

CML 2026

ANNUAL CONFERENCE SPONSORSHIP

SPONSORSHIP LEVELS

Title Sponsor — **\$30,000***

For CML members only

- Equal marketing/promotion
- Prominent brand exposure
- Prime exhibit booth location
- Sponsorship of Monday Reception
- Sponsorship of host hotel networking lounge
- Sponsorship of conference Wi-Fi

Presenting Sponsor — **\$20,000***

For CML members only

- Prime exhibit location
- Prominent logo placement
- Sponsorship of one of the following options: conference water bottles or pens

Diamond Sponsor — **\$12,000**

\$15,000 for nonmembers

- Exhibit booth
- Full color logo/top placement
- Sponsorship of one of the following options: Opening Session, Meeting of the Minds Luncheon, Awards Luncheon

Platinum Sponsor — **\$8,000**

\$10,500 for nonmembers

- Exhibit booth
- Full color logo/secondary placement
- Sponsorship of one of the following options: host hotel key card, conference tote bag, conference lanyard, Elected Officials Breakfast, continental breakfast, Managers Breakfast, Attorneys Lunch and professional head shots

Gold Sponsor — **\$4,500**

\$6,500 for nonmembers

- Exhibit booth
- Full color logo/key placement

Non-exhibitor Gold — **\$4,000**

\$5,500 for nonmembers

- Full color logo/key placement

Silver Sponsor — **\$3,500**

\$5,000 for nonmembers

- Exhibit booth
- Full color logo displayed on-site

Bronze Sponsor — **\$800**

\$1,500 for nonmembers

- On-site signage
- Company listing in conference materials

** Additional charges may apply. See Terms and Conditions.*

Many of the sponsor options are limited and sell out quickly. Be sure to reserve your spot early. We thank you in advance for your support and look forward to having you join us.

SPONSORSHIP OVERVIEW



	Bronze \$800 \$1,500	Silver \$3,500 \$5,000	Non-exhibitor Gold \$4,000 \$5,500	Gold \$4,500 \$6,500	Platinum \$8,000 \$10,500	Diamond \$12,000 \$15,000	Presenting \$20,000	Title \$30,000
Exhibit space and table		X		X	X	X	X	X
Opportunity to select exhibit space in exhibit area				X	X	X	X	X
Name badges (permits entry to all non-ticketed events, sessions, and Exhibit Area)	2	4	2	5	5	5	5	5
Listing in early marketing of event (circulation of more than 4,000)	X	X	X	X	X	X	X	X
Listing in April issue of Colorado Municipalities (Quarterly magazine with 4,000+ circulation)			X	X	X	X	X	X
Listing in July issue of Colorado Municipalities (Quarterly magazine with 4,000+ circulation)	X	X	X	X	X	X	X	X
Article in CML Newsletter (biweekly periodical with a readership of 3,000+)					X	X	X	X
Listing in CML Newsletter (biweekly periodical with a readership of 3,000+)			X	X	X	X	X	X
Listing on CML website	X	X	X	X	X	X	X	X
Listing in conference app	X	X	X	X	X	X	X	X
Rotating banner in conference app						X	X	X
Logo and website link in two conference countdown emails			X	X	X	X	X	X
Three-minute event introduction or video, or speaking opportunity					Optional	X	X	X
Recognition on social media ahead of conference					X	X	X	X
Logo displayed at conference	X	X	X	X	X	X	X	X
Logo on product					Optional		X	X
Logo in program (payment must be received by April 1)		X	X	X	X	X	X	X
Tickets to sponsored event					5	5		

CONFERENCE SPONSORSHIP CONTRACT

Complete and return this form to CML Marketing and Communications Specialist Kharyl Jackson at kjackson@cml.org; CML, 1144 Sherman St., Denver, CO 80203-2207. Sponsor by **Feb. 6** to be included in early marketing materials or by **April 1** to be included in the conference schedule and on-site.

Company _____ Contact Name & Title _____

Street Address _____ City _____ State _____ Zip Code _____

Phone _____ Email _____

WILL YOU BE EXHIBITING? (not applicable for Bronze sponsors) Yes No, not exhibiting

SPONSORSHIP TERMS AND CONDITIONS

For terms and conditions, see pages 3-4

I understand and agree to the Terms and Conditions.

Signature _____ Date _____

SELECT SPONSORSHIP

Member price is in bold. If selecting a platinum or diamond sponsorship, please check one box indicating your pre-ferred event or product option.

