

aim

Accelerate
Indiana
Municipalities

2020

**Corporate
Partner
Program**

A Note from Aim CEO

Thank you for considering an Aim sponsorship or advertisement opportunity! Aim is the exclusive provider of education, advocacy, and quality of place storytelling for Hoosier municipalities. We are excited to help you share your expertise with city and town leaders across the state.

For those of you who are current Aim corporate partners, you know our 2020 program got off on unusual footing due to the unforeseen medical leave of longtime Aim Corporate Relations Director Anne Trobaugh. Anne continues to improve and she appreciates your support and well-wishes. As we work to fill Anne's big shoes in the coming months, we value your patience. For assistance, we've established the following contacts:

Sponsorship Packages, General Inquiries

Jennifer Simmons
jsimmons@aimindiana.org

Sponsorship Packages, General Inquires, Single Event Sponsorships, Advertising Sales, 2020 Corporate Partner Dues

Lesley Mosier
lmosier@aimindiana.org

Advertising Specifications, Logos, File Sizes, Website Advertising Links, etc.

Erin Jamison-Koenig
ejamisonkoenig@aimindiana.org

Corporate Partner Advisory Council, Endorsed Programs

Matt Greller
mgreller@aimindiana.org

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 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 copy of 2020 Aim Wall Calendar of Events
- Complimentary electronic Aim membership lists
- Complimentary electronic subscriptions
- Discounts on registration fees, booth space, and advertising
- Electronic, audio, video, and print advertising
- E-newsletters (Municipal Dispatch, Legislative Summary, Hometown Innovations)
- Exclusive sponsorship opportunities
- Listserv
- Notice of trainings, workshops, and Aim events
- Opportunities to submit educational topic ideas
- Podcasts

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 Lesley Mosier (lmosier@aimindiana.org) 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 2020 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

Aim Ideas Summit – October 6-8, Century Center, South Bend

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.

Annual Legislative Event – February/March, 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.

Roundtable Meetings, Regional Trainings, and 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 2020 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, 2020, regardless of join date.

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

Please select a business category.

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

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						

Company Description

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 publications, please include their information below.

Name	
Title	
Email	Phone

Name	
Title	
Email	Phone

Name	
Title	
Email	Phone

Name	
Title	
Email	Phone

Name	
Title	
Email	Phone

aim 2020 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 Lesley Mosier (lmosier@aimindiana.org). If you have questions on advertising specifications, contact Erin Jamison-Koenig (ejamisonkoenig@aimindiana.org). **Non-members add 20% to listed rates.*

Advertisement Type	Specifications	Annual Rate	Quarterly Rate	Monthly Rate
Aim Ideas Summit Conference Program The 2020 Summit will be held October 6-8 at the South Bend Century Center 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"	\$900 \$660 \$475 \$350	n/a	n/a
Aim Newsletters Company logo linked to company 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).	Logo: 170px W; EPS, or PNG Banner Ad for Hometown Innovations: 224px H x 560px W; ESP or PNG at 72 dpi	\$1,800 \$2,500	n/a	n/a
Hometown Innovations E-Magazine 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 ESP or PNG at 200 dpi	n/a	\$1,000 \$650 \$400	n/a
Hometown Innovations Podcast 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	\$2,000 for 5 podcasts	\$1,200 for 3 podcasts	\$500 for 1 podcast
Mobile App Rotating banner ad on the Aim Indiana Mobile App.	160px H x 750px W; EPS or PNG	\$2,500	n/a	n/a
Online Directory 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; ESP or PNG w/ transparent background at 72 dpi	\$2,500	n/a	\$200
Quick Guide Video Video posted on the Aim website that offers a comprehensive look into specific municipal issue. Company name, logo, and 15-30 second description at the end of video. Choice of topic based on availability.	Logo: 1080px H x 1920px W; transparent background; EPS or PNG	\$2,500	n/a	n/a
Sponsored Content Article 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.	Tile Photo: 300px H x 600px W Logo: White logo w/ transparent background; 40px H x 150px W; PNG at 72 dpi	n/a	n/a	\$500
Terminal Banner Website Advertisement Traditional full color, rotating banner-type ad located along with the stories in The Terminal on the Aim website (aimindiana.org/members/terminal).	Ad: 300px H x 780px W; EPS or PNG at 72 dpi	\$2,800	\$1,000	\$450

Company Name		
Advertising Contact		
City	State	ZIP
Phone	Email	
Signature		Date

Please select your advertisement choice.

Aim Ideas Summit Conference Program Mobile App
 Aim Newsletters Online Directory
 Hometown Innovations E-Magazine Quick Guide
 Hometown Innovations Podcast Sponsored Content Article
 Terminal Banner Website Ad

Frequency _____ Rate _____

Please select your advertisement choice.

Aim Ideas Summit Conference Program Mobile App
 Aim Newsletters Online Directory
 Hometown Innovations E-Magazine Quick Guide
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 Hometown Innovations E-Magazine Quick Guide
 Hometown Innovations Podcast Sponsored Content Article
 Terminal Banner Website Ad

Frequency _____ Rate _____

Please enclose payment of with this form and return to Aim, Attn: Lesley Mosier, 125 W. Market Street, Suite 100, Indianapolis, IN 46204. Upon receipt of completed form, Aim will contact you to confirm selections.

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					