



American Planning Association
Arizona Chapter

Making Great Communities Happen

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June 1, 2009

Dear Vendor/Consultant Exhibitor/Sponsor:

I am happy to extend this invitation to you to be an exhibitor and/or sponsor at the 2009 Arizona Chapter, American Planning Association Conference, which will be held in Prescott Valley, Arizona October 14 - 16, 2009.

The theme of the conference is "Partnerships for Success" with an emphasis on new trends in planning, redevelopment, design, sustainability and international planning issues. There will be many interesting sessions, mobile workshops, an excellent plenary session with prominent speakers, a fun and exciting opening reception, awards luncheon and a very interactive and fun Planners' Bazaar with prizes.

The 2009 Arizona Chapter, American Planning Association Conference offers a variety of sponsorship options at a number of attractive, affordable prices to suit your organization. Your organization could participate by reserving exhibit space, sponsoring a specific event (such as the awards luncheon or hospitality break), supplying a conference give-away item, or donating a gift to be given away at the Planners' Bazaar raffle. These present an excellent marketing opportunity for your organization.

To facilitate your participation, we have enclosed a description and price list of the various exhibitor packages, details regarding each sponsor-worthy event, Planners' Bazaar exhibitors' booth location maps with a "needs checklist," and; finally, the appropriate registration forms. **The exhibitor spaces are reserved on a first-paid, first-reserved basis, so please respond at your earliest convenience. As an incentive, companies who submit their sponsorship information for either exhibitor space or for an event sponsorship and make payment by June 30, 2009 will receive a 15% discount on the cost of the sponsorship.**

We appreciate your support of this special event and hope you are able to attend the conference and take advantage of one or more sponsorship opportunities. Your participation in this Arizona Chapter, American Planning Association Conference fund-raising enables our membership and its board to promote professional planning in Arizona and helps highlight the importance of community planning, urban design, and public/private partnerships.

We greatly appreciate your role in heightening the awareness and caliber of planning and community development in Arizona. If you have any questions regarding the sponsorship packet, please call the Arizona Chapter, American Planning Association office at (602) 866-7188 or myself at 928-778-7587.

Sincerely,

Dava Z. Hoffman

Dava Z. Hoffman, Chairman

Jill Kusy

Jill Kusy, AICP, Past President

Robert Pikora

Robert Pikora, Director

Prescott Valley Conference Committee, 2009

10000 N. 31st Ave., Suite D400
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SPONSORSHIP PROGRAM



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Arizona Chapter

Making Great Communities Happen

Arizona Planning Conference 2009

Partnerships for Success

October 14 -16, 2009 - Prescott Valley, Arizona

Exhibitors Sponsorship "Winning Partnership Success" Levels

There are several opportunities to sponsor this year's event. Different levels of sponsorship will give your company a variety of options to promote your firm, agency, or product to hundreds of professionals providing planning and design services to the public and private sectors throughout Arizona.

Oscar Level: \$3,500

- Recognition as the conference's top sponsor
- Three fully-paid conference registrations (Registration form must be completed)
- One complimentary room at Downtown Prescott Valley Hampton Inn & Suites for Wednesday, October 14 and Thursday, October 15.
Available to the first two sponsorships paid by August 1
- Two event guest tickets (select from Opening Reception, Awards Luncheon, Planners' Bazaar)
- Premium 8' wide x 10' deep exhibitor space through the duration of the conference (booth)
- 1st choice of location of booth during Planners' Bazaar
- Logo and link to company website on all conference web pages
- Logo on conference banners, conference program, and other handouts
- Promotional material (one item, provided by you) included in conference tote bags
- To secure additional name badges for booth attendants (not registered for the conference) you must purchase a Planners' Bazaar ticket.



Tony Award Level: \$2,000

- Two fully-paid conference registrations (Registration form must be completed)
- One complimentary room at Downtown Prescott Valley Hampton Inn & Suites for Wednesday, October 14 and Thursday, October 15.
Available to the first two sponsorships paid by August 1
- Two event guest tickets (select from Opening Reception, Awards Luncheon, Planners' Bazaar)
- Premium 8' wide x 10' deep exhibitor space through the duration of the conference (booth)
- 2nd choice of location of booth during Planners' Bazaar
- Logo and link to company website on all conference web pages
- Logo on conference banners, conference program, and other handouts
- Promotional material (one item, provided by you) included in conference tote bags
- To secure additional name badges for booth attendants (not registered for the conference) you must purchase a Planners' Bazaar ticket.



Emmy Award Level: \$1,500

- One fully-paid conference registration (Registration form must be completed)
- Two event guest tickets (select from Opening Reception, Awards Luncheon, Planners' Bazaar)
- 8' wide x 10' deep exhibitor space through the duration of the conference *
- Logo and link to company website on all conference web pages
- Logo on conference banners, conference program, and other handouts
- Promotional material (one item, provided by you) included in conference tote bags
- To secure additional name badges for booth attendants (not registered for the conference) you must purchase a Planners' Bazaar ticket.



*Exhibit space is limited during the conference. Priority is given to Oscar, Tony and Emmy Levels, then on a first-come basis for all tabletop exhibitors.

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Golden Globe: \$1,000

- ⊗ One fully-paid conference registration (Registration form must be completed)
- ⊗ One event guest ticket (select from Opening Reception, Awards Luncheon, Planners' Bazaar)
- ⊗ 6' wide x 4' deep tabletop exhibitor space during the Planners' Bazaar
- ⊗ Logo and link to company website conference sponsorship web page
- ⊗ Logo on conference banners, conference program, and other handouts
- ⊗ Promotional material (one item, provided by you) included in conference tote bags
- ⊗ To secure additional name badges for booth attendants (not registered for the conference) you must purchase a Planners' Bazaar ticket.



