



Colorado Municipal League Annual Conference

June 21 - 24, 2022 | Breckenridge, CO



COLORADO
MUNICIPAL
LEAGUE

Colorado Municipal League Annual Conference

Looking to increase your organization's exposure to influential decision makers in Colorado's cities and towns? Become a sponsor of the Colorado Municipal League (CML) Annual Conference. This four-day event, June 21–24, is the premier meeting for Colorado municipal officials, which attracts more than 1,200 attendees.

Exhibit Area

Beaver Run Resort & Conference Center

Colorado Ballroom
620 Village Rd.
Breckenridge, CO 80424

Important Dates

- Feb. 1**
Sponsorship contract received by CML to be included in early marketing materials.
- Mar. 1**
Sponsorship contract received by CML to be included in marketing materials.
- Apr. 1**
Payment received by CML to be included in program as a sponsor.
- Apr. 29**
Payment received by CML to participate as a sponsor.
- Jun. 13**
Table information provided.
- Jun. 21**
Exhibit setup in the morning. Exhibit hall opens.



Sponsorship

To sponsor, complete the contract on pages 5 and 6. To be included in early promotional conference materials, which is distributed to more than 4,000 people, sponsor by **Feb. 1**. Sponsorships are limited and available on a first-come, first-served basis.

Exhibiting

Sponsor at the Silver level or above to exhibit at the conference. Exhibit space is limited and sold on a first-come, first-served basis.

All exhibits will be located in one Exhibit Area. Each exhibit space is 6' deep by 8' wide and includes a table (6' x 2' 6") and two chairs.

Table locations in the Exhibit Area for Silver level sponsors are assigned. Sponsor at the Gold level or above to select your exhibit location within the Exhibit Area.

Membership Discount

CML associate members receive a discount on all conference sponsorship opportunities (see chart on page 4; member prices are in bold). Associate members have ongoing opportunities to get their organization in front of influential decision makers.

For more information about CML associate membership, visit www.cml.org.

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 hours TBD.

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 Exhibit Area at the CML annual conference. All exhibitor/sponsor guests [spouse or significant other and their 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. Shipping and Receiving: Shipping and receiving arrangements must be made directly with the host hotel.

Terms and Conditions

4. Conference Program Recognition: To be included in the conference program, all 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 sponsorship brochure. Email your logo (300 DPI or greater) to msturgeson@cml.org. AI, EPS, PDF, TIF, and JPG are all acceptable formats.

5. Payments: Cost for sponsorship is shown in the brochure. Sponsorship application and payment must be received and paid by deadline stated in sponsorship brochure. All applications received after this time must be accompanied by full payment. Requests for exhibit space will be considered only after a signed application has been received. 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, whether such person, partnership, or organization desires to exhibit or not, shall forfeit all rights to the use of the selected exhibit space, and CML shall have the right to dispose of such 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.

6. Cancellation: Sponsorship may not be canceled, and sponsors remain liable for the agreed upon payment. Sponsorship payment is nonrefundable. 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. Installation and Dismantling of Exhibits: Setup time, Exhibit Area hours, and dismantling times are listed in this document. 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.

8. Consent to Use of Photographic Images: Registration and attendance at, or participation in the CML annual 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. Hospitality Events and Suites Hospitality Events: No hospitality suites are allowed in the host hotel conference facilities. Outside events are not allowed to conflict with CML's educational conference schedule. Hospitality Suites – CML annual conference sponsors at the Silver 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.**

10. 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 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 \$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.

11. 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.

12. 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.

13. Assignment and Relocation of Exhibits: Exhibitor understands and agrees that CML has sole discretion on the assignment of booths. CML is under no obligation to assign exhibitor any of the booths preferred by exhibitor. CML reserves the right to alter exhibitor'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.

14. 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.

Sponsorship Overview

(Discounted CML associate member price is the first listing)

5K Fun Run	Bronze	Silver	Gold	Platinum	Diamond
\$2,500 \$3,000	\$800 \$1,000	\$3,500 \$4,000	\$4,500 \$5,000	\$8,000 \$8,900	\$12,000 \$13,500

	5K Fun Run	Bronze	Silver	Gold	Platinum	Diamond
Exhibit Space and Table			1	1	1	1
Opportunity to Select Exhibit Space in Exhibit Area				X	1	1
Name Badges (permits entry to all non-ticketed events, sessions, and Exhibit Area)	2	2	4	5	5	5
Listing in Early Marketing of Event (circulation of more than 4,000)	X	X	X	X	X	X
Listing in Colorado Municipalities (bimonthly magazine with a circulation of more than 4,000)	X	X	X	X	X	X
Listing in CML Newsletter (biweekly periodical with a readership of more than 3,000)	X	X	X	X	X	X
Logo and Website Link in Two Conference Countdown Emails				X	X	X
Three-Minute Event Introduction or Video					Event Sponsorships	X
Logo Displayed at Event					Event Sponsorships	X
Logo on Product					Product Sponsorships	
Logo in Program (sponsorship form and payment must be received by April 26)	X		X	X	X	X
Program Listing (sponsorship form and payment must be received by April 26)	X	X	X	X	X	X
Tickets to Sponsored Event					5 Ticketed Event Sponsorships	5 Ticketed Event Sponsorships
Mobile App Listing			X	X	X	X

