



# 2021 SPONSORSHIP OPPORTUNITIES

Join us October 5-7 for the state's largest gathering of municipal officials at the 2021 Aim Ideas Summit! We've developed an extensive list of sponsorship and advertising opportunities to provide you with opportunities for generating leads and maximizing your conference investment. After the past 18 months, the opportunity to connect in-person with hundreds of municipal officials from around the state will be unmatched!

Please note, all sponsorships and advertising opportunities are available on a first-come, first-served basis. Priority will be given to members in good standing. Further, several items have fast approaching deadlines.

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## ADVERTISING

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### Digital Conference Program

The 2021 Aim Ideas Summit will include more than 25 educational workshops, business sessions, social events, and an exhibit hall. The digital conference program will help attendees keep track of conference activities, view all workshop descriptions, and learn more about Aim Ideas Summit sponsors! The digital program will be accessible by conference attendees in multiple ways, including QR codes placed all around the event center! **Deadline to submit ad to Aim is September 14th.**

**Full Page: 8.5" x 8.5", plus 1/8" bleed - \$625**  
**Half Page: 7.5" x 3.6" or 3.6" x 7.5" - \$500**

**Quarter Page: 3.6" x 3.6" - \$375**  
**Business Card: 3.6" x 1.8" - \$250**

### Conference Mobile Website

**\$500 / 10 Sponsorships Available**

Your company logo and website link will be listed on the Aim Ideas Summit mobile webpage, designed to provide conference-related information to attendees on the homepage of their smartphones during the Ideas Summit. The conference website will include daily agenda, an exhibit hall, digital conference program, and more! Additional benefits include printed recognition in the digital conference program, accessible by conference attendees several fun and cool ways! **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

### Email Blast Logo

**\$500 / 3 Sponsorships Available**

Aim will include your logo with an active link to your website in a pre-conference or post-conference blast email to all Aim members either promoting the conference or wrapping up conference activities. The timing of the blast will be determined by Aim. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

### Email Blast Content

**\$750 / 5 Sponsorships Available**

Aim will blast an email containing your 200 words or less message to all registrants before or during the conference. This unique opportunity to introduce or reintroduce yourself and your company has been a popular tool for other conferences around the country. Timing of blast will be determined by Aim. The email content must be approved by Aim. Partisan content or content conflicting with Aim policies will not be approved. **Email text to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

### Window Clings

**\$500 / 2 Clings - 2 Sponsorships Available**

**SOLD OUT** Don't miss this visibility opportunity to get your company's logo out there! Your two window clings will be placed on a glass panel of the sliding doors in the highest traffic area leading into the event center. This opportunity was new in 2019 and earned rave reviews from attendees! Measurement of Window Cling: 43x32. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

### Escalator Clings

**\$700 / 4 Clings - 4 Sponsorships Available**

**SOLD OUT** Walk the conference with your company's logo lining an escalator in the events center. This type of sponsorship is common at national conventions, and we are excited to add this modern touch to the Aim Ideas Summit! In addition to putting a little spring the step of conference-goers, your firm will receive recognition in the digital conference program. Measurement of Escalator Cling: 98.375 x 25.25. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**



# 2021 SPONSORSHIP OPPORTUNITIES

## Floor Clings

**\$700 / 4 Clings - 6 Sponsorships Available**

A most popular sponsorship every year for folks who want to get their company in front of hundreds of municipal leaders. Logo will be printed in color on a set of four giant floor clings placed in high traffic areas of the event center and printed recognition in digital conference program. Measurement of Floor Cling: 23x36. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

## Hand Sanitizer Station Sponsor

**\$500 / 1 Sponsorship Available**

While we have not been in-person for the first time in a long time, there are some pandemic and public health concerns that we must continue in order to maintain our recovery. Sponsor six stand-alone hand sanitizer stations spread throughout the event center and show your enthusiasm for clean hands! Sponsor benefits include display of your company's logo on each station and recognition in the Aim Ideas Summit digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

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## EXHIBIT HALL

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### Welcome Reception in Exhibit Hall

**\$500 / 7 Sponsorships Available**

The networking reception on Tuesday, October 5th, will celebrate the grand opening of our exhibit hall, which feature more than 130 exhibit booths. Additional sponsor benefits include: printed recognition on signage and in digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

### Exhibit Hall Memento Cookies

**\$750 / 2 Sponsorships Available**

Printed recognition attached to specialty cookies given to the first 100 delegates at the Exhibit Hall Grand Opening on Tuesday, October 6th. The sponsor will also receive recognition in the digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th. Deadline for Aim to receive business cards is September 21st.**

