



LEAGUE OF  
**CALIFORNIA  
CITIES**



**LEAGUE PARTNER**  
2022 Program

NETWORKING • CONNECTION  
RECOGNITION • COMMUNICATION

# LEAGUE PARTNER

## Program Overview



The League of California Cities (Cal Cities) represents more than 450 cities from across the diverse state of California. As the fifth largest economy in the world, the state of California and its cities do business with various organizations from locally owned businesses, to statewide non-profit associations to multinational corporations.

Through its League Partner program, the League of California Cities provides an opportunity for outside organizations to support the work of cities while engaging in educational activities, policymaking, conferences, regional meetings, and networking events throughout the year.

League Partners represent many industries and bring a unique perspective to city officials. Whether they are participating in regional division meetings, Cal Cities Policy Committees, or through various online or in-person educational forums, League Partners bring a valued voice to conversations around city issues.

The League Partner program's role in supporting cities is reflected in the program's mission statement.



## League Partner Program Mission

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

# THREE LEVELS OF ENGAGEMENT

## Premier Partner Level

*Engaging with Cal Cities at its highest level.*

### TOP TIER – \$25,000

#### Opportunity

- One complimentary advertorial article space per year in *Western City* magazine's Solutions for Cities section – exclusive to Partners. *Subject to editorial review.*
- Inclusion of name, logo, and brief description published once per year in the *Cal Cities Advocate* weekly newsletter.
- Opportunity to serve on Cal Cities 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.
- Opportunity to submit proposals 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.

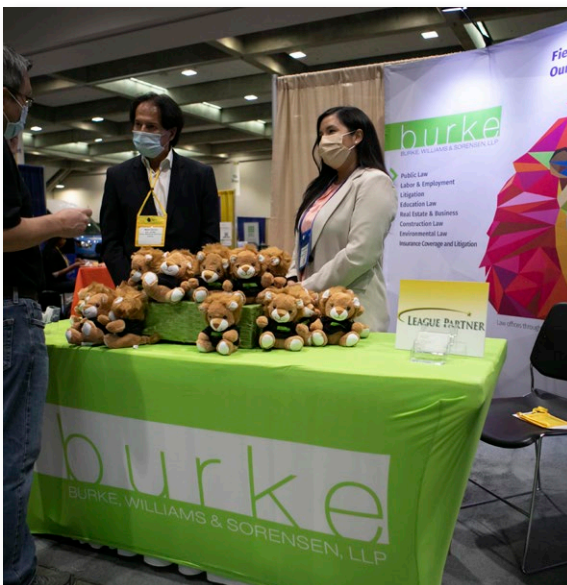
- Opportunity to serve on Cal Cities' Helen Putnam Award for Excellence juries and present awards at city council meetings.

#### Access

- Invitations to Cal Cities Regional Division meetings.
- Invitation to attend League Leaders Workshop (with Board, Division, Department, caucus, and Policy Committee leadership).
- Invitation to events during Quarterly Cal Cities Policy Committee meetings.
- Invitation to Cal Cities Board of Directors dinners.
- Invitation to attend the California Civic Leadership Institute.
- Access to conference attendee lists.

#### Recognition

- Invitation to League Partner recognition event with League of California Cities Board of Directors at Cal Cities Annual Conference and Expo.
- Special recognition at Cal Cities Regional Division meetings.
- Inclusion of name and logo on signage in prominent places at the Cal Cities Annual Conference and Expo.
- Prominent placement of name and logo featured on the homepage of Cal Cities' website [www.calcities.org](http://www.calcities.org).
- Special Recognition as a Premier Partner in program agenda, when presenting during Cal Cities events.



# THREE LEVELS OF ENGAGEMENT

## Elite Partner Level

*Opportunities in policy process, brand amplification, and member access.*

### MIDDLE TIER – \$15,000

#### Opportunity

- Opportunity to serve on Cal Cities 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.
- Opportunity to purchase advertorial article space in *Western City* magazine's Solutions for Cities section – exclusive to Partners. *Subject to editorial review.*

- 20% discount on *Western City* magazine advertising.
- Opportunity to serve on Cal Cities' Helen Putnam Award for Excellence juries and present awards at city council meetings.

