



**2024 ANNUAL
CONFERENCE**
LOVELAND • COLORADO

SPONSOR GUIDE

**COLORADO MUNICIPAL LEAGUE
2024 ANNUAL CONFERENCE**

**EMBASSY SUITES BY HILTON LOVELAND
HOTEL CONFERENCE CENTER & SPA**

JUNE 18-21, 2024

CML

2024 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 Annual Conference. This four-day event, June 18-21, is the premier meeting for Colorado municipal officials, and it attracts more than 1,300 attendees.

LOCATION

**Embassy Suites by Hilton Loveland
Hotel Conference Center & Spa**

4705 Clydesdale Parkway,
Loveland, CO 80538

IMPORTANT DATES



February 1

Payment and contract received by CML to be included in early marketing materials.



March 1

Payment and contract received by CML to be included in marketing materials.



April 1

Final payment due date.

Payment must be received by CML for sponsor to be included in conference program.



May 17

CML will provide booth location.



June 18

Exhibit setup at the hotel from 12-5 p.m.

www.cml.org



SPONSORSHIP

To sponsor, complete the contract inside. 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 includes a table and two chairs.

Table locations in the Exhibit Area for Silver level sponsors are assigned. Sponsors at the Gold level or above select their exhibit locations within the Exhibit Area.

MEMBERSHIP DISCOUNT

CML associate members receive a discount on all conference sponsorship opportunities.

Associate members have ongoing opportunities to get their organizations 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 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 [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. 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.

TERMS AND CONDITIONS

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, 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 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 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, 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 CML use and distribute their image, logo, and marks in photographs, videotapes, and electronic reproductions of such events and activities for advertising, commercial, promotional, or other purposes, without limitation and for no additional compensation.

11. 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. 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.

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 \$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.

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. 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.

17. 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.

Discounted CML associate member prices are in bold.

SPONSORSHIP OVERVIEW

Bronze

\$800
\$1,000

Silver

\$3,500
\$4,000

Gold

\$4,500
\$5,000

Platinum

\$8,000
\$8,900

Diamond

\$12,000
\$13,500

Exhibit space and table		X	X	X	X
Opportunity to select exhibit space in exhibit area			X	X	X
Name badges (permits entry to all non-ticketed events, sessions, and Exhibit Area)	2	4	5	5	5
Listing in early marketing of event (circulation of more than 4,000) *if received by deadline	X	X	X	X	X
Listing in April issue of <i>Colorado Municipalities</i> (Quarterly magazine with 4,000+ circulation)			X	X	X
Listing in July issue of <i>Colorado Municipalities</i> (Quarterly magazine with 4,000+ circulation)	X	X	X	X	X
Highlight in <i>CML Newsletter</i> (biweekly periodical with a readership of 3,000+)				X	X
Listing in <i>CML Newsletter</i> (biweekly periodical with a readership of 3,000+)			X	X	X
Listing on CML website	X	X	X	X	X
Listing in conference app	X	X	X	X	X
Rotating banner in conference app					X
Logo and website link in two conference countdown emails			X	X	X
Three-minute event introduction or video, or speaking opportunity				Event Sponsorships	X
Recognition on social media ahead of conference				X	X
Logo displayed at event	X	X	X	Event Sponsorships	X
Logo on product				Product Sponsorships	
Logo in program (sponsorship form and payment must be received by April 1)		X	X	X	X
Program listing (sponsorship form and payment must be received by April 1)	X	X	X	X	X
Tickets to sponsored event				5 Ticketed Event Sponsorships	5 Ticketed Event Sponsorships

SPONSORSHIP CONTRACT

Complete and return the front and back of 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. 1** to be included in early marketing materials 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 sponsors) ☐ Yes ☐ No, not exhibiting

SPONSORSHIP TERMS AND CONDITIONS

For CML terms and conditions read pages 2 and 3

☐ I understand and agree to the Terms and Conditions.

Signature _____ Date _____

SPONSORSHIP OPPORTUNITIES

Select sponsorship. Member price is in **bold**. If selecting a platinum or diamond sponsorship, please check one box indicating your preferred event or product option.

