



# 2023 SPONSORSHIP OPPORTUNITIES

Join us August 22-24 for the state’s largest gathering of municipal officials at the 2023 Aim Ideas Summit! We’ve developed an extensive list of sponsorship and advertising opportunities that provide maximum networking and information sharing availability.

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.

## ADVERTISING

### Digital Conference Program

The 2023 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 July 20th.**

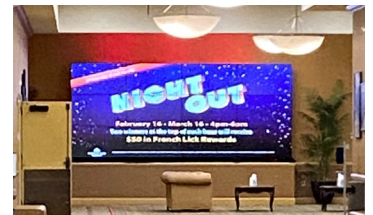
Full Page: 8.5" x 8.5" plus 1/8" bleed – \$500  
Half Page: 7.5" x 3.6" or 3.6" x 7.5" – \$375

Quarter Page: 3.6" x 3.6" – \$250  
Business Card: 3.6" x 1.8" – \$125

### Digital Welcome Wall

**\$500 / 8 Sponsorships Available**

Make a dramatic impact on conference-goers by showcasing your company and words of greeting and encouragement through digital artwork displayed on an 18-foot-wide x 14-foot-high rotating screen. Aim’s Digital Welcome Wall, similar to a jumbotron and just feet away from registration, is a vibrant display designed to make attendees feel welcome and inspired as they travel through the event center going to and from all workshops and conference events. File specs: 1920 pixels wide x 1080 pixels high, high-resolution JPG image. No white backgrounds. **Deadline to submit artwork to Aim is July 20th.**



### 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.**

### 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 since being introduced in 2020. 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 to guarantee best placement but no later than July 20th.**

### Window Clings

**\$500 / 3 Sponsorships Available**

Don't miss this high-visibility opportunity to get your company's logo out there! Your two window clings will be placed on main glass panel of the sliding doors in the highest traffic area leading into the event center. This popular feature earns 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 July 6th.**

### Escalator Clings

**\$700 / 4 Clings – 8 Sponsorships Available**

Welcome attendees to the conference with your company's logo lining an escalator in the events center. This fun, attractive sponsorship is common at national conventions, and we recently added this modern touch to the Aim Ideas Summit! In addition to putting a little spring in the step of conference-goers, your firm will receive recognition in the digital conference program. Measurement of Escalator Cling: 86x25. **Logo to be provided to Aim at the time of sponsorship selection but no later than July 6th.**



# 2023 SPONSORSHIP OPPORTUNITIES

## Floor Clings

**SOLD OUT** \$750 / 7 Sponsorships Available

Most popular option every year for folks who want to get their company in front of hundreds of municipal leaders! Your company logo will be printed in color on a set of four giant floor clings placed in high traffic areas throughout 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 July 6th.**

## Hand Sanitizer Stations

**SOLD OUT** \$500 / 4 Sponsorship Available

As we happily gather in-person, it is important to do our part to avoid the spread of germs. 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 July 6th.**

## WORKSHOPS

### Vendor Solutions Workshop

**SOLD OUT** \$750 / 4 Sponsorships Available

There are four opportunities to present a workshop session on a specific area of expertise, case studies, best practices or 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 July 6th.**

## EXHIBIT HALL

### Welcome Reception in Exhibit Hall

**SOLD OUT** \$750 / 4 Sponsorships Available

Welcome networking reception on Tuesday, August 22nd, 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 July 6th.**

### Exhibit Hall Memento Cookies

**SOLD OUT** \$750 / 4 Sponsorships Available

Printed recognition attached to one-hundred specialty cookies given first-come, first-served to delegates at the Exhibit Hall Grand Opening on Tuesday, August 22nd. 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 July 6th. Deadline for Aim to receive business cards is July 6th.**

### Municipal Mad Libs

**\$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 Sweet Treats Trail. These are names of previous exhibit hall games designed to attract more attendees to your booth in hopes of winning a prize. This year's game offers a fun, unique way to engage with participants as they seek the words to complete an informative Mad Lib! Only those with completed cards will be eligible for prize drawings during exhibit hall hours. Participants 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 July 6th.**

### Trash Can with Logo

**\$1,500 / 1 Sponsorship Available**

In 2022, more than 13 vendors gave away 650 beautifully packaged, hand-decorated cookies by participating in the Sweet Treats Trail. How is this relevant to a trash can sponsorship? After devouring their cookies attendees need a place to conceal the evidence proving that maybe they grabbed a few too many sweet treats! Choose this new Aim Ideas Summit sponsorship and provide 10 large corrugated paper trash cans with your firm's name on all four sides, to be placed strategically throughout the exhibit hall. This simple sponsorship offers the most visibility - don't let it go to waste! **Logo to be provided to Aim at the time of sponsorship selection but no later than July 6th.**



