

WINTER SPONSOR PROGRAM 2021

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
- Frequent communication to members through 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

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 and gold sponsors may host networking breaks, sponsor conference lanyards and sponsor conference bags
- Lists of attendees including sponsors' representatives will be distributed in advance to sponsors

Winter Conference

January 27 – 29, 2021 in Sedona, AZ & Virtually

Networking Opportunities:

- Opening Reception and Sponsor Recognition
- Networking Breakfasts and Breaks
- Networking Luncheon
- Reception, Banquet and Awards Ceremony



Sponsor Benefits

BENEFITS	SILVER \$1,000	GOLD \$1,500	PLATINUM* \$2,250
Conference Registrations	2 Virtual	3 Virtual	4 Virtual/1 In-Person
Inclusion in List of Sponsors Attending the Conferences	YES	YES	YES
Exhibit space (Upon Request)	NO	NO	YES
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
Event Bag <i>*Must be received by January 10, 2021</i>	FLYER	ITEM	ITEM
Virtual Event Bag <i>*Must be received by January 10, 2021</i>	8X10 PAGE	8X10 PAGE	8X10 PAGE
Hosting Opportunities: Conference Breaks & Lanyards	NO	YES (See Chart Below)	YES (See Chart Below)
Hosting Opportunities: Conference Meal Functions	NO	NO	YES (See Chart Below)

* Limited sponsorships available on a first-come first-serve basis

SPONSORSHIP OPPORTUNITIES FOR PLATINUM & GOLD SPONSORS	WINTER CONFERENCE
A.M. or P.M. Break	\$250
Lanyard Sponsor <i>*Sponsor must provide 75 of own printed lanyards</i> <i>*Lanyard must be received by January 10, 2021</i>	\$500
Event Bag <i>*Sponsor must provide 75 bags</i> <i>*Must be received by January 10, 2021</i>	\$500
Thursday Networking Lunch (Signage Only)	\$500
Wednesday Reception (Signage Only)	\$500
Thursday Dinner (Signage Only)	\$1,000