

**aim**

Accelerate  
Indiana  
Municipalities

2019

**Corporate  
Partner  
Program**

## A Note from Aim CEO

The Aim Corporate Partner Program continues to offer companies that do business with cities and towns opportunities for direct interaction and networking with municipal leaders. The program provides a cost-efficient way to connect with local decision-makers from more than 450 Aim member municipalities. We value our corporate partners as an integral part of the success of Hoosier municipalities as laboratories of innovation, hubs of talent and the engines driving our state's economy.

2018 was a transition year, whereby legislators and Aim worked cooperatively on many initiatives that may not be considered groundbreaking on their face, but will make a real difference at the municipal level. This year we will be working diligently at the statehouse to pass our Investment Hubs proposal. This initiative would create a solid framework in state law for municipalities who want to work cooperatively with their regional counterparts to fund game-changing projects in the region.

In 2018 we also announced the start of Aim Project 2040, a long-term effort to advance the needs of Hoosier cities and towns in a manner that hasn't been done in decades. Our organization will take data driven, strategic bites at the apple over the course of the next twenty years in hopes of dramatically strengthening the heartbeat of Indiana's economy, its municipalities.

2019 represents the last year of the current municipal election cycle for the majority of our members. Therefore, you'll be seeing a lot of information coming around about newly elected officials training and opportunities for sponsorship and corporate involvement.

Please do not hesitate to contact Anne Trobaugh, Aim Corporate Relations Director, at 317-237-6200 ext 239 or [atrobaugh@aimindiana.org](mailto:atrobaugh@aimindiana.org) if you would like to schedule a meeting to learn how you can gain the most value from your membership.

Thank you for the support you give Aim and our team of passionate professionals.

Sincerely,



Matt Greller, CEO  
Accelerate Indiana Municipalities (Aim)

## Aim Statement of Purpose

To foster, promote and advocate for the success of Hoosier municipalities as laboratories of innovation, hubs of talent and the engines driving our state's economy.

## Corporate Partner Contact

For more information, contact Anne Trobaugh, Corporate Relations Director, at 317-237-6200 ext 239 or [atrobaugh@aimindiana.org](mailto:atrobaugh@aimindiana.org).

# Corporate Partner Benefits

## Why join Aim as a Corporate Partner?

As Aim, we're advocates for the success of Hoosier municipalities as laboratories of innovation, hubs of talent, and the engines driving our state's economy. The mission for the Corporate Partner Program is to assist municipal officials and business leaders in sharing ideas and information. This is accomplished through networking opportunities, an online information network, and conferences and seminars.

Partnership with Aim makes your job easier by heightening your company's visibility and providing opportunities to showcase your products and services. By partnering with Aim, you join the effort to improve municipal government in Indiana, and, in doing so, receive unparalleled marketing opportunities for your business and direct access to your client base.

## Benefits of Membership

- Company listing on Aim website
- Complimentary electronic subscriptions
- Podcasts
- E-newsletters (Municipal Dispatch, Legislative Summary; Hometown Innovations)
- Listserv
- Complimentary copy of 2019 Aim Wall Calendar of Events
- Opportunities to submit educational topic ideas
- Notice of trainings, workshops and Aim events
- Discounts on registration fees, booth space, and advertising
- Complimentary electronic Aim membership lists
- Exclusive sponsorship opportunities
- Advertising – electronic, audio, and print options

## Opportunities for Networking and Connecting with Municipal Decision-makers

### Sponsorships

Unique sponsorships are available exclusively for corporate partners to sponsor Aim programs, events, and other association activities throughout the year. Contact Anne Trobaugh, Corporate Relations Director, for a complete listing or to explore a comprehensive sponsorship package.

### Advertising

Promote your company through advertising through the Aim website, mobile app, online membership directory, podcasts, e-newsletters, Aim Ideas Summit printed program, and sponsored content articles. More information can be found under 2019 Aim Advertising.

### Communications

Aim offers many ways to connect with municipal happenings across the state. Email communications include Municipal Dispatch (a biweekly newsletter exclusively for Aim members), Legislative Summary (a weekly summary of legislative activities during session), and Hometown Innovations Newsletter and Magazine (stories and multimedia features on projects and trends underway across the state). Corporate Partners can subscribe to the Hometown Innovations Newsletter on the Aim website under Resources. Hometown Innovations Podcast features interviews with municipal leaders, state executives, lawmakers, Aim staff and many other experts in government. The Terminal is a special section of the Aim website designed to provide you with timely information and outstanding stories of municipal innovation

### Events

*Legislative Dinner – March 20, Crane Bay Event Center, Indianapolis*

Spend the evening with Aim municipal members and state legislators to hear distinguished speakers reinforce the message of collaboration and partnership between state and local leaders as a means for continuing our great track record of success. Sponsorship opportunities and registration are available for corporate partners.

