



# 2024 SPONSORSHIP OPPORTUNITIES

Join us October 8-10 in Fort Wayne for the state's largest gathering of municipal officials at the 2024 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 2024 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 August 30th.**

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

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

### 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 30th.**

### Email Blast Content

#### \$750 / 4 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 August 30th.**

### Door Clings

#### \$600 / 2 Clings – 8 Sponsorships Available

Don't miss this opportunity to have your company logo seen by every attendee! Two door clings will be placed on the Grand Wayne Convention Center main doors in the highest traffic area leading into the event center and printed recognition in the digital conference program. This popular feature earns rave reviews from attendees! Measurement of Door Cling: 34x32. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 30th.**

### Floor Clings

#### \$850 / 4 Clings – 10 Sponsorships Available

One of the most popular option for folks who want to get their company in front of hundreds of municipal leaders throughout the Convention Center! 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 the 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 30th.**

### Window Clings

#### \$600 / 2 Clings – 6 Sponsorships Available

Another high-visibility opportunity to get your company's logo out there! Two window clings will be placed on main glass panels of the Grand Wayne Convention Center in the highest traffic area and recognition in the digital conference program! Measurement of Window Cling: 34-49x32, Size Depends on Window. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 30th.**



# IDEAS SUMMIT

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## Wi-Fi Sponsor

**\$5,000 / 1 Sponsorship Available**

We need a meeting in person, but the need to be online continues! The Wi-Fi sponsorship will help Aim ensure attendees and high-speed internet connectivity throughout the event. This sponsorship aims to enhance the attendee experience by providing reliable access for the digital program, presentations, and real-time information sharing. The company name will be entered as the Wi-Fi password. Recognition also be in the digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 30th.**

## Hand Sanitizer Stations

**\$500 / 1 Sponsorship Available**

While we do our part to avoid the spread of germs. Sponsor six standard 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 digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 30th.**

## --- WORKSHOPS ---

## Workshop Room Items

**\$750 / 2 Sponsorships Available**

Sponsor provides 500 notepads or pens with company logo and/or name on them to be placed in Early Bird workshop 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 30th. Deadline for Aim to receive workshop items is September 20th.**

## Vendor Solutions Workshop

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

There are great 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 the digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 30th.**

## --- EXHIBIT HALL ---

## Welcome Reception in Exhibit Hall

**\$500 / 8 Sponsorships Available**

The networking reception on Tuesday, October 8th, will celebrate the opening of our exhibit hall, which feature more than 120 exhibit booths. Additional sponsor benefits include: printed recognition on signage and in the digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 30th.**

## Exhibit Hall Memento Cookies

**\$750 / 2 Sponsorships Available**

Printed recognition attached to one-hundred specialty cookies given first-come, first-served to delegates at the Exhibit Hall Opening on Tuesday, October 8th. 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 30th. Deadline for Aim to receive business cards is September 6th.**

## Illumination Expedition

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

As a participant of this year's exhibit hall game, attendees will visit your booth searching high and low for a hidden QR code. Think, "Hide and Seek" for lightbulbs! You'll receive a lightbulb cutout with a QR code that you'll hide around your booth. Attendees will participate in the hunt, look for the codes, scan, and complete a game board. Exhibitors will receive a list of those that participated in the game following the conference. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 30th.**



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## Trash Can with Logo

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

In recent years, more than a dozen 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 they grabbed a few too many sweet treats! Choose this Aim Ideas Summit sponsorship and provide 10 large corrugated paper trash cans with your company'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 August 30th.**

## --- GENERAL SESSIONS ---

## Opening Business Session Video Commercial

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

Among the most popular and fun sponsorships due to the member enthusiasm to see what Aim corporate members are doing to the big screen! 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 8th. Sponsor must provide commercial to Aim in approved MP4 video file format and will also receive printed 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 2024 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 30th. Deadline to submit video file to Aim is September 13th.**

## Presidents' Reception

Join conference attendees on Wednesday, October 9th, 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 August 30th.**

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

Includes printed recognition in the 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 the 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 / 4 Sponsorships Available

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

## Featured Speaker Sponsor

**\$3,000 / 1 Sponsorships 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. Recognition will also be in the digital conference program and on signage during the event. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 30th.**

## 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 30th.**



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## 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 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 2024 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 30th. Deadline to submit video file to Aim is September 13th.**

## --- 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! Your company's name and logo will be prominently displayed on the buffet as the breakfast hero, along with recognition in the digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 30th.**

### Wednesday Coffee Break Sponsor

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

Do you want to be the superstar bringing caffeine to the Aim Ideas Summit? 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 the 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 September 6th. Logo to be provided to Aim at the time of sponsorship selection but no later than August 30th.**

### Thursday Lunch Sponsor

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

As a Thursday lunch sponsor, you'll be the last one to help fill the bellies of attendees before heading home. After a long week of learning and networking, your sponsorship will provide delicious food to attendees for the Closing Business Session. Your company will be recognized on signage and in the digital conference program. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 30th.**