BRONZE (\$800 / \$1,500)

SILVER (\$3,500 / \$5,000)

NON-EXHIBITOR GOLD (\$4,000 / \$5,500)

GOLD (\$4,500 / \$6,500) (SOLD OUT)

PLATINUM (\$8,000 / \$10,500)

- Conference Tote Bag (SOLD)
- Conference Lanyard (SOLD)
- Host Hotel Key Card
- Professional Head Shots
- Continental Breakfast
- Elected Officials Breakfast
- Managers Breakfast
- Attorneys Lunch

DIAMOND (\$12,000 / \$15,000)

- Opening Session (SOLD)
- Good Governance Awards Luncheon (SOLD)
- General Session
- Meeting of the Minds Luncheon

PRESENTING (\$20,000)

Presenting sponsor will get name and logo on conference water bottles

TITLE (\$30,000)

Title sponsor receives equal marketing with CML for

PAYMENT INFORMATION

(Note: Sponsorship payment is nonrefundable. CML reserves the right to refuse sponsorship for any reason.)

Sponsorship Level _____ Payment Amount \$ _____

Payment Type (payment must be received by CML by **April 1**.)

CHECK IN MAIL **VISA / MASTERCARD**

Name on credit card _____

Visa/MC number _____ Exp. Date _____

Street Address _____ City _____

State _____ Zip Code _____ Phone _____

Email _____ Organization name _____

Signature _____

SPONSOR RECOGNITION

Exhibiting sponsors will be included in the Conference "Schedule at-a Glance."

Please provide your logo no later than **April 1** to CML Marketing and Communications Specialist Kharyl Jackson, at kjackson@cml.org. AI, EPS, and JPGs at a resolution of 300 DPI or higher are all acceptable formats.

Not applicable to Bronze sponsors.



2026 CML ANNUAL CONFERENCE TERMS AND CONDITIONS

1. Character of Exhibit: CML reserves the right to decline or prohibit any exhibit, part of an exhibit, or prohibit or restrict any activity or conduct within the Exhibit Area which in the opinion of CML is not suitable or appropriate or is detrimental to CML, its members, or other exhibitors. Exhibit days, hours, and locations will be determined by CML.

2. Name Badges and Check-in: All exhibitors/sponsors receive name badges and sponsor ribbons, which permits entry to all non-ticketed events/sessions and the Exhibit Area. All exhibitor/sponsor guests [including spouse or significant other and child(ren)] must be registered guests to attend conference educational sessions and to access Exhibit Area and its refreshments. At conference check-in, each organization will receive one packet containing name badges for all the organization's registered attendees, additional attendees, and sponsor guests and any purchased meal and event tickets. All registered attendees and guests must wear their name badges at all times; no one will be admitted to any function without a badge. At check-in, be sure to mention that you are a sponsor.

3. Conduct: All exhibitors/sponsors and their registered attendees, additional attendees, and guests will comply with CML's code of conduct or other standards applicable to other attendees. Exhibitors/sponsors will comply with the instructions of CML staff and laws, rules, and regulations applicable to the host facility.

4. Shipping and Receiving: Shipping and receiving arrangements must be made directly with the host facility.

5. Audio/Video and Electricity: Audio/video equipment and electricity requests must be made directly with the host facility.

6. Conference Program Recognition: To be included in the conference program, sponsors (Fun Run and Bronze sponsors excluded) must complete the Sponsor Conference Program Recognition section of the sponsor form and email their logos by the deadline stated in sponsor brochure. Email your logo (300 DPI or greater) to CML Marketing and Communications Specialist Kharyl Jackson, kjackson@cml.org. AI, EPS, PDF, TIF, and JPG are all acceptable formats.

7. Payments: Sponsorship costs and deadlines are shown in the brochure. A completed sponsorship application and full payment must be received by CML by deadline stated in sponsorship brochure to obtain the benefits of sponsorship, including inclusion in marketing materials and confirmation of exhibit space. Requests for exhibit space will be considered only after a signed application has been received. All applications received after the deadline must be accompanied by full payment and are not guaranteed exhibit space or in inclusion in marketing materials. Sponsorship payments are not divisible or subject to reduction or rebate for any reason. CML reserves the right to refuse sponsorship for any reason. Any person, partnership, or organization sponsoring who shall fail to make the payment as herein provided or fails to occupy exhibit space, whether such person, partnership, or organization desires to exhibit or not, shall forfeit all rights to the use of the selected exhibit space and inclusion in any marketing materials, and CML shall have the right to dispose of such exhibit space without any liability.

8. Cancellation: Sponsorship may not be canceled by the sponsor for any reason, and any outstanding amount remains due and payable to CML. Sponsorship payments are non-refundable. If CML is prevented from holding the Conference for whatever reason in CML's sole and absolute discretion, CML may terminate this Contract at any time prior to the Conference by giving written notice to exhibitor/sponsor.

9. Installation and Dismantling of Exhibits: Setup time, **9.** Exhibit Area hours, and dismantling times will be provided to exhibitors ahead of the conference. Each exhibitor must deliver to the Exhibit Area all equipment, apparatus, goods, materials, etc., and there erect and completely install the display in the space contracted by such exhibitor no later than fifteen (15) minutes prior to the published opening time of the Exhibit Area. Exhibits will not be permitted to be packed or removed from Exhibit Areas at any time after installation until the final closing of the Exhibit Area unless special permission in writing is obtained from CML.