#### Access and Recognition

- Invitations to Cal Cities Regional Division meetings.
- Invitation to events during Quarterly Cal Cities Policy Committee meetings.
- Invitation to League Partner recognition event with League of California Cities Board of Directors at Cal Cities Annual Conference and Expo.
- Special recognition at Cal Cities Regional Division meetings.

## Principal Partner Level

*Supporting and connecting with California cities.*

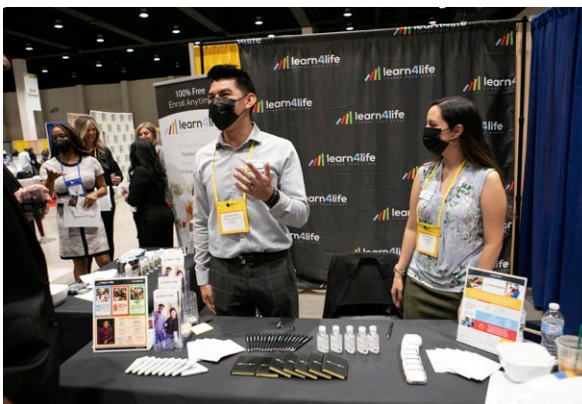
### ENTRY-LEVEL TIER – \$5,000

#### Opportunity, Access, and Recognition

- Company included in searchable online service directory.
- 2 complimentary conference registrations per year.
- Opportunity to purchase advertorial article space in *Western City* magazine's Solutions for Cities section – exclusive to Partners. *Subject to editorial review.*

- 20% discount on *Western City* magazine advertising
- Opportunity to serve on Cal Cities' Helen Putnam Award for Excellence juries and present awards at city council meetings.
- Access to conference attendee lists.
- Invitation to League Partner recognition event with League of California Cities Board of Directors at Cal Cities Annual Conference and Expo.

## 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 Cal Cities hosts — from Regional Division and Policy Committee meetings to Departmental conferences and annual conference.



The League 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.

# 2022 LEAGUE PARTNER PROGRAM

Benefits Structure	Premier \$25,000	Elite \$15,000	Principal \$5,000
Up to 10 complimentary conference registrations per year (depending on membership level) for use at the Cal Cities Annual Conference and Expo and departmental conferences.*	10	5	2
Exclusive recognition and reception for League Partners attending the Cal Cities Board of Directors meeting at the Annual Conference and Expo.	☑	☑	☑
Invitations to Cal Cities Regional Division meetings.	☑	☑	☑
Access to final conference registrant list.	☑	☑	☑
20% discount on advertising through Western City Magazine and exclusive ability to run “advertorials.”	☑	☑	☑
Inclusion in a searchable business service directory on the Cal Cities website.	☑	☑	☑
Opportunity to serve on Cal Cities’s Helen Putnam Award for Excellence juries and present these prestigious awards at city council meetings.	☑	☑	☑
Advertorial article space in <i>Western City</i> magazine’s Solutions for Cities section – exclusive to Partners. Complimentary for Premier, available to purchase for Elite and Principal. <i>Subject to editorial review.</i>	☑	☑	☑
Opportunity to serve on the League Partner Executive Committee, Cal Cities Policy Committees, and Standing League Partner Subcommittees.	☑	☑	
Invitation to networking events during Quarterly Cal Cities Policy Committee meetings.	☑	☑	
Special recognition at Cal Cities Regional Division meetings.	☑	☑	
Opportunity to provide input on selection of Annual Conference and Expo sessions.	☑	☑	
Opportunity to credit \$5,000 of Premier Partner fees towards sponsorship of CitiPAC events during that calendar year.	☑		
Exclusive opportunity to submit session proposals to the Cal Cities Annual Conference and Expo League Partner Track.	☑		
Opportunity to develop presentations for the League Partner webinar series.	☑		
Special Recognition as a Premier Partner in program agenda, when presenting during Cal Cities events.	☑		
Invitation to attend League Leaders Workshop, an annual priority-setting meeting of Cal Cities Board members, and division, department, caucus, and policy leadership.	☑		
Invitation to attend the California Civic Leadership Institute, sponsored by the League Partner Program.	☑		
Complimentary exhibit booth space at the Annual Conference and Expo, with preferential selection of booth location (deadlines apply).**	☑		
Inclusion of name and logo on signage in prominent places at Annual Conference and Expo.	☑		
Invitation to Cal Cities Board of Directors dinners.	☑		
Prominent placement of name and logo featured on the homepage of Cal Cities website <a href="http://www.calcities.org">www.calcities.org</a> .	☑		
Inclusion of name, logo, and brief description published once per year in the <i>Cal Cities Advocate</i> weekly newsletter.	☑		

