

aim

Accelerate
Indiana
Municipalities

2021

**Corporate
Partnership
Program**

2021 Corporate Partnership Levels

	Teal	Orange	Aqua	Green	Silver	Red	
Information	Electronic event registration list	•	•	•	•	•	
	Eligible to register for all eligible Aim events	•	•	•	•	•	
	Enrolled to receive electronic newsletters and publications	•	•	•	•	•	
	Listed on the Aim Corporate Partner Portfolio	•	•	•	•	•	
	Handbook for Newly Elected Municipal Officials	• <i>Digital</i>	• <i>Digital</i>	• <i>Digital & Print</i>	• <i>Digital & Print</i>	• <i>Digital & Print</i>	• <i>Digital & Print</i>
	Electronic Municipal membership list	• <i>3 Lists</i>	• <i>3 Lists</i>	• <i>3 Lists</i>	• <i>6 Lists</i>	• <i>Upon Request</i>	• <i>Upon Request</i>
	Listserv observer access		•	•	•	•	•
	Enrolled to receive print membership mailings			•	•	•	•
Advertising	Logo on Aim's Municipal Directory		• <i>6 Months</i>				
	Logo in Municipal Dispatch		• <i>13 Issues</i>	• <i>13 Issues</i>			
	Logo in Legislative Summary			• <i>All Session</i>			
	Banner Ad on The Terminal			• <i>4 Months</i>			
	Banner Ad on Aim Indiana Mobile Website / App			• <i>12 Months</i>			
	Logo in Aim membership blast emails				• <i>4 Emails</i>		
	Audio Ad for Aim Quick Guide Training Video				• <i>1 Ad</i>	• <i>1 Ad</i>	
	Sponsored Content in Municipal Dispatch or on The Terminal				• <i>1 Article</i>	• <i>1 Article</i>	• <i>1 Article</i>
	Audio Ad on Aim Hometown Innovations Podcast				• <i>2 Ads</i>	• <i>2 Ads</i>	• <i>3 Ads, 1 with Matt Greller</i>
	Color Ad in Hometown Innovations E-Magazine				• <i>1/4 Page</i>	• <i>1/2 Page</i>	• <i>Full Page</i>
	Sponsored Content in Aim membership blast email					• <i>2 Emails</i>	• <i>2 Emails</i>
	Logo on 2021 Aim Momento mailed to all Municipal members						•

2021 Corporate Partnership Levels

	Teal	Orange	Aqua	Green	Silver	Red	
Events	Aim Clerk-Treasurers School			• <i>Silver Level</i>	• <i>Gold Level</i>		
	Aim Municipal Law Seminar			• <i>Silver Level</i>	• <i>Gold Level</i>		
	Municipal Management Institute			• <i>Bronze Level</i>	• <i>Silver Level</i>	• <i>Gold Level</i>	
	Hot Topic Workshop				• <i>2 Registrations</i>		
	Aim Webinar				• <i>Speaker</i>	• <i>Topic & Speaker</i>	
	Aim Roundtable Series					•	
	Aim / Ball State Mayors Institute					• <i>One Session</i>	• <i>Two Sessions</i>
	Aim Mayors Roundtable Series						•
	Workshop for Town and City Managers						•
	Aim Board of Directors' Meeting						• <i>Two Meetings</i>
Aim Ideas Summit	Eligible to submit topics for Aim request for proposals	•	•	•	•	•	
	Advanced opportunity to Aim Ideas Summit Sponsorship & Advertising		•	•	•	•	
	Preferred Booth Space for Aim Ideas Summit					•	•

*Aim retains the right to determine a particular level has reached maximum capacity and will note such on the Aim website, aimindiana.org. If interested in a particular level, we encourage you to act quickly as sponsorships will be processed in the order they are received.

ICOM Annual Meeting sponsorship will be sold separately, with Green, Silver, and Red corporate sponsors eligible to purchase.

Contact Lesley Mosier at lmosier@aimindiana.org or 317-237-6200 ext. 223 to discuss Corporate Partnerships.