Platinum (Event Sponsorships)

- Elected Officials Breakfast (Ticketed Event)
- Meeting of the Minds Luncheon (Ticketed Event)

Platinum (Product Sponsorships)

- Conference Tote Bag
- Conference Lanyard
- Wednesday Exhibitor Showcase
- Conference Center Wi-Fi
- Wednesday Breakfast Station
- Thursday Breakfast Station

Diamond

- Wednesday Opening Session
- Thursday Opening Session
- Thursday Luncheon (Ticketed Event)

100th Annual Conference Sponsor

For our 100th Annual Conference, we intend to provide a commemorative item for attendees to take with them. The opportunity to sponsor this item comes in tiers with multiple options.

Option 1: \$750

- Listing as a key 100th anniversary sponsor in one issue of Colorado Municipalities
- Recognition on social media as a key 100th anniversary sponsor, and through remarks by CML staff at the conference during our passport giveaway

Option 2: \$1,500

- Recognition as a key 100th anniversary sponsor in one issue of Colorado Municipalities (Recognition comes in the form of a logo)
- Recognition on social media as a key 100th anniversary sponsor, and through remarks by CML staff at the conference during our passport giveaway
- Access to one sponsor spotlight piece in CML's newsletter (this may be an introduction or article subject to editing by CML staff)

Option 3: \$2,500

- Recognition (in the form of a logo and small company blurb) as a key 100th anniversary sponsor in each issue of Colorado Municipalities
- Recognition (in the form as a one-minute speaking opportunity, or introduction from CML staff) as a key 100th anniversary sponsor at district meeting of the sponsor's choice later in the year
- Short interview with sponsor representative posted on Facebook and LinkedIn
- Short interview with sponsor representative posted on the conference website page
- Access to one sponsor spotlight piece in the CML newsletter (this may be an introduction or article subject to editing by CML staff)
- Logo on commemorative give away item

Sponsorship Contract



Complete and return the front and back of this form (pages 5 and 6) to CML training and marketing specialist Makenna Sturgeon at msturgeon@cml.org; CML, 1144 Sherman St., Denver, CO 80203-2207. Sponsor by **Feb. 1** to be included in early marketing of event or by **April 1** to be included in the conference program available on-site.

Company _____ Contact Name _____
 Street Address _____ City _____ State _____ Zip Code _____
 Phone _____ Email _____

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

SPONSORSHIP TERMS AND CONDITIONS

For CML terms and conditions read pages 1 and 2

I understand and agree to the Terms and Conditions.

Signature _____ Date _____

SPONSORSHIP OPPORTUNITIES

Select sponsorship. Member price is in **bold**.

FUN RUN (\$2,500 / \$3,000)

BRONZE (\$800 / \$1000)

SILVER (\$3,500 / \$4,000)

GOLD (\$4,500 / \$5,000)

PLATINUM (\$8,000 / \$8,900)

- Conference Tote Bag
- Elected Officials Breakfast
- Conference Lanyard
- Meeting of the Minds Luncheon
- Conference Center Wi-Fi
- Wednesday Breakfast Station
- Wednesday Exhibitor Showcase
- Thursday Breakfast Station

DIAMOND (\$12,000 / \$13,500)

- Wednesday Opening Session
- Thursday Luncheon
- Thursday Opening Session

100TH SPONSOR

- Tier One
- Tier Two
- Tier Three

LUNCHEON AND EVENT TICKETS

Luncheon and event tickets must be purchased by **FRIDAY, APRIL 29** – no exceptions, and no on-site ticket sales. Luncheon tickets tend to sell out quickly, so purchase early. Sponsors may purchase additional name badges if more than those included with sponsorship are needed. All sponsor guests (only a spouse or significant other and child(ren) qualify) must be registered to access the Exhibit Area.

Date	Meals and Events	Qty	Cost	Total
6/21	Breckenridge Mobile Tour		Free	
6/22	Morning Wellness		Free	
6/22	Meeting of the Minds Luncheon		\$43	\$
6/22	100th Celebration at Riverwalk		Free	
6/23	5K Fun Run/Walk		\$25	\$
6/23	Thursday Luncheon		\$43	\$
6/24	Elected Officials Breakfast		\$35	\$
6/24	Managers Luncheon		\$43	\$
6/24	Attorneys Luncheon		\$43	\$
Meal and Event Fees Total			\$	
Additional Attendee Registration (CML associate members)			\$295	\$
Additional Attendee Registration (Nonmembers)			\$450	\$
Sponsor Guest Registration			\$100	\$
Sponsorship Amount			\$	
Grand Total			\$	

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, April 29**): Check in mail Visa MasterCard

Company _____ Contact Name _____

Street Address _____ City _____ State _____ Zip Code _____

Phone _____ Email _____

Visa/MC _____ Exp. Date _____

Name of Organization and/or Person on Card _____

Sponsor Tickets



COMPANY _____

SPONSOR ATTENDEE REGISTRATION

Number of name badges depends on sponsor level (see chart on page 3).