\* New Mayors and Council Members Academy is restricted to city officials only. For a full list of Cal Cities conferences, visit [www.calcities.org/Education-Events/Calendar](http://www.calcities.org/Education-Events/Calendar).  
 \*\* \$2,100 value.

## FOR MORE INFORMATION

on exhibiting at the Annual Conference and Expo, please contact: Rebecca Inman at **916.658.8237** or [rinman@calcities.org](mailto:rinman@calcities.org).

\*Please note: Your partnership must be paid in full by April 1, 2022 to receive full benefits at any level.

# 2022 LEAGUE PARTNER APPLICATION

Please complete this interactive form and email to [egan@calcities.org](mailto:egan@calcities.org) or fax: 916.658.8240  
Submit and pay for your 2022 League Partner membership online at [www.calcities.org/LeaguePartners](http://www.calcities.org/LeaguePartners)

ORGANIZATION REPRESENTATIVE: (NAME and TITLE*)	
SECONDARY ORGANIZATION CONTACT: (NAME and TITLE*)	
ORGANIZATION:	
ADDRESS:	
CITY/STATE/ZIP:	
PHONE:	FAX:
E-MAIL:	ORGANIZATION WEBSITE:
SECONDARY CONTACT E-MAIL:	

*\*Primary person coordinating your company's League Partner involvement. Other persons may be designated to participate in Cal Cities activities as well.*

## WE WANT TO TAKE AN ACTIVE ROLE IN SUPPORTING LOCAL GOVERNMENT by joining at one of the sponsor levels stated below:

Premier — \$25,000     Elite — \$15,000     Principal — \$5,000

Total 2022 amount we wish to contribute \$ \_\_\_\_\_

*\*Please note: Your partnership must be paid in full by April 1, 2022 to receive full benefits at any level.*

Payment enclosed, make check payable to League of California Cities/League Partner     Send me an invoice     I will pay online at [www.calcities.org/LeaguePartners](http://www.calcities.org/LeaguePartners)

Once payment is received at the Principal level and above, Partners are offered complimentary registration at additional Cal Cities Education Department programs in 2022. Select from the following list  
*(see benefits chart indicating the number of additional 2022 programs offered):*

**New Mayors and Council Members Academy**  
January 20 – 21 and January 27 – 28, 2022

**Public Works Officers Institute**  
March 23 – 25, 2022

**City Managers Conference**  
February 2 – 4, 2022

**City Attorneys Spring Conference**  
May 4 – 6, 2022

**Planning Commissioners Academy**  
March 16 – 18, 2022

**Annual Conference and Expo**  
September 7 – 9, 2022

Please send us more information about supporting the Institute for Local Government's research and education programs.  
For more information on exhibiting at the Annual Conference and Expo, please contact:  
Rebecca Inman at 916.658.8237 or [rinman@calcities.org](mailto:rinman@calcities.org).

Signature/Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Your support of the League Partner Program is truly appreciated!**



LEAGUE PARTNER  
PROGRAM | 2022

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