

**SPONSOR
GUIDE**



COLORADO
MUNICIPAL
LEAGUE

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MUNICIPAL LEAGUE**

**2023 ANNUAL
CONFERENCE**

JUNE 25 - 28

GAYLORD ROCKIES RESORT & CONVENTION CENTER

AURORA, CO

CML

2023 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 25-28, is the premier meeting for Colorado municipal officials, and it attracts more than 1,300 attendees.

LOCATION

Gaylord Rockies Resort & Convention Center

6700 N Gaylord Blvd.,
Aurora, CO 80019

IMPORTANT DATES

January 31
Payment and contract received by CML to be included in early marketing materials.

February 20
Payment and contract received by CML to be included in marketing materials. Sponsors to receive forms to register guests, additional attendees and ticketed events.

April 10
Payment received by CML to participate as a sponsor.

May 29
Table information provided.

June 25
Exhibit setup in the morning. Exhibit hall opens.

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 **Jan. 31**. 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 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. 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 jstone@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 and payments are nonrefundable for any reason. 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

	Bronze	Silver	Gold	Platinum	Diamond
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
Highlight in April issue of <i>Colorado Municipalities</i> (bimonthly magazine with 4,000+ circulation)					X
Listing in April issue of <i>Colorado Municipalities</i> (bimonthly magazine with 4,000+ circulation)			X	X	X
Listing in July issue of <i>Colorado Municipalities</i> (bimonthly 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
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 3)		X	X	X	X
Program listing (sponsorship form and payment must be received by April 3)	X	X	X	X	X
Tickets to sponsored event				5 Ticketed Event Sponsorships	5 Ticketed Event Sponsorships

BECOME A CML

100th YEAR SPONSOR

In addition to a traditional sponsorship, you can become a 100th Year Sponsor, for more benefits and recognition.

Tier One

- Recognition in April, July, and October issues of *Colorado Municipalities*
- Recognition as a 100th sponsor in all conference marketing materials
- A social media blurb two weeks before conference and two weeks after
- A highlight in the newsletter before conference and a highlight in the newsletter after conference

Tier Two

- Recognition in April, July, and October issues of *Colorado Municipalities*
- Recognition as a 100th sponsor in all conference marketing materials
- A highlight in the newsletter

Tier Three

- Recognition in July issue of *Colorado Municipalities*
- Recognition as a 100th sponsor in all conference marketing materials

SPONSORSHIP CONTRACT



Complete and return the front and back of this form to CML Engagement & Communications Manager Jen Stone at jstone@cml.org; CML, 1144 Sherman St., Denver, CO 80203-2207. Sponsor by **Jan. 31** to be included in early marketing of event or by **April 10** 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 / \$1000)**

■ **SILVER (\$3,500 / \$4,000)**

■ **GOLD (\$4,500 / \$5,000)**

■ **PLATINUM (\$8,000 / \$8,900)**

- Conference Tote Bag
- Conference Lanyard
- Elected Officials Breakfast
- Continental Breakfast 1
- Continental Breakfast 2
- Exhibitor Showcase 1
- Exhibitor Showcase 2

■ **DIAMOND (\$12,000 / \$13,500)**

- Opening Session 1
- Opening Session 2
- Meeting of the Minds Luncheon
- Tuesday Luncheon

■ **100TH SPONSOR**

- Tier One (\$2,500)
- Tier Two (\$1,500)
- Tier Three (\$1,000)

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 10**):

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 _____



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SPONSOR ATTENDEES



Please note, these are only for badges included in sponsorship. You will receive different forms with the opportunity to register additional attendees in late February.

COMPANY _____

SPONSOR ATTENDEE REGISTRATION

Number of name badges depends on sponsor level).

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) _____

Lunch accommodations (if any) Gluten-free Vegetarian

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 10, 2023**.

Email your logo to CML Engagement & Communications Manager Jen Stone, jstone@cml.org, by **April 10, 2023**. 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 | _____ |



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JOIN US IN AURORA!



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

Ashlyn DuThorn

Law Clerk

Lara Larkin

Executive Assistant

Meghan Mackillop

Legislative & Policy Advocate

Melissa Mata

Municipal Research Analyst

Alex Miller

Publication & Design Specialist

Karen Rosen

Meetings & Events Planner

Robert Sheesley

General Counsel

Heather Stauffer

Legislative & Policy Advocate

Jen Stone

Engagement & Communications
Manager

Jaclyn Terwey

Legislative & Policy Advocate

Mark Vanderbrook

Database Specialist

Allison Wright

Finance & Administration Manager



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