ATTENDEE NAME 1 _____

Name for badge (optional) _____

Title (required) _____

Email (required) _____

Lunch accommodations (if any) Gluten-free Vegetarian

ATTENDEE NAME 2 _____

Name for badge (optional) _____

Title (required) _____

Email (required) _____

Lunch accommodations (if any) Gluten-free Vegetarian

ATTENDEE NAME 3 _____

Name for badge (optional) _____

Title (required) _____

Email (required) _____

Lunch accommodations (if any) Gluten-free Vegetarian

ATTENDEE NAME 4 _____

Name for badge (optional) _____

Title (required) _____

Email (required) _____

Lunch accommodations (if any) Gluten-free Vegetarian

ATTENDEE NAME 5 _____

Name for badge (optional) _____

Title (required) _____

Email (required) _____

ADDITIONAL ATTENDEE REGISTRATION

For more than two additional attendees, use a separate sheet of paper and include all required information.

ATTENDEE NAME _____

Name for badge (optional) _____

Title (required) _____

Email (required) _____

Lunch accommodations (if any) Gluten-free Vegetarian

ATTENDEE NAME _____

Name for badge (optional) _____

Title (required) _____

Email (required) _____

5K FUN RUN/WALK T-SHIRT INFORMATION

Complete this section ONLY if you registered for the 5K Fun Run/Walk. If you have additional registrants, please use a separate sheet of paper and include all required information. Return by **Friday, April 29**. Registrations received after April 29 will not receive a T-shirt.

Name _____ M F

T-shirt size: S M L XL

SPONSOR RECOGNITION IN PROGRAM

Not applicable to Fun Run and Bronze sponsors. All other sponsor levels, complete the information below. Information provided will be included in the conference program if received by **April 1, 2022**.

Email your logo to CML training and marketing specialist Makenna Sturgeon (msturgeon@cml.org) by **April 1, 2022**. PDF, TIF, AI, EPS, and JPG are all acceptable formats at a resolution of 300 DPI or higher.

Company _____

Contact Name _____

Title _____

Address _____

City, State, ZIP Code _____

Phone _____

Email _____

Website _____

Additional Contact (optional)

Contact Name _____

Title _____

Phone _____

- | | |
|---|--|
| <input type="checkbox"/> Association | <input type="checkbox"/> Human resources/
employee benefits |
| <input type="checkbox"/> Construction/code services | <input type="checkbox"/> Insurance/risk management |
| <input type="checkbox"/> Consulting services | <input type="checkbox"/> Legal services |
| <input type="checkbox"/> Engineering/architecture | <input type="checkbox"/> Planning/economic development |
| <input type="checkbox"/> Equipment/supplies | <input type="checkbox"/> Retirement |
| <input type="checkbox"/> Executive search | <input type="checkbox"/> Technology/communications |
| <input type="checkbox"/> Financial services | <input type="checkbox"/> Utilities/energy |
| <input type="checkbox"/> Government | <input type="checkbox"/> Water/wastewater & waste |

SPONSOR GUEST REGISTRATION

Sponsor guest (spouse, significant other, and/or child(ren)) registration provides access to Exhibit Area and its refreshments, conference educational sessions, and non-ticketed events. For more than two guests, please use a separate sheet of paper.

GUEST NAME _____

Name for badge (optional) _____

Relation (required) _____

Email (required) _____

Lunch accommodations (if any) Gluten-free Vegetarian

GUEST NAME _____

Name for badge (optional) _____

Relation (required) _____

Email (required) _____

Lunch accommodations (if any) Gluten-free Vegetarian

Join us in Breckenridge!

Mission Statement

Founded in 1923, the Colorado Municipal League is a nonprofit, nonpartisan organization providing services and resources to assist municipal officials in managing their governments and serving the cities and towns of Colorado.

Vision Statement

Empowered cities and towns,
united for a strong Colorado.

CML Staff

Kevin Bommer
Executive Director

Rachel Bender
Associate Counsel

Meghan Dollar
Legislative Advocacy Manager

Lara Larkin
Executive Assistant

Meghan Mackillop
Legislative & Policy Advocate

Melissa Mata
Municipal Research Analyst

Karen Rosen
Meetings & Events Planner

Robert Sheesley
General Counsel

Heather Stauffer
Legislative & Policy Advocate

Jen Stone
Engagement & Communications
Manager

Makenna Sturgeon
Training & Marketing Specialist

Jaclyn Terwey
Legislative & Policy Advocate

Mark Vanderbrook
Database Specialist

Allison Wright
Finance & Administration Manager



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www.cml.org