## --- 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 August 30th.**

### 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! On Tuesday, Wednesday, and Thursday, we will award a prize to the municipal attendee excelling online by posting educational highlights from the conference. Sponsor benefits include printed recognition in the digital conference program, and verbal recognition from the podium during prize drawing. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 30th.**

### Top Influencer Award

**\$750 / 1 Sponsorship Available**

Encourage 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. Sponsor benefits include printed recognition in the digital conference program and verbal recognition from the podium during prize drawing. **Logo to be provided to Aim at the time of sponsorship selection but no later than August 30th.**



**--- SUMMIT GIVEAWAYS ---**

**Tote Bags**

**\$500 / 5 Sponsorships Available**

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 August 30th.**

**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 by September 1st and 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 August 30th. All giveaways must be delivered to the Aim office no later than September 20th.**

**--- BOARD OF DIRECTORS' DINNER ---**

**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 7th. 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 30th.**

**Board of Directors' Dinner Transportation Sponsor**

**\$1,250 / 2 Sponsorships Available**

Members of the Aim Board of Directors will be thanking you all night for the transportation you'll support with this sponsorship! Safe and reliable transportation will be available to and from the Aim Board of Directors dinner at 7:00 p.m. on Monday, October 7th. Sponsor benefits include a dinner ticket for one company representative, 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 30th.**

**--- AFFILIATE GROUPS ---**

**Indiana Conference of Mayors Luncheon Sponsor**

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

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.

*\*This document was printed on August 2, 2024, 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 ([Imosier@aimindiana.org](mailto:Imosier@aimindiana.org)). If you have questions on advertising specifications, contact Erin Jamison-Koenig ([ejamisonkoenig@aimindiana.org](mailto:ejamisonkoenig@aimindiana.org)).*



# IDEAS SUMMIT

OCTOBER 8-10, 2024 | FORT WAYNE

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Complete the form below with your selections for the 2024 Aim Ideas Summit and return with payment. Please note the various deadlines, specifications, and limitations on the previous pages.

**EMAIL:** [Imosier@aimindiana.org](mailto:Imosier@aimindiana.org)

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

**MAIL:** Aim, 125 W Market Street, Suite 100, Indianapolis, IN 46204

## ITEM SELECTION

Item	Price	Amount	Item	Price	Amount
Digital Conference Program Ad <input type="checkbox"/> Full Page <input type="checkbox"/> Half Page <input type="checkbox"/> Quarter Page <input type="checkbox"/> Business Card	\$500 \$375 \$250 \$125		<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 Content	\$750		<input type="checkbox"/> Closing Business Session Video Commercial	\$1,800	
<input type="checkbox"/> Door Clings	\$600		<input type="checkbox"/> Bacon Sponsor	\$1,000	
<input type="checkbox"/> Floor Clings	\$850		<input type="checkbox"/> Wednesday Coffee Break Sponsor	\$1,000	
<input type="checkbox"/> Window Clings	\$600		<input type="checkbox"/> Thursday Lunch Sponsor	\$1,000	
<input type="checkbox"/> Wi-Fi Sponsor	\$5,000	SOLD OUT	<input type="checkbox"/> Major Prize	\$750	
<input type="checkbox"/> Hand Sanitizer Station	\$500	SOLD OUT	<input type="checkbox"/> Daily Influencer Award	\$250	
<input type="checkbox"/> Workshop Room Items	\$750		<input type="checkbox"/> Top Influencer Award	\$750	
<input type="checkbox"/> Vendor Solutions Workshop	\$1,500	SOLD OUT	<input type="checkbox"/> Tote Bags	\$500	
<input type="checkbox"/> Welcome Reception in Exhibit Hall	\$500		<input type="checkbox"/> Conference Tote Bag Giveaway	\$500	
<input type="checkbox"/> Exhibit Hall Memento Cookies	\$750	SOLD OUT	<input type="checkbox"/> Board of Directors' Dinner Silver Sponsor	\$2,500	
<input type="checkbox"/> Illumination Expedition	\$250		<input type="checkbox"/> Board of Directors' Dinner Transportation Sponsor	\$1,250	
<input type="checkbox"/> Trash Can with Logo	\$1,500		<input type="checkbox"/> Indiana Conference of Mayors Luncheon Sponsor	\$1,000	SOLD OUT
<input type="checkbox"/> Opening Business Session Video Commercial	\$1,800	SOLD OUT	<input type="checkbox"/> Indiana Association of City Engineers Luncheon Sponsor	\$1,000	
Presidents' Reception <input type="checkbox"/> Gold Level <input type="checkbox"/> Silver Level <input type="checkbox"/> Bronze Level	\$3,500 \$1,800 \$800		<input type="checkbox"/> Indiana League of Municipal Clerks & Treasurers Luncheon Sponsor	\$1,000	
			<b>Total:</b>		

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**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 30th.

## COMPANY & PAYMENT INFORMATION

Company Name								
Contact								
Phone			Email					
Company Address								
City			State		ZIP			
Company Website								
Method of Payment (Circle One)		Check	MasterCard	Visa	Discover	AmEx	Check Number (Payable to Aim)	
Card Number								
Expiration Date				Verification Code				
Name of Cardholder								
Billing Address								
City			State		ZIP			
Cardholder Signature								