☐ **BRONZE (\$800 / \$1,000)**

☐ **SILVER (\$3,500 / \$4,000)**

☐ **GOLD (\$4,500 / \$5,000)**

☐ **PLATINUM (\$8,000 / \$8,900)**

☐ Conference Tote Bag

☐ Conference Lanyard

☐ Elected Officials Breakfast

☐ Wednesday Continental Breakfast

☐ Thursday Continental Breakfast

☐ Wednesday Exhibitor Showcase

☐ Thursday Exhibitor Showcase

☐ Other Product Options

☐ **DIAMOND (\$12,000 / \$13,500)**

☐ Wednesday Opening Session

☐ Thursday Opening Session

☐ Thursday Meeting of the Minds Luncheon

☐ Wednesday Welcome and Sam Mamet Awards Luncheon

LUNCHEON AND EVENT TICKETS

Luncheon and event tickets must be purchased by **April 1** — 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 & Events	Qty	Cost	Total
6/18	Loveland Mobile Tour		Free	
6/19	Yoga		Free	
6/19	Sam Mamet Awards Presentation & Luncheon		\$50	\$
6/19	Wednesday Box Luncheon		\$25	\$
6/21	Thursday Box Luncheon		\$25	\$
6/20	Meeting of the Minds Luncheon		\$50	\$
6/20	5K Fun Run/Walk		\$25	\$
6/21	Elected Officials Breakfast		\$40	\$
6/21	Managers Breakfast		\$40	\$
6/21	Attorneys Luncheon		\$50	\$
Meal & Event Fee Total				\$
Additional Attendee Registration (CML Associate Members)			\$295	\$
Additional Attendee Registration (Nonmembers)			\$400	\$
Sponsor Guest Registration			\$50	\$
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 **April 1**.)

☐ **CHECK IN MAIL**

☐ **VISA / MASTERCARD**

Name on card _____ Visa/MC number _____ Exp. Date _____

Street Address _____ City _____ State _____ Zip Code _____

Phone _____ Email _____ Name of Organization _____

Signature _____

SPONSOR ATTENDEES

COMPANY _____

SPONSOR ATTENDEE REGISTRATION

Number of name badges depends on sponsor level (see Sponsorship Overview chart).

PRIMARY ATTENDEE (required) _____

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) _____

Lunch accommodations (if any) ☐ Gluten-free ☐ Vegetarian

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) _____

Lunch accommodations (if any) ☐ Gluten-free ☐ Vegetarian

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 **April 1** Registrations received after **May 24** will not receive a T-shirt.

Name _____ ☐ M ☐ F

T-shirt size: ☐ S ☐ M ☐ L ☐ XL

SPONSOR RECOGNITION IN PROGRAM

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

Email your logo to CML Marketing and Communications Specialist Kharyl Jackson, kjackson@cml.org, by **April 1**. 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 _____

Email _____

Business type (check more than one if applicable):

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

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

Name _____ ☐ M ☐ F

T-shirt size: ☐ S ☐ M ☐ L ☐ XL

JOIN US IN LOVELAND



OUR MISSION

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.

CML STAFF

Rachel Bender

Associate Counsel

Kevin Bommer

Executive Director

Elizabeth Haskell

Legislative & Policy Advocate

Kharyl Jackson

Marketing & Communications Specialist

Lara Larkin

Executive Assistant

Alex Miller

Publication & Design Specialist

Karen Rosen

Meetings & Events Planner

Jeremy Schupbach

Legislative & Policy Advocate

Robert Sheesley

General Counsel

Beverly Stables

Legislative & Policy Advocate

Heather Stauffer

Legislative & Policy Manager

Mark Vanderbrook

Database Specialist

Sarah Walker

Law Clerk

Denise White

Engagement & Communications Manager

Rachel Woolworth

Municipal Research Analyst

Allison Wright

Finance & Administration Manager



COLORADO
MUNICIPAL
LEAGUE

1144 Sherman St.
Denver, CO 80203
303-831-6411 / 866-578-0936
www.cml.org