

# SPONSOR PROGRAM 2020

Excellence in Local Government



# Arizona City/County Management Association

## **Mission:**

To promote local government excellence, professionalism and ethics by providing education, training, information exchange, professional support and mentoring to local government management professionals, students, faculty, elected officials, and the public at-large.

## **Vision:**

The Arizona City/County Management Association (ACMA) will assist local government management professionals in building sustainable communities that improve residents' lives. Arizona's cities, towns, and counties will continue to be recognized for being professionally managed by knowledgeable and ethical leaders who are committed to the best interests of the diverse communities they serve.

## **Our Impact:**

Arizona is a young and rapidly growing state where the quality of local government leadership makes a significant difference in the economic vitality and quality of life in each community.

The Arizona City/County Management Association provides education, training, and mutual exchange of information to increase the proficiency of Arizona's local government management professionals, with the goal of strengthening the quality of Arizona's local governments.

Arizona has a strong tradition of council-manager governance, in which the professional manager is the chief executive officer who provides consistent day-to-day implementation and control over local government staff, programs and budget and serves as the chief policy advisor to elected officials. This tradition empowers Arizona's cities, towns and counties through long-term professional leadership that can maintain focus on the stability, prosperity and best interests of the community beyond changes that may occur in election cycles.

Managers in city, town and county governments, in partnership with elected officials and engaged citizenry, make key decisions on local services, resource allocation, infrastructure, arts and culture, the natural and built environments and health and human services that have powerful impacts today and into the future. Key decision-makers, they also serve as primary policy advisors to elected officials at the local level.

The Arizona City/County Management Association, through its educational, networking and consulting programs and services, provides critical support needed by local professional city, town and county managers.



# Programs and Services

ACMA serves experienced and new local government managers, and the students who aspire to serve in those roles, with the following programs and services:

- Two annual conferences, held in February and July, where top-level managers of local governments network, share ideas, and hear from thought leaders in the industry
- Training events and webinars on current topics relevant to public administration, in partnership with the Alliance for Innovation and the International City/County Management Association (ICMA)
- Presentations on excellence in local government at League of Arizona Cities and Towns conferences and newly-elected officials trainings
- The Senior Advisor Program which provides the counsel, experience and support of retired members of the profession available to local government managers and assists cities with council-manager plans or charter changes regarding management
- Recognition and awards for high achievement in professional excellence in local government
- One scholarship for new professionals through the Charles A. Esser Scholarship and one Marvin A. Andrews Scholarship/Internship for Arizona graduate students who aspire to a career in local government management
- Two scholarships per year for mid-career professionals to attend the Harvard Senior Executives in State and Local Government Program
- Mentoring program for new professionals
- Opportunity to participate in the Next Generation Leadership Conference in partnership with the Alliance for Innovation
- Participation in Women Leading Government program and training through collaboration with ICMA Women Leading Government initiative
- Communication through a newsletter distributed to members 3 times annually, frequent e-mail blasts and social media
- Website available to members and the public

The range and substance of ACMA's programs and services is made possible through the generous support of our sponsors.



# Conferences

*Sponsors at the Silver, Gold and Platinum levels mix and mingle with attendees at the ACMA Winter and Summer Conferences.*

*Who attends? The top local government officials in Arizona's cities, counties and towns, including:*

- City, town and county managers
- City, town and county assistant and deputy managers
- Other local government officials including finance, procurement, infrastructure and program managers
- Government and public policy faculty and students

*Interaction between sponsors and attendees is an important feature of the conferences.*

- Platinum sponsors may host conference meal functions, which include logo placement and recognition
- Platinum sponsors and gold sponsors may host networking breaks and sponsor conference lanyards
- Lists of attendees including sponsors' representatives will be distributed in advance to sponsors

## **Winter Conference**

*January 29 – 31, 2020 in Sedona, AZ*

### **Networking Opportunities:**

- Opening Reception and Sponsor Recognition
- Networking Breakfasts and Breaks
- Sponsor Session
- Luncheon and Annual Business Meeting
- Reception, Banquet and Awards Ceremony

## **Summer Conference**

*July 15 – 17, 2020 in Tucson, AZ*

### **Networking Opportunities:**

- Opening Luncheon and Sponsor Recognition
- Evening Receptions
- Networking Breakfasts and Breaks
- Sponsor Session
- Gabe Zimmerman Public Service Awards



# Sponsor Learning Labs

## **Showcase Your Organization at a Sponsor Session**

ACMA is offering a unique opportunity for our sponsors, entitled the “Sponsor Learning Labs” session. The ACMA Planning Committee invites all sponsors interested to submit an idea for a short session on a topic that you believe is important to local government. The ACMA Planning Chair and Vice Chair will be selecting sessions that are provided 7-15 minutes each during the conferences.