Teal

- Eligible to register for all unrestricted Aim events
- Eligible to receive electronic copies of Aim's Municipal membership list up to three (3) times per year upon request
- Eligible to receive electronic event registration lists upon request
- Will receive a digital copy of Aim's Handbook for Newly Elected Municipal Officials and other special publications
- Listing on Aim Website Directory - Corporate Partner Portfolio
- Automatically enrolled to receive all Aim electronic newsletters and electronic publications
- Eligible to submit educational topics ideas via annual Aim request for proposals

Orange

- Eligible to register for all unrestricted Aim events
- Eligible to receive electronic copies of Aim’s Municipal membership list up to three (3) times per year upon request
- Eligible to receive electronic event registration lists upon request
- Will receive a digital copy of Aim’s Handbook for Newly Elected Municipal Officials and other special publications
- Listing on Aim Website Directory - Corporate Partner Portfolio
- Automatically enrolled to receive all Aim electronic newsletters and electronic publications
- Will receive a preview and advance opportunity to purchase sponsorships, advertising for annual Aim Ideas Summit
- Eligible to submit educational topics ideas via annual Aim request for proposals
- Eligible to receive access as an observer on the primary Aim membership listserv upon request
- Logo advertisement on Aim’s bi-weekly newsletter, Municipal Dispatch, for thirteen (13) consecutive issues
- Logo advertisement to run for no less than six (6) consecutive months on Aim’s official Directory of municipalities and municipal officials

Aqua

- Eligible to register for all unrestricted Aim events
- Eligible to receive electronic copies of Aim’s Municipal membership list up to three (3) times per year upon request
- Eligible to receive electronic event registration lists upon request
- Will receive a print copy and digital file of Aim’s Handbook for Newly Elected Municipal Officials and other special publications
- Will receive one (1) copy of all Aim membership mailings sent via USPS, such as registration brochures and miscellaneous notices
- Listing on Aim Website Directory - Corporate Partner Portfolio
- Automatically enrolled to receive all Aim electronic newsletters and electronic publications
- Will receive a preview and advance opportunity to purchase sponsorships, advertising for annual Aim Ideas Summit
- Eligible to submit educational topics ideas via annual Aim request for proposals
- Eligible to receive login credentials as an observer on the primary Aim membership listserv upon request
- Logo advertisement on Aim’s bi-weekly newsletter, Municipal Dispatch, for thirteen (13) consecutive issues
- Logo advertisement on all editions of Aim’s Legislative Summary e-newsletter
- Recognition as a Silver Sponsor of Aim Clerk-Treasurers School
- Recognition as a Silver Sponsor of Aim Municipal Law Seminar
- Recognition as a Bronze Level MMI Sponsor
- One (1) banner advertisement displayed on the Aim Indiana mobile app or mobile website, to run for twelve (12) consecutive months
- One (1) banner advertisement displayed on Aim’s The Terminal to run for no less than four (4) consecutive months

Green

- Eligible to register for all unrestricted Aim events
- Eligible to receive electronic copies of Aim’s Municipal membership list up to six (6) times per year upon request
- Eligible to receive electronic event registration lists upon request
- Will receive a print copy and digital file of Aim’s Handbook for Newly Elected Municipal Officials and other special publications
- Will receive one (1) copy of all Aim membership mailings sent via USPS, such as registration brochures and miscellaneous notices
- Listing on Aim Website Directory - Corporate Partner Portfolio
- Automatically enrolled to receive all Aim electronic newsletters and electronic publications
- Will receive a preview and advance opportunity to purchase sponsorships, advertising for annual Aim Ideas Summit
- Eligible to submit educational topics ideas via annual Aim request for proposals
- Eligible to receive login credentials as an observer on the primary Aim membership listserv upon request
- Recognition as a Gold Sponsor of Aim Clerk-Treasurers School
- Logo advertisement on four (4) Aim membership blast emails
- Eligible to submit two (2) 15-20 second audio advertisements on Aim Hometown Innovations Podcast
- Quarter page ad in one (1) Aim Hometown Innovations E-Magazine
- Recognition as a Gold Sponsor of Aim Municipal Law Seminar
- Recognition as a Silver Level MMI Sponsor
- Eligible to provide one (1) Sponsored Content article in Aim’s Municipal Dispatch or The Terminal, on the Aim website
- Two (2) registrations at one (1) Aim hot topic in-person workshop
- Speak as an expert presenter at an Aim webinar
- Eligible to submit one (1) 15-30 second audio advertisement for an Aim Quick Guide training video

