



LEAGUE PARTNER PROGRAM | 2021

- NETWORKING
- CONNECTION
- RECOGNITION
- COMMUNICATION



An abstract graphic on the left side of the slide. It features several overlapping circles in shades of blue, green, and yellow. In the background, there is a stylized city skyline with various skyscrapers and a mountain range. The overall aesthetic is modern and professional.

Endless Opportunities

The Reimagined Partner Program

The **League Partner** program provides unparalleled opportunities for organizations to support the work of cities while engaging in educational activities, policymaking, conferences, regional meetings, and networking events throughout the year.



League Partner Program Mission

The **League Partner** program fosters collaboration between businesses, organizations, and cities to further the priorities of cities in California.

Evolution of the League Partner Program

The Goal

As part of the League's strategic planning process, we reviewed the program's:

- value proposition – to **League Partners**, member cities, and the League organization – ensuring it's a win-win-win.
- alignment of the benefit and fee structure with the costs of running the program.

Evolution of the League Partner Program

The Research

To build a superior **League Partner** program structure, we conducted:

- an analysis of successful association partner programs (NLC, NACO, CSAC, and ICMA).
- a survey of **League Partners** to identify which benefits were of most value.
- a survey of League members to identify which interaction with **League Partners** they most valued.

Evolution of the League Partner Program

The Expanded Benefits

- Three new membership levels:
 - **Premier** – \$25,000
 - **Elite** – \$15,000
 - **Principal** – \$5,000
- A searchable directory of Partner companies and their services featured on the League website and mobile app.
- Access to and recognition at all League regional division meetings.
- Exclusive sponsorship opportunities for the CA Civic Leadership Institute.
- Exclusive advertorial opportunities in *Western City* magazine.

Premier level -
engaging with
the League at
its highest level.

Opportunity

Premier Partner

Top Tier – \$25,000

- Opportunity to serve on **League Policy** and **Partner Committees**.
- Company Included in **searchable online service directory**.
- **10 complimentary** conference registrations per year.
- **Complimentary/preferential** exhibit space at annual conference.
- Eligible to present during conference **Partner Track**.
- Submit proposal for **League Partner webinar series**.
- Opportunity to give **input** on annual conference sessions.
- Redirect \$5,000 from partner fee to **CitiPAC event** sponsorships.
- **20% discount** on *Western City* magazine advertising.
- Opportunity to serve on League's **Helen Putnam Award for Excellence** juries and present awards at city council meetings.

Premier Partner

Top Tier – \$25,000

Premier level -
engaging with
the League at
its highest level.

Access

- Invitations to **League Regional Division** meetings.
- Invitation to attend **League Leaders Workshop** (with Board, division, department, Caucus, and policy leadership).
- Invitation to events during **Quarterly League Policy Committee** meetings.
- Invitation to **League Board of Directors** dinners.
- Invitation to attend the **League's California Civic Leadership Institute**.
- Access to **conference attendee** lists.

Premier Partner

Top Tier – \$25,000

Premier level -
engaging with
the League at
its highest level.

Recognition

- **Exclusive recognition** and reception for Partners attending Board meeting at League Annual Conference & Expo.
- **Special recognition** at League Regional Division meetings.
- **Inclusion of name and logo** on signage in prominent places at Annual Conference & Expo.
- **Prominent placement** of name and logo featured on the homepage of League website www.cacities.org.
- **Special Recognition** as a Premier Partner in program agenda, when presenting during League events.

Elite Partner

Middle Tier – \$15,000

Elite level – opportunities in policy process, brand amplification, member access.

Opportunity

- Opportunity to serve on **League Policy** and **Partner Committees**.
- Company Included in **searchable online service directory**.
- **5 complimentary** conference registrations per year.
- Opportunity to give **input** on annual conference sessions.
- Access to **conference attendee** lists.
- **20% discount** on *Western City* magazine advertising.
- Opportunity to serve on League's **Helen Putnam Award for Excellence** juries and present awards at city council meetings.

Elite Partner

Middle Tier – \$15,000

Elite level – opportunities in policy process, brand amplification, and member access.

Access & Recognition

- Invitations to **League Regional Division** meetings.
- Invitation to events during **Quarterly League Policy Committee** meetings.
- **Exclusive recognition** and reception for Partners attending Board meeting at League Annual Conference & Expo.
- **Special recognition** at League Regional Division meetings.

Principal Partner

Entry-Level Tier – \$5,000

Principal level – supporting and connecting with California cities.

*Opportunity,
Access &
Recognition*

- Company Included in **searchable online service directory**.
- **2 complimentary** conference registrations per year.
- **20% discount** on *Western City* magazine advertising
- Opportunity to serve on League's **Helen Putnam Award for Excellence** juries and present awards at city council meetings.
- Access to **conference attendee** lists.
- **Exclusive recognition** and reception for Partners attending Board meeting at League Annual Conference & Expo.
- Invitations to **League Regional Division** meetings.

2021 League Partner Program Benefits Structure

	Premier (\$25,000)	Elite (\$15,000)	Principal (\$5,000)
• Complimentary conference registrations for use at the League Annual Conference & Expo and departmental conferences.	10	5	2
• Exclusive recognition and reception for League Partners attending the Directors meeting at the Annual Conference & Expo.	X	X	X
• Invitations to League Regional Division meetings .	X	X	X
• Access to conference attendee lists.	X	X	X
• 20% discount on advertising through <i>Western City</i> magazine and exclusive ability to run "advertorials."	X	X	X
• Inclusion in a searchable business service directory on the League website.	X	X	X
• Opportunity to serve on League's Helen Putnam Award for Excellence juries and present awards at city council meetings.	X	X	X
• Opportunity to serve on League Policy Committees , Partner Executive Committee, and Standing League Partner Subcommittees.	X	X	
• Invitation to networking events during Quarterly League Policy Committee meetings.	X	X	
• Special recognition at League Regional Division meetings.	X	X	
• Opportunity to provide input on selection of Annual Conference & Expo sessions.	X	X	
• Opportunity to credit \$5,000 of Premier Partner fees towards sponsorship of CitiPAC events during that calendar year.	X		
• Exclusive opportunity to submit session proposals to the League Annual Conference & Expo Partner Track .	X		
• Opportunity to develop presentations for the League Partner webinar series .	X		
• Special Recognition , as a Premier Partner, in program agenda, when presenting during League events.	X		
• Invitation to League Leaders Workshop , an annual meeting of League Board, division, department, Caucus, and policy leadership.	X		
• Invitation to attend the League's California Civic Leadership Institute , sponsored by the Partner Program.	X		
• Complimentary and preferential exhibit booth space and location at the Annual Conference & Expo (deadlines apply).	X		
• Inclusion of name and logo on signage in prominent places at Annual Conference & Expo.	X		
• Invitation to League Board of Directors dinners.	X		
• Prominent placement of name and logo featured on the homepage of League website www.cacities.org .	X		

League Partner Program

Timeline for 2021 Renewals

- **League Partner** program information will be sent to all existing Partners in the coming weeks.
- To receive **full benefits**, please review the materials and reply with your preferred level of participation, prior to January 1, 2020.
- Invoicing will be sent once you have selected your **partnership level for 2021**.



Connect with Cities all year as a League Partner

Every League Partnership level delivers benefits to help you connect with cities.

Partner organizations are a key part of every event the League hosts – from regional division and policy committee meetings to departmental conferences and annual conference.

The Partner program is the best way to raise your profile and be recognized as a trusted partner of local government and an organization that cities turn to.



Contact Us

Mike Egan, Manager, Sponsorship and Corporate Development
egan@cacities.org • (916) 658-8271