10. Consent to Use of Images: Registration and attendance at,

or participation in (including sponsorship), the CML annual conference constitutes an irrevocable agreement by the exhibitor/sponsor and any registrant to allow CML to use and distribute their image, logo, and marks in photographs, videotapes, and

11. Hospitality Events and Suites Hospitality Events: Outside events are not allowed to conflict with CML's educational conference schedule. CML annual conference sponsors at the Gold level and above wishing to host a public/private hospitality suite at the conference host hotel during the conference may do so, as long as the hospitality suite does not open until after scheduled CML events have concluded. CML requires that the host copy CML on any invitations or materials distributed to conference attendees 30 days in advance of the conference. Final booking of host hotel hospitality suite is contingent on CML approval.

12. Prizes and Gifts: No prizes consisting of cash or a cash equivalent (e.g., gift card, casino tokens) shall be offered by an exhibitor at the CML annual conference. In addition, public Colorado Municipal League advertising rates officials and employees are subject to Amendment 41 "Ethics in Government" of the Colorado Constitution (codified at Colo. Const. Art. XXIX), which prohibits money or gifts exceeding \$75 received, subject to numerous exceptions. A government official or employee shall not accept any money or forgiveness of indebtedness without receiving lawful consideration of equal or greater value in return. Additionally, a government official or employee shall not, directly or indirectly (via gift to spouse or dependent child) accept from any person any gift or thing valued at more than \$75 per year without receiving lawful consideration of equal or greater value in return. The most common exceptions include but are not limited to unsolicited items of less than \$75 per year; a gift from a personal friend or relative on a special occasion; and admission, food, and beverage at a scheduled program where the recipient speaks or answers questions. For more information, visit www.cml.org.

13. Indemnification: To the extent authorized by law, the exhibitor/sponsor will indemnify, save and hold harmless CML, its officers, employees, volunteers, and agents against any and all claims, damages, liability, and court awards, including costs, and expenses (including reasonable attorney fees) incurred as a result of exhibitor/sponsor's breach of these Terms and Conditions or exhibitor/sponsor's (or its agent's) willful misconduct, fraud, negligence or gross negligence at or in connection with the CML annual conference.

14. Liability Waiver & Release: Exhibitor/sponsor, for itself and its officers, employees, agents, successors and assigns, and each of their registrants, guests, heirs, successors, and assigns, waive, release, covenant not to sue, and discharge CML, its officers, employees, volunteers, and agents from any and all liabilities, claims,

damages, costs, and expenses (including attorney's fees) arising out of or related to the CML annual conference, personal injury or property damage suffered by any of them or others arising from or related to the CML annual conference. Exhibitor/sponsor and all registrants, attendees, and guests are solely responsible for any loss or theft of or damage to their personal property. CML does not accept responsibility or assume risk for lost, stolen, or damaged properties.

15. Use of Space: Exhibitor promotional materials must be distributed from within the confines of exhibitor's contracted space. Materials bearing any name or form of advertisement may not be displayed anywhere other than the space contracted. No exhibitor shall sublet space allotted. Each exhibitor is responsible for keeping the aisle or aisles near contracted space free of congestion resulting from demonstrations or promotions.

16. Title and Presenting Sponsor Additional Costs for Event Activities: As part of the Title Sponsor and Presenting Sponsor Packages ONLY and, if included in the sponsorship tier, CML will provide the space for the sponsored event. The sponsor of the event(s) is responsible for extra expenses related to specific activities or features within the event, beyond the cost of sponsorship. These additional activities are not mandatory. The event sponsor can contribute to unique experiences like entertainment, contests, and food stations for a more engaging and memorable experience for attendees. The additional activities offer exclusive opportunities for promotional benefits like branding or exposure and to directly interact with attendees during the sponsored activity. Sponsorship, including events and use of space, are subject to the terms and conditions of the agreement between CML and the host facility. Additional agreement between the host facility and the sponsor may be required.

17. Assignment and Relocation of Exhibits: Exhibitor/sponsor understands and agrees that CML has sole discretion on the assignment of booths and space. CML is under no obligation to assign exhibitor/sponsor any of the booths or space preferred by exhibitor/sponsor. CML reserves the right to alter exhibitor/sponsor's assigned location at any time in its sole discretion if deemed in the best interest of the exhibit program as a whole. Before exercising its discretion, CML will contact exhibitor/sponsor.

18. Amendments to Terms and Conditions: Any and all matters or questions not specifically covered by the terms and conditions contained herein shall be subject to the sole discretion of CML. CML may, in its sole discretion, make reasonable changes, amendments, or additions to these terms and conditions. Any such changes, amendments, or additions shall be binding on