



COLORADO
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2020 Virtual Conference Sponsor Prospectus

Reach the officials who lead Colorado's cities and towns



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For information on advertising or sponsorships, contact Courtney Forehand at cforehand@cml.org, 303-831-6411, or 866-578-0936 (toll-free).



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Colorado Municipal League Virtual Conference

The virtual exhibit hall provides instant access to your company’s contact info and website. The virtual exhibit space also provides you with the ability to **customize your virtual exhibit space, upload video to virtual attendees, create a special promotion for attendees, live-chat with attendees, and more!** The virtual exhibit hall will be available to all attendees until **Sept. 27, 2020.**

Municipal officials truly appreciate CML sponsors and look forward to meeting you!

- Date: August 25–27, 2020
- Location: VIRTUAL
- Audience: Municipal staff and elected officials
- Attendance: 500–800

Sponsorship Overview

Supporter	Visionary	Leader	Premier
\$625 \$710	\$2,000 \$2,400	\$5,000 \$5,850	\$7,400 \$8,400

	Supporter	Visionary	Leader	Premier
Choice of 2021 exhibit booth location (if applicable)			X	X
Virtual Exhibit Space		X	X	X
Opportunity for prime placement in Virtual Exhibit Space			X	X
Event Access	1	2	4	4
Logo in E-Marketing of Event		X	X	X
Listing in E-Marketing of Event	X			
Listing in CML Newsletter	X	X	X	X
Listing in Colorado Municipalities	X	X	X	X
Listing in Online Agenda	X	X	X	X
Thirty-Second Introduction Video shown during conference			X	
One-Minute Introduction Video before one Opening Session				X
Logo Displayed on Virtual Conference Homepage				X
Logo and Website Link in Three Conference Countdown Emails		X	X	X

Virtual Exhibit Space

Important Dates

- July 1**
To be included in marketing, deadline to submit sponsorship request for virtual conference.
- July 24**
All sponsorship payments are due.
- August 14**
Conference registration closes.
- August 25**
9 a.m. — Opening General Session
1:30 p.m. — Closing
- August 26**
9 a.m. — Opening General Session
1 p.m. — Closing
- August 27**
9 a.m. — Opening General Session
1:30 p.m. — Closing



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2020 Colorado Municipal League Virtual Conference Sponsor Form

Complete and return this form to CML Training and Marketing Specialist Courtney Forehand at cforehand@cml.org; CML, 1144 Sherman St., Denver, CO 80203-2207; or 303-860-8175 (fax).

Organization name: _____

Contact name: _____

Address: _____

City, state, ZIP: _____

Phone: _____ Email: _____

Will you be participating in the virtual exhibit hall? (not applicable for Supporter) Yes No

Sponsorship Levels	Member	Non-member		Qty	Cost	Total
<input type="checkbox"/> Supporter	\$625	\$710	Additional Attendee Registration		\$129	\$
<input type="checkbox"/> Visionary	\$2,000	\$2,400			\$199	
<input type="checkbox"/> Leader	\$5,000	\$5,850	Sponsorship Level Amount			\$
<input type="checkbox"/> Premier	\$7,400	\$8,400	Grand Total			\$

SPONSOR ATTENDEE REGISTRATION

Company _____

Attendee name _____

Title _____

Email _____

Attendee name _____

Title _____

Email _____

Attendee name _____

Title _____

Email _____

Attendee name _____

Title _____

Email _____

Additional attendees: Please use a separate sheet and include all required information.

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 **Friday, July 24**): Check in mail Visa MasterCard
 apply 2020 Annual Conference Sponsorship amount (deduct 5%)

Company _____ Contact Name _____

Street Address _____ City _____ State _____ Zip Code _____

Phone _____ Email _____

Visa/MC _____ Exp. Date _____

Name of Organization and/or Person on Card _____

Signature _____

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 virtual exhibit area which in the opinion of CML is not suitable or appropriate or is detrimental to CML, its members, or other exhibitors.

2. Event Access

All exhibitor/sponsor guests [spouse or significant other and their child(ren)] must be registered guests to attend conference educational sessions and to access the virtual exhibit area.

3. Payments

Payments Cost for sponsorship is shown in the brochure. Sponsorship application and payment must be received and paid by deadline stated in sponsorship brochure in order for the sponsor to be included in any marketing materials distributed in advance of the virtual conference. All applications received after this time must be accompanied by full payment. Requests for virtual exhibit space will be considered only after a signed application and payment have been received. CML reserves the right to refuse sponsorship for any reason.

4. Failure to Make Payment

Any person, partnership, or organization sponsoring who shall fail to make the payment as herein provided, whether such person, partnership, or organization desires to exhibit or not, shall forfeit all rights to the use of the selected virtual exhibit space, and CML shall have the right to dispose of such virtual exhibit space without any liability. Any sponsor who fails to pay for and occupy exhibit space shall be and shall remain liable for the payment agreed on.

5. Cancellation

Sponsorship may not be canceled, and sponsors remain liable for the agreed upon payment. Sponsorship payment is nonrefundable except in the event of cancellation of the virtual conference by CML as provided in paragraph 6.

6. Cancellation of Virtual Conference by CML

In the event that 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.

7. Prizes and Gifts: Amendment 41

No prizes consisting of cash or a cash equivalent (e.g., gift card, casino tokens) shall be offered by an exhibitor at the CML virtual conference. In addition, public 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 \$65 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 \$65 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 \$65 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. The remaining exceptions can be found in CML's *Knowledge Now* on Amendment 41 and in the text of Amendment 41 itself. For more information, visit www.cml.org.

8. Consent to Use of Photographic Images

Registration and attendance at, or participation in the CML virtual conference constitutes an agreement by the registrant to CML use and distribution of the registrant or attendee's image in photographs, videotapes, and electronic reproductions of such events and activities.

9. Indemnification

To the extent authorized by law and subject to the restrictions and limitations provided by the Colorado Governmental Immunity Act, Section 24-10-101, et. Seq. C.R.S., CML shall indemnify, save and hold harmless the exhibitor, its officers, employees, and agents against any and all claims, damages, liability and court awards, including costs, expenses and attorney fees incurred as a result of any act or omission by CML, its officers,

employees, agents, subcontractors, or assigns, pursuant to the terms of this agreement.

To the extent authorized by law, the exhibitor shall indemnify, save and hold harmless CML, its officers, employees, and agents against any and all claims, damages, liability and court awards, including costs, expenses and attorney fees incurred as a result of any act or omission by the exhibitor, its officers, employees, agents, subcontractors, or assigns, pursuant to the terms of this agreement.

10. Assignment and relocation of exhibits

Exhibitor understands and agrees that CML has sole discretion on the assignment of virtual location. CML is under no obligation to assign exhibitor any of the virtual space preferred by exhibitor. CML reserves the right to alter exhibitor's assigned virtual 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.

11. 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.

The undersigned agrees to all terms and conditions outlined in this document

Sponsor signature: _____

Sponsor printed name: _____

Date: _____ CML signature: _____