2020 ANNUAL CONVENTION SPONSORSHIP OPPORTUNITIES

MAY 16 - 19, 2020
TUSCALOOSA, ALABAMA
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.
Does your company provide services and products that benefit Alabama’s municipal entities? Do you desire optimum visibility to municipal decision makers? Are you looking for opportunities to engage face-to-face with municipal elected officials, personnel and administrators? **Partner with the Alabama League of Municipalities as a sponsor!** Choose the participation level that meets your company’s goals. Create opportunities to connect with existing clients and reach new clients. Join us in 2020 for a one-of-a-kind signature event in Tuscaloosa, Alabama. Showcase your company and experience the excitement of communities coming together to create a more vibrant Alabama!

**SPONSORSHIP LEVELS:**

- **Keystone** $10,000
- **Cornerstone** $5,000
- **Flagstone** $2,500
- **Gateway** $1,000

**PRELIMINARY CONVENTION AGENDA**

*A detailed agenda will be available at www.alalm.org when registration opens in early February 2020.*

**Saturday, May 16**
- Convention Welcome & Orientation
- League Resolutions Committee
- Opening Session/Keynote
- General Session
- City of Tuscaloosa Welcome Reception

**Sunday, May 17**
- General Session
- Concurrent Sessions
- Municipal Marketplace Showcase and Reception

**Monday, May 18**
- Municipal Marketplace Showcase
- Roundtable Discussions
- Annual Business Session
- President's Reception

**Tuesday, May 19**
- Ask Your Attorney Panel - General Session
- Closing Session

**Sponsor Registration is simple!**
The online registration link can be found below: [https://tinyurl.com/2020-ALM-Annual-Sponsor](https://tinyurl.com/2020-ALM-Annual-Sponsor)
### Year-Round Public Recognition

<table>
<thead>
<tr>
<th></th>
<th>Keystone</th>
<th>Cornerstone</th>
<th>Flagstone</th>
<th>Gateway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company name, logo, profile and link included on Municipal Marketplace page on ALM website</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Annual subscription(s) to <em>The Alabama Municipal Journal</em>, published bimonthly</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Digital mail list of ALM’s mayors, municipal clerks, managers and administrators, upon request</td>
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<tr>
<td>Ad(s) in <em>The Alabama Municipal Journal</em> – published bimonthly</td>
<td>3 full page color ads. Purchased ads upgraded to full color</td>
<td>Additional Fee</td>
<td>Additional Fee</td>
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<tr>
<td>Municipal Directory of current year in PDF format</td>
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<td>Additional Fee</td>
<td>Additional Fee</td>
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### Exhibit Space at Annual Convention

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<th>Keystone</th>
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<tr>
<td>Exhibit space on Sunday evening and Monday until 1:30 p.m. Includes one booth, 3 name badges and priority exhibit booth registration</td>
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<td>Additional Fee</td>
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### Annual Convention Recognition and Benefits

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<th>Keystone</th>
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<tbody>
<tr>
<td>Company Name included on convention program and app</td>
<td>Logo and Weblink</td>
<td>Logo and Weblink</td>
<td>Logo and Weblink</td>
<td>Name Only</td>
</tr>
<tr>
<td>Company Name and Logo included on pre-convention materials, special signage recognizing sponsors at major convention events</td>
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<td>•</td>
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<td>Name Only</td>
</tr>
<tr>
<td>Special color drape in expo booth and sponsor ribbon on name badge</td>
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<tr>
<td>Digital mail list of pre and post-convention registrants, upon request</td>
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<tr>
<td>Opportunity to place one pre-approved promotional giveaway item in convention bags</td>
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<tr>
<td>Complimentary convention registration(s)</td>
<td>4</td>
<td>2</td>
<td>1</td>
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*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 cindyp@alm.org or 334-262-2566
EXTRA SPONSORSHIP OPPORTUNITIES

All sponsor levels listed below include pre-registration and post-convention attendee lists as part of the package.

**Convention Break Sponsor**  $2,500

Show your support of ALM by sponsoring break services throughout the convention days Saturday through Tuesday.

**Entertainment Sponsor**  $2,500

Participate as an Entertainment Sponsor on Monday evening. The reception welcoming the incoming 2020-2021 President of the League features live music, open bar and hors d’oeuvres. This sponsor level includes two (2) complimentary name badges for the reception.

**Session Sponsor**  $3,000

General Session sponsorships are available on Saturday, Sunday or Tuesday mornings. Sponsors are invited to give a two to three-minute greeting as the session begins. This sponsor level includes two (2) convention name badges for the day of your session sponsorship.

**President’s Reception Sponsor**  $5,000

Partner with ALM to welcome the 2020-2021 President of the League. The President’s Reception is an open bar with hors d’oeuvres and live music. This sponsor level includes a two to three-minute welcome greeting to the incoming president, two (2) complimentary convention registrations, up to five (5) name badges for the reception.

**Sponsor Promotion includes:**
Onsite signage acknowledging session sponsorship; sponsor acknowledgement and profile on the League App; and public recognition at sponsored events. Promotional flyers/brochures are permitted in a digital format for inclusion on the League App.

Download the free convention app, “ALM Event App”, via the iTunes App Store or Google Play.  #ALMCon20
The voice of Alabama’s municipalities since 1935

#ALMCon20

Find us on Social Media!
Facebook: ALALM
Twitter: AL_League
Instagram: abamacitiesandtowns