### Sweet Treats Trail

**\$250 (Must be an Exhibitor to Participate, Exhibit Booths Sold Separately)**

If you've been to a few Aim Ideas Summit's in your day, you know about the Treasure Hunt, Hoosier Trivia, or Guess the Secret Word. These are names of previous exhibit hall games designed to encourage attendees to attract more attendees to your booth in hopes of winning a prize. This year's game is even better! If you participate in the Sweet Treat Trail your company will automatically receive fifty (50) amazing custom treats to give away to the first fifty attendees traveling the Sweet Treat Trail through the exposition. By participating in the Sweet Treat Trail, you will be satisfying the sugar cravings of attendees as well receiving recognition in the digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 23rd.**

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## BOARD OF DIRECTORS' DINNER

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### Board of Directors' Dinner – Silver Sponsor

**\$2,500 / 5 Sponsorships Available**

Join members of the Aim Board of Directors for dinner at 7:00 p.m. on Monday, October 4th. Sponsor benefits include dinner tickets for two company representatives, recognition in the digital conference program and on event signage, as well as verbal recognition during dinner. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

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## GENERAL SESSIONS

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### Opening Business Session Video Commercial

#### \$1,800 / 4 Sponsorships Available

Welcome municipal officials to the Ideas Summit and promote your company's products or services with a sponsor-produced 60-second custom-made video commercial that will play on the jumbo screens at the Opening Business Session on Tuesday, October 5. Sponsor must provide commercial to Aim in approved MP4 video file format and will also receive printed recognition in digital conference program. Additionally, the video will be placed on The Terminal located on the Aim website in either October, November, or December, following the 2021 Aim Ideas Summit. Video Specs: 16:9 ratio in 1080; 60-90 seconds in length; Audio is available. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th. Deadline to submit video file to Aim is September 14th.**

### Presidents' Reception

Join conference attendees on Wednesday, October 6th, at our cocktail and hors d'oeuvres reception to honor Aim Presidents – past and present, and for the presentation of special awards, including the prestigious Russell G. Lloyd Distinguished Service Award.

#### Gold Level - \$3,500 / 4 Sponsorships Available

Includes printed recognition in digital conference program, on signage during event, verbal recognition from the podium during reception, a complimentary standard exhibit booth, two complimentary full conference registrations, and three additional guest tickets for reception upon request. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

#### Silver Level - \$1,800 / 4 Sponsorships Available

Includes printed recognition in digital conference program, on signage during event, verbal recognition from the podium during reception, one complimentary full conference registration, and two additional guest tickets for reception upon request. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

#### Bronze Level - \$800 / 3 Sponsorships Available

Includes printed recognition in digital conference program, on signage during event, one additional guest ticket for reception upon request. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

### Featured Speaker Sponsor

#### \$3,000 / 1 Sponsorship Available

Have you ever been tempted to hop on stage at the Aim Ideas Summit and grab the mic? If so, this opportunity is for you! Spend a few minutes at the podium introducing your company and our featured speaker. The speaker will be identified by Aim closer to the event. To compliment the accolades your firm will receive from your time in the spotlight, your company's sponsorship will be recognized in the digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

### Closing Business Session Sponsor

#### \$1,500 / 4 Sponsorships Available

Part of a municipal Aim Ideas Summit attendee's itinerary is finishing up the official business of the conference by voting on Aim officers, approving the association's Policy Platform and more. Send them off with a full belly and fond memories by sponsoring the always eventful Closing Business Session! Your sponsorship will be recognized on table tents placed throughout the ballroom, on the big-screen, and with reserved seating for you and your guests. Recognition in the digital conference program is included as well. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

### Closing Business Session Video Commercial

#### \$1,800 / 3 Sponsorships Available

Promote your company's products or services with a sponsor-produced 60-second custom-made video commercial that will play at the Closing Business Session. Sponsor must provide commercial to Aim in approved MP4 video file format and will also receive recognition in the digital conference program. Additionally, the video will be placed on The Terminal located on the Aim website in either October, November, or December, following the 2021 Aim Ideas Summit. Video Specs TBD; 60-90 seconds in length. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th. Deadline to submit video file to Aim is September 14th.**

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## WORKSHOPS

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### Workshop Room Items

**\$500 / 2 Sponsorships Available**

**SOLD OUT** Sponsorships include notepads or pens with company logo and/or name on them to be placed in conference rooms for attendees to use. Aim will determine if you are the provider of pens or notepads. The sponsor will also receive recognition in the digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th. Deadline for Aim to receive workshop items is September 21st.**

