

- Invitations to Cal Cities Regional Division meetings.
- Invitation to events during Quarterly Cal Cities Policy Committee meetings.
- Exclusive recognition and reception for Partners attending Board meeting at the Cal Cities Annual Conference & Expo.
- Special recognition at Cal Cities Regional Division meetings.

PRINCIPAL PARTNER LEVEL

Supporting and connecting with California cities.

ENTRY-LEVEL TIER – \$5,000

Opportunity, Access, and Recognition

- Company included in searchable online service directory.
- 2 complimentary conference registrations per year.
- 20% discount on *Western City* magazine advertising

- Opportunity to serve on Cal Cities' Helen Putnam Award for Excellence juries and present awards at city council meetings.
- Access to conference attendee lists.
- Exclusive recognition and reception for Partners attending Board meeting at Cal Cities Annual Conference & Expo.

CONNECT WITH CITIES ALL YEAR AS A LEAGUE PARTNER



Every League Partnership level delivers benefits to help you connect with cities.



Partner organizations are a key part of every event Cal Cities hosts — from Regional Division and Policy Committee meetings to Departmental conferences and annual conference.



The League Partner program is the best way to raise your profile and be recognized as a trusted partner of local government and an organization that cities turn to.

2021 LEAGUE PARTNER PROGRAM

| BENEFITS STRUCTURE | Premier \$25,000 | Elite \$15,000 | Principal \$5,000 |
|--|---------------------|-------------------|----------------------|
| Up to 10 complimentary conference registrations per year (depending on membership level) for use at the Cal Cities Annual Conference & Expo and departmental conferences.* | 10 | 5 | 2 |
| Exclusive recognition and reception for League Partners attending the Cal Cities Board of Directors meeting at the Annual Conference & Expo. | ☑ | ☑ | ☑ |
| Invitations to Cal Cities Regional Division meetings. | ☑ | ☑ | ☑ |
| Access to final conference registrant list. | ☑ | ☑ | ☑ |
| 20% discount on advertising through Western City Magazine and exclusive ability to run "advertorials." | ☑ | ☑ | ☑ |
| Inclusion in a searchable business service directory on the Cal Cities website. | ☑ | ☑ | ☑ |
| Opportunity to serve on Cal Cities's Helen Putnam Award for Excellence juries and present these prestigious awards at city council meetings. | ☑ | ☑ | ☑ |
| Opportunity to serve on the League Partner Executive Committee, Cal Cities Policy Committees, and Standing League Partner Subcommittees. | ☑ | ☑ | |
| Invitation to networking events during Quarterly Cal Cities Policy Committee meetings. | ☑ | ☑ | |
| Special recognition at Cal Cities Regional Division meetings. | ☑ | ☑ | |
| Opportunity to provide input on selection of Annual Conference & Expo sessions. | ☑ | ☑ | |
| Opportunity to credit \$5,000 of Premier Partner fees towards sponsorship of CitiPAC events during that calendar year. | ☑ | | |
| Exclusive opportunity to submit session proposals to the Cal Cities Annual Conference & Expo League Partner Track. | ☑ | | |
| Opportunity to develop presentations for the League Partner webinar series. | ☑ | | |
| Special Recognition as a Premier Partner in program agenda, when presenting during Cal Cities events. | ☑ | | |
| Invitation to attend League Leaders Workshop, an annual priority-setting meeting of Cal Cities Board members, and division, department, caucus, and policy leadership. | ☑ | | |
| Invitation to attend the California Civic Leadership Institute, sponsored by the League Partner Program. | ☑ | | |
| Complimentary exhibit booth space at the Annual Conference & Expo, with preferential selection of booth location (deadlines apply).** | ☑ | | |
| Inclusion of name and logo on signage in prominent places at Annual Conference & Expo. | ☑ | | |
| Invitation to Cal Cities Board of Directors dinners. | ☑ | | |
| Prominent placement of name and logo featured on the homepage of Cal Cities website www.cacities.org . | ☑ | | |

* New Mayors & Council Members Academy is restricted to city officials only. For a full list of Cal Cities conferences, visit www.cacities.org/Education-Events/Calendar.

** \$2,100 value.

FOR MORE INFORMATION

on exhibiting at the Annual Conference & Expo, please contact: Rebecca Inman at **916.658.8237** or rinman@cacities.org.

*Please note: Your partnership must be paid in full by April 1, 2021 to receive full benefits at any level.

2021 LEAGUE PARTNER APPLICATION

Please complete this interactive form and email to egan@cacities.org or fax: 916.658.8240
Submit and pay for your 2021 League Partner membership online at www.cacities.org/LeaguePartners

| | |
|---|-----------------------|
| ORGANIZATION REPRESENTATIVE: (NAME & TITLE*) | |
| SECONDARY ORGANIZATION CONTACT: (NAME & TITLE*) | |
| ORGANIZATION: | |
| ADDRESS: | |
| CITY/STATE/ZIP: | |
| PHONE: | FAX: |
| E-MAIL: | ORGANIZATION WEBSITE: |
| SECONDARY CONTACT E-MAIL: | |

**Primary person coordinating your company's League Partner involvement. Other persons may be designated to participate in Cal Cities activities as well.*

WE WANT TO TAKE AN ACTIVE ROLE IN SUPPORTING LOCAL GOVERNMENT

by joining at one of the sponsor levels stated below:

Premier — \$25,000 Elite — \$15,000 Principal — \$5,000

Total 2021 amount we wish to contribute \$ _____

**Please note: Your partnership must be paid in full by April 1, 2021 to receive full benefits at any level.*

Payment enclosed, make check payable to League of California Cities/League Partner Send me an invoice I will pay online at www.cacities.org/LeaguePartners

Once payment is received at the Principal level and above, Partners are offered complimentary registration at additional Cal Cities Education Department programs in 2021. Select from the following list
(see benefits chart indicating the number of additional 2021 programs offered):

City Managers Conference
February 3 - February 5, 2021 | Carlsbad

City Attorneys' Spring Conference
May 12 - May 14, 2021 | Monterey

Public Works Officers Institute & Expo
March 17 - March 19, 2021 | La Jolla

Annual Conference & Expo
September 22 - September 24, 2021 | Sacramento

Planning Commissioners Academy
March 24 - March 26, 2021 | Garden Grove

City Clerks New Law & Elections Seminar
December 2021

Please send us more information about supporting the Institute for Local Government's research and education programs.
For more information on exhibiting at the Annual Conference & Expo, please contact:
Rebecca Inman at 916.658.8237 or rinman@cacities.org.

Signature/Title: _____ Date: _____

Your support of the League Partner Program is truly appreciated!

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