Selection of topics will be based on criteria such as:

- Is this session relevant and important to local government?
- Might the topic be thought-provoking and of interest to our membership?
- Is the topic geared toward helping our broad base of members learn something new?

All levels of sponsors may propose one learning lab topic. Final learning lab topics will be selected by the ACMA Planning Committee; the number of topics selected may be limited by time availability. Details for the proposal submittal requirements and timelines follow.

- Winter Conference Proposals are due by end of day, Friday, December 6, 2019
- Summer Conference Proposals are due by end day, Friday, June 6, 2020
- Send proposals by email to [info@azmanagement.org](mailto:info@azmanagement.org)
- Proposals should include a brief description of the topic and why you believe the topic to be an important and relevant learning opportunity for ACMA participants. Also include a one paragraph bio for the proposed speaker(s).
- Final results of the selection process will be shared with all those who submitted and as soon as possible



# Sponsor Benefits

BENEFITS	SILVER \$2,000	GOLD \$3,000	PLATINUM \$4,500
Conference Registrations	One registration Choice of one conference	Two registrations Sponsor's choice of conferences	Four registrations Sponsor's choice of conferences
Inclusion in List of Sponsors Attending the Conferences	YES	YES	YES
Exhibit space (Upon Request)	N/A	Available at one conference for additional \$500	Available at summer conference choice of booth at winter conference or learning lab presentation
Sponsor Recognition on Conference Signage	Sponsor Name	Sponsor Name	Sponsor Logo
Sponsor Recognition on ACMA Website	Sponsor Name	Sponsor Name and Web Link	Sponsor Logo and Web Link
Discount on Ad Rates in ACMA Newsletter	5% (\$570/3 ISSUES)	10% (\$540/3 ISSUES)	15% (\$510/3 ISSUES)
Hosting Opportunities: Conference Breaks & Lanyards	N/A	YES (See Chart Below)	YES (See Chart Below)
Hosting Opportunities: Conference Meal Functions	N/A	N/A	YES (See Chart Below)

Select from among the following. Available on a first-come, first-serve basis.

SPONSORSHIP OPPORTUNITIES FOR PLATINUM & GOLD SPONSORS	WINTER CONFERENCE	SUMMER CONFERENCE
A.M. or P.M. Break	\$500	\$500
Lanyard Sponsor <i>*Sponsor must provide 250 of own printed lanyards</i> <i>*Lanyard must be delivered by December 20, 2019</i>	\$1,000	\$1,000
Thursday Lunch (Platinum)	\$1,500 Annual Business Luncheon	\$1,000 Opening Luncheon
Wednesday Evening (Platinum)	\$1,000 Reception	\$1,000 Reception
Thursday Evening (Platinum)	\$3,000 Dinner and Awards Banquet	\$1,000 Reception

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BENEFITS	SILVER \$2,000	GOLD \$3,000	PLATINUM \$4,500
Sponsorship Level	<input type="checkbox"/> \$ _____	<input type="checkbox"/> \$ _____	<input type="checkbox"/> \$ _____
Newsletter Ad	<input type="checkbox"/> \$570/3 ISSUES	<input type="checkbox"/> \$540/3 ISSUES	<input type="checkbox"/> \$510/3 ISSUES
Host: A.M. or P.M. Break	N/A	<input type="checkbox"/> Winter \$500 <input type="checkbox"/> Summer \$500	<input type="checkbox"/> Winter \$500 <input type="checkbox"/> Summer \$500
Host: Sponsor Booth	N/A	<input type="checkbox"/> Summer \$500	Summer conference included <input type="checkbox"/> Winter Booth or <input type="checkbox"/> Learning Lab Presentation
Host: Thursday Lunch	N/A	N/A	<input type="checkbox"/> Winter \$1,500 <input type="checkbox"/> Summer \$1,000
Host: Wednesday Evening	N/A	N/A	<input type="checkbox"/> Winter \$1,000 <input type="checkbox"/> Summer \$1,000
Host: Thursday Evening	N/A	N/A	<input type="checkbox"/> Winter \$3,000 <input type="checkbox"/> Summer \$1,000
Conference Lanyard Sponsor <i>*Sponsor must provide 250 of own printed lanyards</i> <i>*Lanyard must be delivered by December 20, 2019</i>	N/A	<input type="checkbox"/> Winter \$1,000 <input type="checkbox"/> Summer \$1,000	<input type="checkbox"/> Winter \$1,000 <input type="checkbox"/> Summer \$1,000
<b>TOTAL</b>			

*The conference lanyard and event sponsorships are on a first-come, first-served basis.*

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

## Key Dates

For inclusion in the 2020 Winter Conference registration material, commitment is due January 3, 2020.