### Vendor Solutions Workshop

**\$1,500 / 3 Sponsorships Available**

**SOLD OUT** These opportunities to present a workshop session on a specific area of expertise, case studies, best practices, and innovative programs, products, or services, featuring your company, during the Aim Ideas Summit. Stated more clearly: Vendor Solutions workshops allow your firm to educate members about yourself, your company, and your products and services, specifically, which is not allowed during standard Ideas Summit workshops. Additional benefits include recognition in digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

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## FOOD / COFFEE

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### Bacon Sponsor

**\$1,000 / 2 Sponsorships Available**

Nothing honks attendees off more than coming down for breakfast at the Aim Ideas Summit and not seeing bacon on the buffet table! Be a hero and sponsor bacon on one of two days during the conference. Your company's name and logo will be prominently displayed by the tasty, salty goodness on the day of your sponsorship. Not only will attendees squeal with delight, your company will be recognized for your actions in the Aim digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

### Wednesday Coffee Break Sponsor

**\$750 / 1 Sponsorship Available**

**SOLD OUT** Deliver the superstar bringing caffeine to the Aim Ideas Summit masses? Deliver a little pep to attendees with complimentary coffee service on the longest day of the conference by providing coffee cup sleeves printed with your company's logo. Sponsor will provide a minimum of 250 custom coffee sleeves for 12 ounce cups. Sleeves must be delivered to Aim no later than September 21. Also includes recognition in digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

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## AFFILIATE GROUPS

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### Indiana Conference of Mayors Luncheon Sponsor

**\$1,000 / 2 Sponsorships Available**

**SOLD OUT** Sponsorships include the Indiana Conference of Mayors (ICOM) Luncheon at the Aim Ideas Summit as one of two sponsors. One (1) representative from each sponsor will be permitted to attend the luncheon. Sponsors will be verbally recognized from the podium during the meeting.

### Indiana Association of City Engineers Luncheon Sponsor

**\$1,000 / 2 Sponsorships Available**

**SOLD OUT** Sponsorships include the Indiana Association of City Engineers Luncheon at the Aim Ideas Summit as one of two sponsors. One (1) representative from each sponsor will be permitted to attend the luncheon. Sponsors will be verbally recognized from the podium during the meeting.

### Indiana League of Municipal Clerks and Treasurers Luncheon Sponsor

**\$1,000 / 2 Sponsorships Available**

**SOLD OUT** Sponsorships include the Indiana League of Municipal Clerks and Treasurers Luncheon at the Aim Ideas Summit as one of two sponsors. One (1) representative from each sponsor will be permitted to attend the luncheon. Sponsors will be verbally recognized from the podium during the meeting.

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## SUMMIT GIVEAWAYS

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### Tote Bags

**\$500 / 5 Sponsorships Available**

**SOLD OUT**  
Sponsorships are available by adding your logo on the conference tote bag handed out to the first 650 conference attendees. Sponsorships include the ability to display their conference materials on-site. Benefits include recognition in the digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

### Tote Bag Giveaway Items

**\$400 / 8 Sponsorships Available**

Didn't reserve an exhibit booth? You should, but let's just say you didn't. Let Aim pass out your company giveaways. You provide us with 650 giveaways by September 21st and we will include them in tote bags given to conference attendees when they check in at registration. Aim must approve item in advance of your company ordering any items. Aim is not required to use any giveaways supplied to Aim but not previously approved by Aim. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

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## PRIZES

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### Major Prizes

**\$750 / 4 Sponsorships Available**

Sponsor one of five major prizes given away during the Aim Ideas Summit. One prize will be given away at each general session event, the Opening Business Session, Annual Awards Luncheon, Presidents' Reception, and Closing Business Session. Sponsor benefits include printed recognition in the digital conference program, verbal recognition from the podium during prize drawing, and the adoration of each lucky winner. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

### Daily Influencer Award

**\$250 / 3 Sponsorships Available**

**SOLD OUT**  
Sponsorships are available to the municipal official who knows how share their conference experience on social media. On Thursday we will award a prize to the municipal attendee excelling on social media. Sponsor benefits include printed recognition in the digital conference program, and verbal recognition from the podium during prize drawing. Along with a fantastic prize, the lucky winners will each receive your name and contact information. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