# 2023 SPONSORSHIP OPPORTUNITIES

## GENERAL SESSIONS

### Opening Business Session Video Commercial

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

**SOLD OUT**  
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, August 22nd. 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 September, October, or November, following the 2023 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 July 6th. Deadline to submit video file to Aim is July 27th.**

### Presidents' Reception

Join conference attendees on Wednesday, August 23rd, at our cocktail and hors d'oeuvres reception to honor Aim Presidents – past and present, and for the presentation of special awards, including the Russell G. Lloyd Distinguished Service Award. **Logo to be provided to Aim at the time of sponsorship selection but no later than July 6th.**

#### 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 the reception upon request.

#### 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 the reception upon request.

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

Includes printed recognition in digital conference program, on signage during event, one additional guest ticket for the reception upon request.

### Featured Breaker Sponsor

**\$2,500 / 1 Sponsorship Available**

**SOLD OUT**  
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 July 6th.**

### 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 July 6th.**

### 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 on Thursday, August 24th. 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 September, October, or November, following the 2023 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 July 6th. Deadline to submit video file to Aim is July 27th.**



# 2023 SPONSORSHIP OPPORTUNITIES

## FOOD / COFFEE

### Bacon Sponsor

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

Nothing makes attendees squeal with excitement more than coming down for breakfast at the Aim Ideas Summit and 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. 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 July 6th.**

### Wednesday Coffee Break Sponsor

**\$1,000 / 1 Sponsorship Available**

Do you want to be the superstar bringing caffeine to the Aim Ideas Summit masses? Deliver a little pep to attendees with morning coffee service on the longest day of the conference by sponsoring coffee service and providing coffee cup sleeves printed with your company's logo. Also includes recognition in digital conference program. Sponsor will provide a minimum of 250 custom coffee sleeves for 12 ounce cups. **Sleeves must be delivered to Aim no later than July 27th. Logo to be provided to Aim at the time of sponsorship selection but no later than July 6th.**

## BOARD OF DIRECTORS' DINNER

### Board of Directors' Dinner – Silver Sponsor

**\$7,500 / 1 Sponsorship Available**

Invite members of the Aim Board of Directors for dinner at 7:00 p.m. on Monday, August 21st. 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 July 6th.**

## PRIZES

### Major Prizes

**\$750 / 4 Sponsorships Available**

Sponsor one of four 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 July 6th.**

### Daily Influencer Award

**\$250 / 3 Sponsorships Available**

Sponsor a daily giveaway to the municipal official who knows how share their conference experience on social media! Tuesday - 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 July 6th.**

### Top Influencer Award

**\$7,500 / 1 Sponsorship Available**

Encourage Aim attendees to get their social media game on by sponsoring the Top Influencer Award. The attendee who embraces 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 on Thursday, August 24th. 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 July 6th.**



# 2023 SPONSORSHIP OPPORTUNITIES

## SUMMIT GIVEAWAYS

**Tote Bag Sponsorships Available**  
**SOLD OUT**

Promote your company by adding your logo on the conference tote bag handed out to the first 800 conference attendees to claim 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 July 6th.**

### Conference Tote Bag Giveaway \$500 / 8 Sponsorships Available

Haven't reserved a booth? You should, but let's just say you haven't. Let us help you put your company giveaways in the hands of conference attendees. You provide us with 800 small giveaways (think pens, Post-its, Tech Tacos, etc.) and we'll add them to the Aim Ideas Summit tote bag! All swag items must be cleared by Aim in advance of your company ordering any items. Aim is not required to use any giveaways that were not previously approved by Aim. **Logo to be provided to Aim at the time of sponsorship selection but no later than July 6th. All giveaways must be delivered to the Aim office no later than July 27th.**

## AFFILIATE GROUPS

### Indiana Conference of Mayors Luncheon Sponsor \$1,000 / 2 Sponsorships Available

**SOLD OUT**  
Join the Indiana Conference of Mayors 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 / 3 Sponsorships Available

Join 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 / 3 Sponsorships Available

Join 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.