Platinum sponsors please send your logo by January 3, 2020.

Sponsorship and hosting payments are due no later than March 14, 2020.

**Ad payments are due before advertisements run.**



**Make checks payable to:**

Arizona City/County Management Association



Mail Payment to: ACMA, 1820 W. Washington Street, Phoenix, AZ 85007 Fax: 602.253.3874



**Contributions or gifts are non-deductible as charitable contributions.**

For additional information please contact Rachel Claffey at 602.258.5756 or info@azmanagement.org

# Other Sponsor Opportunities

## **Harvard Scholarship Contribution**

ACMA will offer two full scholarships this year to ACMA full and associate members for the Senior Executives in State and Local Government Program at Harvard University's John F. Kennedy School of Government. This intensive, interactive program is designed to help participants learn innovative ways of management the real-world challenges and crises of government. Participants will develop new conceptual frameworks to address policy issues, explore the interrelationship between citizens and government, examine the ethical and professional responsibilities of leadership, and exchange ideas with faculty and participants from diverse backgrounds.

- \$500-750 Friend
- \$1000-2000 Donor
- \$2000+ Benefactor

## **Keynote National Speaker Fund Contribution**

Adding a keynote to the ACMA conferences could increase the amount of interest, value and learning. ACMA has pledged up to \$10,000 to leverage all sponsorships funds raised for this program. It is our goal to continue finding ways to leverage your sponsorship dollars to improve programs and to ensure our city and county leaders are the top in the country.

- \$500-750 Friend
- \$1000-2000 Donor
- \$2000+ Benefactor

## **Next Generation Leadership Conference Contribution**

The Next Generation Leadership Conference provides an experience for local government professionals who might not have the time or resources to attend a multi-day conference. Designed for aspiring leaders in or working toward a career in local government, it is a great way to open up leadership and mentoring dialogue, share lessons learned, and participate in experiences with others in our public service profession. This conference will be held on November 6, 2019.

\_\_\_\_\_ amount pledged





# Complete and Return This Page

## Code of Ethics - Sponsor Information

Thank you for choosing to become a sponsor the Arizona City/County Management Association (ACMA). As an organization, ACMA is committed to enhancing the quality and professionalism of local government. As part of this commitment, members of ACMA follow the Code of Ethics as set forth by the International City & County Management Association (ICMA). As a Sponsor for us, we do not expect these to be your ideals but hope you will be respectful and understanding that these are ours. For your reference, here is a brief summary of the Code of Ethics to which we adhere.

- Be dedicated to the concepts of effective and democratic local government by responsible elected officials and believe that professional general management is essential to the achievement of this objective.
- Affirm the dignity and worth of the services rendered by government and maintain a constructive, creative, and practical attitude toward local government affairs and a deep sense of social responsibility as a trusted public servant.
- Demonstrate by word and action the highest standards of ethical conduct and integrity in all public, professional, and personal relationships in order that the member may merit the trust and respect of the elected and appointed officials, employees, and the public.
- Serve the best interests of the people.
- Submit policy proposals to elected officials; provide them with facts and advice on matters of policy as a basis for making decisions and setting community goals; and uphold and implement local government policies adopted by elected officials.
- Recognize that elected representatives of the people are entitled to the credit for the establishment of local government policies; responsibility for policy execution rests with the members.
- Refrain from all political activities, which undermine public confidence in professional administrators. Refrain from participation in the election of the members of the employing legislative body.
- Make it a duty continually to improve the member's professional ability and to develop the competence of associates in the use of management techniques.
- Keep the community informed on local government affairs; encourage communication between the citizens and all local government officers; emphasize friendly and courteous service to the public; and seek to improve the quality and image of public service.
- Resist any encroachment on professional responsibilities, believing the member should be free to carry out official policies without interference, and handle each problem without discrimination on the basis of principle and justice.
- Handle all matters of personnel on the basis of merit so that fairness and impartiality govern a member's decisions, pertaining to appointments, pay adjustments, promotions, and discipline.
- Public office is a public trust. A member shall not leverage his or her position for personal gain or benefit.

For a more detailed account of this Code of Ethics, please visit <https://icma.org/icma-code-ethics>

### I understand and acknowledge ACMA's commitment to following the ICMA Code of Ethics.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please fill out the information above and include with sponsor commitment page. Complete and Return This Page For additional information please contact Rachel Claffey at 602.258.5756 or [info@azmanagement.org](mailto:info@azmanagement.org)