### Top Influencer Award

**\$750 / 1 Sponsorship Available**

**SOLD OUT**  
Sponsorships are available to get their social media game on by sponsoring the Top Influencer Award. The attendee who is most active on social media and goes above and beyond informing the public about the importance of continuing education during the conference will be eligible for a prize, awarded during the Closing Business Session. Sponsor benefits include printed recognition in the digital conference program, and verbal recognition from the podium during prize drawing. The lucky winner will be provided with your contact information, along with a fantastic prize selected by Aim. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 9th.**

Opportunities are available on a first-come, first-served basis. Priority will be given to Aim Corporate Partners in good standing. If you have any questions or would like to discuss more in depth, contact Lesley Mosier ([lmosier@aimindiana.org](mailto:lmosier@aimindiana.org)). If you have questions on advertising specifications, contact Erin Jamison-Koenig ([ejamisonkoenig@aimindiana.org](mailto:ejamisonkoenig@aimindiana.org)).





# 2021 SPONSORSHIP OPPORTUNITIES ORDER FORM

Complete the form below with your selections for the 2021 Aim Ideas Summit and return to Lesley Mosier (lmosier@aimindiana.org). Please note the various deadlines, specifications, and limitations on the previous pages.

ITEM SELECTION					
Item	Price	Amount	Item	Price	Amount
Digital Conference Program Ad <input type="checkbox"/> Full Page \$625 <input type="checkbox"/> Half Page \$500 <input type="checkbox"/> Quarter Page \$375 <input type="checkbox"/> Business Card \$250			<input type="checkbox"/> Featured Speaker Sponsor	\$3,000	
<input type="checkbox"/> Conference Mobile Website \$500			<input type="checkbox"/> Closing Business Session Sponsor	\$1,500	
<input type="checkbox"/> Email Blast Logo \$500			<input type="checkbox"/> Closing Business Session Video Commercial	\$1,800	
<input type="checkbox"/> Email Blast Content \$750			<input type="checkbox"/> Workshop Room Items \$500		<b>SOLD OUT</b>
<input type="checkbox"/> Window Clings \$500		<b>SOLD OUT</b>	<input type="checkbox"/> Vendor Solutions Workshop \$1,500		<b>SOLD OUT</b>
<input type="checkbox"/> Escalator Clings \$700		<b>SOLD OUT</b>	<input type="checkbox"/> Bacon Sponsor \$1,000		
<input type="checkbox"/> Floor Clings \$700		<b>SOLD OUT</b>	<input type="checkbox"/> Wednesday Coffee Break Sponsor \$750		<b>SOLD OUT</b>
<input type="checkbox"/> Hand Sanitizer Station \$500		<b>SOLD OUT</b>	<input type="checkbox"/> Indiana Conference of Mayors Luncheon Sponsor \$1,000		<b>SOLD OUT</b>
<input type="checkbox"/> Welcome Reception in Exhibit Hall \$500			<input type="checkbox"/> Indiana Association of City Engineers Luncheon Sponsor \$1,000		<b>SOLD OUT</b>
<input type="checkbox"/> Exhibit Hall Memento Cookies \$750			<input type="checkbox"/> Indiana League of Municipal Clerks & Treasurers Luncheon Sponsor \$1,000		<b>SOLD OUT</b>
<input type="checkbox"/> Sweet Treats Trail \$250			<input type="checkbox"/> Tote Bags \$500		<b>SOLD OUT</b>
<input type="checkbox"/> Board of Directors' Dinner - Silver Sponsor \$2,500			<input type="checkbox"/> Tote Bag Giveaway Items \$400		
<input type="checkbox"/> Opening Business Session Video Commercial \$1,800			<input type="checkbox"/> Major Prizes \$750		
Presidents' Reception <input type="checkbox"/> Gold Level \$3,500 <input type="checkbox"/> Bronze Level \$800			<input type="checkbox"/> Daily Influencer Award \$250		<b>SOLD OUT</b>
			<input type="checkbox"/> Top Influencer Award \$750		<b>SOLD OUT</b>
			Total:		

**Please select one:**  I am submitting my company logo with this selection sheet.  
 I am not submitting my company logo at this time but will be submitting the logo by August 9th.

COMPANY & PAYMENT INFORMATION			
Company Name			
Contact			
Phone		Email	
Company Address			
City		State	ZIP
Company Website			
Method of Payment ( <i>Circle One</i> ) <input type="checkbox"/> Check <input type="checkbox"/> MC <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/> AmEx			Check Number ( <i>Payable to Aim</i> )
Card Number			
Expiration Date		Verification Code	
Name of Cardholder			
Billing Address			
City		State	ZIP
Cardholder Signature			