## AIM EXTRA

### Member Survey Donation

Throughout the Summer of 2023 Aim is undertaking a comprehensive member survey. This is a significant opportunity for Aim to learn from our members about the Aim services they value most and offer feedback Aim can use to improve. The member survey will close during the Summit following one final push by the Aim staff. Would you be interested in helping the Aim team generate interest in the survey? If so, please make your \$50 or \$100 donation official where indicated on the enclosed Sponsorship Form. Supporters of our survey promotion will be recognized during the Aim Ideas Summit.

*\*This document was printed on July 10, 2023, and reflects availability when printed and posted on [aimindiana.org](http://aimindiana.org). Sponsorships may no longer be available by the time you receive this document. Please check [aimindiana.org/ideassummit](http://aimindiana.org/ideassummit) for current availability.*

*Opportunities are available on a first-come, first-served basis. Priority will be give to Aim Corporate Members 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)).*





# 2023 SPONSORSHIP OPPORTUNITIES ORDER FORM

Complete the form below with your selections for the 2023 Aim Ideas Summit and return with payment. Please note the various deadlines, specifications, and limitations on the previous pages.

**EMAIL:** lmosier@aimindiana.org

**MAIL:** Aim  
125 W Market St., Ste. 100  
Indianapolis, IN 46204

**FAX:** (317) 237-6206

ITEM SELECTION					
Item	Price	Amount	Item	Price	Amount
Digital Conference Program Ad <input type="checkbox"/> Full Page \$500 <input type="checkbox"/> Half Page \$375 <input type="checkbox"/> Quarter Page \$250 <input type="checkbox"/> Business Card \$125			<input type="checkbox"/> Featured Speaker Sponsor	\$3,000	<b>SOLD OUT</b>
<input type="checkbox"/> Digital Welcome Wall \$500			<input type="checkbox"/> Closing Business Session Sponsor	\$1,500	
<input type="checkbox"/> Conference Mobile Website \$500			<input type="checkbox"/> Closing Business Session Video Commercial	\$1,800	
<input type="checkbox"/> Email Blast Content \$750			<input type="checkbox"/> Bacon Sponsor	\$1,000	
<input type="checkbox"/> Window Clings \$500		<b>SOLD OUT</b>	<input type="checkbox"/> Wednesday Coffee Break Sponsor	\$1,000	<b>SOLD OUT</b>
<input type="checkbox"/> Escalator Clings \$700		<b>SOLD OUT</b>	<input type="checkbox"/> Board of Directors' Dinner - Silver Sponsor	\$2,500	<b>SOLD OUT</b>
<input type="checkbox"/> Floor Clings \$700		<b>SOLD OUT</b>	<input type="checkbox"/> Major Prize	\$750	
<input type="checkbox"/> Hand Sanitizer Station \$500		<b>SOLD OUT</b>	<input type="checkbox"/> Daily Influencer Award	\$250	
<input type="checkbox"/> Vendor Solutions Workshop \$1,500		<b>SOLD OUT</b>	<input type="checkbox"/> Top Influencer Award	\$750	<b>SOLD OUT</b>
<input type="checkbox"/> Welcome Reception in Exhibit Hall \$500		<b>SOLD OUT</b>	<input type="checkbox"/> Tote Bags	\$500	<b>SOLD OUT</b>
<input type="checkbox"/> Exhibit Hall Memento Cookies \$750		<b>SOLD OUT</b>	<input type="checkbox"/> Conference Tote Bag Giveaway	\$500	
<input type="checkbox"/> Municipal Mad Lib \$250			<input type="checkbox"/> Indiana Conference of Mayors Luncheon Sponsor	\$1,000	<b>SOLD OUT</b>
<input type="checkbox"/> Trash Can with Logo \$1,500			<input type="checkbox"/> Indiana Association of City Engineers Luncheon Sponsor	\$1,000	
<input type="checkbox"/> Opening Business Session Video Commercial \$1,800		<b>SOLD OUT</b>	<input type="checkbox"/> Indiana League of Municipal Clerks & Treasurers Luncheon Sponsor	\$1,000	
Presidents' Reception <input type="checkbox"/> Gold Level \$3,500 <input type="checkbox"/> Silver Level \$1,800 <input type="checkbox"/> Bronze Level \$800			<b>Total:</b>		

*\*This document was printed on July 10, 2023, and reflects availability when printed and posted on aimindiana.org. Sponsorships may no longer be available by the time you receive this document. Please check aimindiana.org/ideassummit for current availability.*

**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 July 6th.

**Add donation to help Aim promote comprehensive member survey:**  \$50  \$100

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