*Aim Ideas Summit – August 27-29, French Lick Resort*

The Aim Ideas Summit offers a two-day, 150-booth tradeshow, more than 25 educational workshops, and many opportunities to network with municipal leaders. Exhibitor fees are \$650 booth rental and \$250 conference registration for booth personnel which allows access to attend all conference events. Non-exhibitor conference registration option also available. Registration and hotel information will be available late spring.

*Roundtable Meetings, Regional Trainings & Webinars*

Aim regularly educates and informs members through regional workshops and webinars. Twice a year, Aim hits the road to talk with members about what's going on in their communities during evening Roundtable Meetings. For a complete list of educational trainings, visit the Aim website calendar.

# aim 2019 CORPORATE PARTNER ADVERTISING OPPORTUNITIES

As an Aim Corporate Partner, you have access to advertising opportunities throughout the year. Please look through the opportunities below and complete the second page with your choices. If you have any questions or would like to discuss more in depth, contact Anne Trobaugh, Corporate Relations Director at [atrobaugh@aimindiana.org](mailto:atrobaugh@aimindiana.org).

Advertisement Type	Specifications	Annual Rate	Quarterly Rate	Monthly Rate
<b>Aim Ideas Summit Conference Program</b> The 2019 Summit will be held August 27 - 29, at the French Lick Resort and will include more than 25 educational workshops, business sessions, social events, and a two-day tradeshow (approx. 1,000 attendees).	Full page (8.5" x 8.5", plus 1/8" bleed) Half page (7.5" x 3.6" OR 3.6" x 7.5") Quarter page (3.6" x 3.6") Business Card (3.6" x 1.8")	\$785 \$575 \$425 \$300	n/a	n/a
<b>Aim Newsletters</b> Company logo linked to website link in each issue. Two publication choices available: Municipal Dispatch (published bi-weekly all year) or Legislative Summary (published weekly during Legislative Session). Both publications distributed to entire Aim membership, governmental agencies, corporate partners, legislators, and additional subscribers (approx: 6,000). Hometown Innovations newsletter (published biweekly all year) is distributed to subscribers (approx: 400).	Company Logo; EPS, JPEG, or PNG; 170px W  Banner ad for Hometown Innovations; 224 px H x 560px W; JPEG at 72 dpi	\$1,500  \$2,500	n/a  n/a	n/a  n/a
<b>Hometown Innovations E-Magazine</b> Quarterly magazine highlighting communities across the state posted on The Terminal and distributed to entire Aim membership, governmental agencies, corporate partners, legislators, and additional subscribers (approx: 6,000).	Full page (8.5" H x 11" W) Half page (8.5" H x 5.5" W) Quarter page (4.25" H x 5.5") Full color JPEG at 200 dpi	n/a	\$1,000 \$650 \$400	n/a
<b>Hometown Innovations Podcast</b> Company name mentioned at the beginning and end of bi-weekly podcast episode. Mentioned on the podcast website post with company website linked.	n/a	\$1,000 for 5 podcasts	\$700 for 3 podcasts	\$250 for 1 podcast
<b>Mobile App</b> Rotating banner ad on the Aim Indiana Mobile App runs in two different sizes (small banner when menu is closed, large banner when menu is open).	Art will be needed in two sizes. EPS, JPEG, or PNG; 160px H x 750px W and 350px H x 750px W	\$2,500	n/a	n/a
<b>Online Directory</b> Logo ads on both the home screen and at the bottom of the screen when you first enter the Directory search. Once results are returned on the directory page it jumps up between the search bar and the results. Directory ads appear on both the website and mobile app versions of the Directory.	Grayscale (or black) logo; PNG or EPS w/ transparent background at 72 dpi	\$1,800	n/a	\$200
<b>Sponsored Content Article</b> News article to be published for one month in clickable tile box on The Member Terminal page OR in two issues of bi-weekly E-newsletter Municipal Dispatch. Maximum reservation limit: two 1-month spots per year. Choice of month based on availability; contact Anne Trobaugh to schedule.	<i>Tile Photo:</i> 300px H x 600px W <i>Logo:</i> White logo w/ transparent background; 40px H x 150px W; PNG at 72 dpi	n/a	n/a	\$500
<b>Terminal Banner Website Ad</b> Traditional full color, rotating banner-type ad located along with the stories in The Terminal on the Aim website ( <a href="http://aimindiana.org">aimindiana.org</a> ). Choice of placement on one of The Terminals (Members, Media, Legislators).	300px H x 780px W; EPS, JPEG, or PNG at 72 dpi	\$2,500	\$900	\$375

Company Name		
Membership Contact		
City	State	ZIP
Phone	Email	
Signature		Date

Please select your advertisement choice #1.