Silver

- Eligible to register for all unrestricted Aim events
- Eligible to receive electronic copies of Aim's Municipal membership list upon request
- Eligible to receive electronic event registration lists upon request
- Will receive a print copy and digital file of Aim's Handbook for Newly Elected Municipal Officials and other special publications
- Will receive one (1) copy of all Aim membership mailings sent via USPS, such as registration brochures and miscellaneous notices
- Listing on Aim Website Directory - Corporate Partner Portfolio
- Automatically enrolled to receive all Aim electronic newsletters and electronic publications
- Will receive a preview and advance opportunity to purchase sponsorships, advertising for annual Aim Ideas Summit
- Will receive preferred booth space for annual Aim Ideas Summit; AIS registrations not included
- Eligible to submit educational topics ideas via annual Aim request for proposals
- Eligible to receive login credentials as an observer on the primary Aim membership listserv upon request
- Eligible to provide promotional/informational text for two (2) Aim membership blast emails
- Eligible to submit two (2) 15-20 second audio advertisements on Aim Hometown Innovations Podcast
- Half page color ad in one (1) Aim Hometown Innovations E-Magazine
- Eligible to submit one (1) 15-30 second audio advertisement for an Aim Quick Guide training video
- Eligible to provide one (1) Sponsored Content article in Aim's Municipal Dispatch or The Terminal, on the Aim website
- Propose an Aim webinar and speak as an expert presenter at same
- Recognition as a Gold Level MMI Sponsor
- Recognition as a sponsor of the Aim Roundtable series for towns and small cities
- Recognition as a sponsor of one (1) Aim/Ball State Mayors Institute sessions

Red

- Eligible to register for all unrestricted Aim events
- Eligible to receive electronic copies of Aim's Municipal membership list upon request
- Eligible to receive electronic event registration lists upon request
- Will receive a print copy and digital file of Aim's Handbook for Newly Elected Municipal Officials and other special publications
- Will receive one (1) copy of all Aim membership mailings sent via USPS, such as registration brochures and miscellaneous notices
- Listing on Aim Website Directory - Corporate Partner Portfolio
- Automatically enrolled to receive all Aim electronic newsletters and electronic publications
- Will receive a preview and advance opportunity to purchase sponsorships, advertising for annual Aim Ideas Summit
- Will receive preferred booth space for annual Aim Ideas Summit; AIS registrations not included
- Eligible to submit educational topics ideas via annual Aim request for proposals
- Eligible to receive login credentials as an observer on the primary Aim membership listserv upon request
- Eligible to provide promotional/informational text for two (2) Aim membership blast emails
- Eligible to submit two (2) 15-20 second audio advertisements on Aim Hometown Innovations Podcast
- Full page color ad in one (1) Aim Hometown Innovations E-Magazine
- Eligible to submit one (1) 15-20 second audio advertisement on Aim Hometown Innovations Podcast featuring CEO Matt Greller and special guest(s)
- Eligible to provide one (1) Sponsored Content article in Aim's Municipal Dispatch or The Terminal, on the Aim website
- Logo advertisement on special 2021 Aim memento mailed to all Aim Municipal members
- Recognition as a sponsor of the Aim Mayors Roundtable series
- Recognition as a sponsor of a Workshop for Town and City Managers
- Recognition as a sponsor of two (2) Aim/Ball State Mayors Institute sessions; eligible to participate as an expert speaker at one (1) MI workshop
- Recognition as a Gold Sponsor of two (2) Aim Board of Directors' Meetings (one (1) in person and one (1) virtual event), does not include Aim Board of Directors' Reception and Dinner at the Aim Ideas Summit