COLORADO MUNICIPAL LEAGUE

ANNUAL CONFERENCE SPONSORSHIP



SPONSORSHIP LEVELS

TITLE SPONSOR — $30,000*

For CML members only

SOLD!

- Exclusive and singular sponsor at the Title level
- Premier sponsorship recognition on all printed and digital materials for conference promotion and on-site, including conference lanyard
- Static and exclusive logo recognition on the conference tab of CML's app, *CML Connect*; exclusive logo recognition for conference Wi-Fi
- Exclusive recognition as conference sponsor at the Pre-Conference Kick-Off, which includes a Pecha Kutcha session followed by a cash bar reception (*usually occurs Tuesday with about 200 in attendance*)
  - Includes pop-up banners onstage
  - Three minutes of welcome remarks
- Exclusive recognition as conference sponsor at the Conference Kick-Off (*usually occurs Wednesday before general session with most guests — up to 1,200 — in attendance*)*
  - Includes pop-up banners on the stage
  - Three minutes of welcome remarks
- One year of associate membership
- Your branding on conference lanyard
- One educational article in CML newsletter and three featured posts on social media
- One exclusive/singular eblast to members promoting presence at event
- Prime exhibit booth location
- Five conference badges and five seats at selected sponsored event

Exclusive recognition as sponsor of ONE of the following event options (*based on availability*)**:**

- Elected Officials Breakfast
- Managers Breakfast
- Attorneys Luncheon

** Additional charges may apply. See Terms and Conditions.*
Recognition, logos, branding, articles, and posts are subject to CML's editorial review. See Terms and Conditions.

SPONSORSHIP LEVELS

DIAMOND SPONSOR — $15,000*

$20,000 for nonmembers

- Prominent sponsorship recognition on all printed and digital materials for conference promotion and on-site
- Exclusive recognition/logo as session sponsor (*includes pop-up banners on the stage, three minutes of welcome remarks, session entryway signage*) for one of the following sessions (*based on availability*):
  - o Opening Keynote
  - o Meeting of the Minds Luncheon
  - o Awards Luncheon
  - o Day Two (Thursday) Keynote
- Exclusive recognition/logo as sponsor of one of the following (*based on availability*):
  - o Hotel key card
  - o Conference tote bag
  - o Networking lounge
  - o Workstation
- Rotating logo placement in conference app, *CML Connect*
- One educational article in CML newsletter and three featured posts on social media
- One exclusive/singular eblast to members promoting presence at conference
- Prime exhibit booth location
- Five conference badges and five seats at selected sponsored event

Exclusive recognition as sponsor of ONE of the following event options (*based on availability*)**:**

- Elected Officials Breakfast
- Managers Breakfast
- Attorneys Luncheon

PLATINUM SPONSOR — $10,000*

$12,000 for nonmembers

- Full color logo placement on all digital and printed promotional and on-site materials
- Exclusive recognition as a sponsor of one of the following programs/sessions (*based on availability*):
  - o Professional head shots and backdrop
  - o Conference-wide opening night networking reception
  - o Conference-wide continental breakfast (both days)
  - o Fun Run
  - o Conference-wide coffee/beverage stations
  - o Shuttle transportation
  - o Corporate social responsibility program: food drive or backpack drive
  - o Municipal scholarships (up to 10 scholarships per sponsor)
- Preferred exhibit booth location
- Five conference badges and five seats at selected sponsored event

Exclusive recognition as sponsor of ONE of the following event options (*based on availability*)**:**

- Elected Officials Breakfast
- Managers Breakfast
- Attorneys Luncheon

GOLD SPONSOR — $4,500

$6,500 for nonmembers

- Exhibit booth
- Full-color logo/key placement
- Company listing in conference materials
- Five conference badges

NON-EXHIBITOR GOLD SPONSOR— $4,000

$5,500 for nonmembers

- Full-color logo/key placement
- Company listing in conference materials
- Two conference badges

SILVER SPONSOR — $3,500

$5,000 for nonmembers

- Exhibit booth
- Full-color logo displayed on-site
- Company listing in conference materials
- Four conference badges

BRONZE SPONSOR — $800

$1,500 for nonmembers

- Full-color logo displayed on-site
- Company listing in conference materials
- Two conference badges

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

Discounted CML Associate Member prices are in bold.

	Bronze **$800** $1,500	Silver **$3,500** $5,000	Non-exhibitor Gold **$4,000** $5,500	Gold **$4,500** $6,500	Platinum **$10,000** $12,000	Diamond **$15,000** $20,000	Title **$30,000**
Exhibit space and table		X		X	X	X	X
Opportunity to select exhibit space in exhibit area				X	X	X	X
Name badges Permits entry to all non-ticketed events, sessions, and exhibit area	2	4	2	5	5	5	5
Listing in early marketing of event Circulation of 4,000+	X	X	X	X	X	X	X
Listing in April issue of Colorado Municipalities Quarterly magazine			X	X	X	X	X
Listing in July issue of Colorado Municipalities Quarterly magazine	X	X	X	X	X	X	X
Article in CML Newsletter Biweekly periodical with a readership of 6,000+						X	X
Listing in CML Newsletter Biweekly periodical with a readership of 6,000+			X	X	X	X	X
Listing on CML website	X	X	X	X	X	X	X
Listing in conference app	X	X	X	X	X	X	X
Logo in rotating banner in conference app						X	
Prominent, static logo placement in conference app							X
Logo and website link in two conference countdown emails			X	X	X	X	X
Three-minute event introduction video or speaking opportunity					Optional	X	X
Recognition on social media ahead of conference					X	X	X
Logo displayed at conference	X	X	X	X	X	X	X
Logo on product						Optional	X
Logo in program		X	X	X	X	X	X
Seats at sponsored event					5	5	5

COLORADO MUNICIPAL LEAGUE

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 or elsewhere 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. CML has sole discretion to determine the character and layout of the Exhibit Area.

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 or if Sponsor violates these Terms and Conditions, 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, 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 and Name: 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 name, image, logo, and marks in photographs, videotapes, and electronic reproductions of such events and activities

and in printed and digital conference materials for advertising, commercial, promotional, or other purposes, without limitation and for no additional compensation.

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's/sponsor's breach of these Terms and Conditions or exhibitor's/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 exhibitor equally with the other terms and conditions contained herein.

19. Logos: All logos, names, marks, or other items that will be associated with an event or item or any conference material must be limited to a logo and/or business name and subject to approval by CML in its sole discretion.

20. Non-endorsement: Recognitions, articles, and posts made through CML newsletters, website, apps, e-mails, and social media channels related to sponsors are not endorsements and are subject to CML's editorial guidelines and approval.

21. Exclusivity: No sponsorship excludes or restricts CML logo and/or branding activity.