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|--|---|
| <input type="checkbox"/> Aim Ideas Summit Conference Program | <input type="checkbox"/> Mobile App                 |
| <input type="checkbox"/> Aim Newsletters                     | <input type="checkbox"/> Online Directory           |
| <input type="checkbox"/> Hometown Innovations E-Magazine     | <input type="checkbox"/> Sponsored Content Article  |
| <input type="checkbox"/> Hometown Innovations Podcast        | <input type="checkbox"/> Terminal Banner Website Ad |
- Frequency \_\_\_\_\_ Rate \_\_\_\_\_

Please select your advertisement choice #2.

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|--|---|
| <input type="checkbox"/> Aim Ideas Summit Conference Program | <input type="checkbox"/> Mobile App                 |
| <input type="checkbox"/> Aim Newsletters                     | <input type="checkbox"/> Online Directory           |
| <input type="checkbox"/> Hometown Innovations E-Magazine     | <input type="checkbox"/> Sponsored Content Article  |
| <input type="checkbox"/> Hometown Innovations Podcast        | <input type="checkbox"/> Terminal Banner Website Ad |
- Frequency \_\_\_\_\_ Rate \_\_\_\_\_

Please select your advertisement choice #3.

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|--|---|
| <input type="checkbox"/> Aim Ideas Summit Conference Program | <input type="checkbox"/> Mobile App                 |
| <input type="checkbox"/> Aim Newsletters                     | <input type="checkbox"/> Online Directory           |
| <input type="checkbox"/> Hometown Innovations E-Magazine     | <input type="checkbox"/> Sponsored Content Article  |
| <input type="checkbox"/> Hometown Innovations Podcast        | <input type="checkbox"/> Terminal Banner Website Ad |
- Frequency \_\_\_\_\_ Rate \_\_\_\_\_

Please select your advertisement choice #4.

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|--|---|
| <input type="checkbox"/> Aim Ideas Summit Conference Program | <input type="checkbox"/> Mobile App                 |
| <input type="checkbox"/> Aim Newsletters                     | <input type="checkbox"/> Online Directory           |
| <input type="checkbox"/> Hometown Innovations E-Magazine     | <input type="checkbox"/> Sponsored Content Article  |
| <input type="checkbox"/> Hometown Innovations Podcast        | <input type="checkbox"/> Terminal Banner Website Ad |
- Frequency \_\_\_\_\_ Rate \_\_\_\_\_

Please enclose payment of with this form and return to Aim, Attn: Anne Trobaugh, 125 W. Market Street, Suite 100, Indianapolis, IN 46204.

Method of Payment					Amount:
Circle One	Check	MC	Visa	Discover	AmEx
Check Number (Payable to Aim)					
Card Number					
Expiration Date				Verification Code	
Name of Cardholder					
Billing Address					
City			State	ZIP	
Cardholder Signature					

# aim 2019 CORPORATE PARTNER APPLICATION FORM

Please accept this application for the Aim Corporate Partner Program. Acceptance as a Corporate Partner does not constitute or imply endorsement of products or services by Aim members, officers, or staff. All correspondence will be sent to the membership contact listed below. Information presented on this form will be used to publish information to Aim members (including the website listing). If we don't receive a completed form, your listing will not appear on the website. All memberships are based on the calendar year and the renewal date is December 31, 2019, regardless of join date.

Company Name		
Address		
City	State	ZIP
Phone	Fax	
Website		
Membership Contact		
Title		
Email	Phone	

Please select a business category.

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|---|--|
| <input type="checkbox"/> Architecture & Engineering           | <input type="checkbox"/> Finance                               |
| <input type="checkbox"/> Computer Services & Office Systems   | <input type="checkbox"/> Insurance & Risk Management Services  |
| <input type="checkbox"/> Construction, Road & Street Services | <input type="checkbox"/> Legal Services                        |
| <input type="checkbox"/> Consulting                           | <input type="checkbox"/> Nonprofit Organization or Association |
| <input type="checkbox"/> Environment & Sanitation             | <input type="checkbox"/> Utilities                             |

Please enclose payment of \$1,275 with this form (\$875 for nonprofit or company with fewer than 25 employees; \$675 for public agencies) and return to Aim, 125 W. Market Street, Suite 100, Indianapolis, IN 46204.

Method of Payment	Amount:	
Circle One    Check    MC    Visa    Discover	AmEx	
Check Number (Payable to Aim)		
Card Number		
Expiration Date	Verification Code	
Name of Cardholder		
Billing Address		
City	State	ZIP
Cardholder Signature		

As a Corporate Partner, your company is entitled to receive Aim electronic publications. The membership contact listed on your application form will receive all communication from Aim regarding the Corporate Member Program. If you have additional employees that would like to subscribe to our publication, please include their information below.

Company
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