Grammy: \$500

- ⊗ 6' wide x 4' deep tabletop exhibitor space during the Planners' Bazaar
- ⊗ Logo and link to company website on conference sponsorship web page
- ⊗ Logo on conference banners, conference program, and other handouts
- ⊗ Promotional material (one item, provided by you) included in conference tote bags
- ⊗ Receive a maximum of two name badges per exhibit space for booth attendants.
To secure additional badges you must purchase a Planners' Bazaar ticket.



MTV: \$500

- ⊗ One fully-paid conference registration (Registration form must be completed)
- ⊗ 6' wide x 4' deep tabletop exhibitor space during the Planner's Bazaar
- ⊗ To secure additional name badges for booth attendants (not registered for the conference) you must purchase a Planners' Bazaar ticket.



Public Agency / Non-Profit Booth at Planners' Bazaar: \$150

- ⊗ Includes a 6' wide x 4' deep tabletop display at the Planners' Bazaar for your agency or jurisdiction
- ⊗ Receive a maximum of two name badges per exhibit space for booth attendants. To secure additional badges you must purchase a Planners' Bazaar ticket.

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Major Event Sponsors

If you are not interested in having a booth or conference registration, or if you want to get additional recognition for your company, Major Event sponsorship is a great way to promote your business at one of the popular special events.

These three (3) Major Events are the showcase and social highlights of the conference. Each of the events provide a unique opportunity to showcase your company at gatherings attended by most of the conference attendees. Only one sponsor per event will be accepted, so your company will have exclusive attention at your event.

Opening Reception and Planners' Bazaar (\$3,000 each)

Sponsors may have a booth at their event.

Attendance at these events is approximately 200-250 professionals.

The Awards Luncheon (\$3,000)

Sponsor will have a reserved table at the front of the room, their logo on the cover of the awards program, placards on each table, and may provide handouts, literature, or gifts at each table. This is the most widely-attended event of the conference with up to 450 in attendance.

Sponsorship for each event includes:

- ⊗ 8 guest tickets to your event
- ⊗ One complimentary suite at Downtown Prescott Valley Hampton Inn & Suites for Wednesday, October 14 and Thursday, October 15.
Available to the first two sponsorships paid by August 1
- ⊗ Brief presentation by company representative at event
- ⊗ Logo and link to company website on all conference web pages
- ⊗ Logo on conference banners, conference program, and other handouts
- ⊗ 24" x 36" display with your logo at your event

Miscellaneous Sponsorships

Hospitality Sponsors (\$500 each – five available)

Three (3) refreshment breaks and two (2) continental breakfasts are scheduled for all conference registrants.

Sponsors will receive:

- ⊗ Logo in the conference program and other handouts
- ⊗ 24" x 36" display with your logo at your event
- ⊗ Table at event for placement of business cards and other company literature

Lanyard Sponsor (\$1,500)

Put your company logo on the official conference name badge holder that every attendee will receive. Your company logo will be placed alternatively with the official 2009 conference logo. In addition, your company logo will be placed on all conference materials including the website as a conference sponsor.

Jump Drive Sponsor (\$2,000 or in-kind)

Your company logo will be placed on jump drives, which will be given as a gift of appreciation to speakers and moderators.

Business Card Ad (\$100)

Place a business card ad in the official conference program.

Conference Bag Gift Sponsorship

Market your firm by providing an item for the conference tote bag. Everyone registered for the conference will see your company name, logo, address, etc., on the item. Examples include: mouse pads, pens, notepads, etc. (Note: All items are subject to conference committee approval.) Commitments must be received by October 1, 2009. Actual donations of items must be received by October 9, 2009. Please send to Arizona Chapter, American Planning Association Conference's office at 10000 N. 31st Avenue, Suite D400, Phoenix, AZ 85051.

Planners' Bazaar Raffle Donations

We cordially invite you to donate an item for this year's Planners' Bazaar raffle. Items donated in the past include: All-expense paid vacation packages, ArcView® software package, document scanner, Palm Pilots®, golf course passes, t-shirts, baseball caps, gift certificates, and gift baskets. The items are given away by a raffle drawing, and the name of your company will be announced over the public address system, along with the recipient's name. Winners are drawn during the event and must be present to win. Please deliver donated item(s) to Arizona Chapter, American Planning Association Conference's office at 10000 N. 31st Avenue, Suite D400, Phoenix, AZ 85051 or drop off at the registration desk before the Planners' Bazaar. Please be sure your donation is labeled with your company name, address, etc.

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SPONSORSHIP APPLICATION

The following sponsorship or participation opportunities are available which will help support the 2009 Arizona Chapter, American Planning Association Conference. Firms/organizations are also welcome to sponsor more than one event during the course of the conference. Partial sponsorships are accepted and their names will appear in the program under the appropriate category. In order to properly acknowledge your contribution, sponsorship applications and artwork must be received by August 21, 2009.

Company/Organization _____

Address _____

City _____ State _____ Zip _____

Contact _____

Phone _____ Fax _____

E-mail Address _____

Conference Sponsorships

- Oscar Level\$3,500
- Tony Award Level\$2,000
- Emmy Award Level\$1,500
- Golden Globe\$1,000
- Grammy\$500
- MTV\$500
- Public/Non-Profit Booth\$150

Hospitality Sponsorships

- Thursday Morning Continental Breakfast\$500
- Thursday Mid-Morning Hospitality Break\$500
- Thursday Mid-Afternoon Hospitality Break\$500
- Friday Morning Continental Breakfast.....\$500
- Friday Mid-Morning Hospitality Break.....\$500

Event Sponsorships

- Opening Reception (Wednesday evening)\$3,000
- Awards Luncheon (Thursday).....\$3,000
- Planners' Bazaar Cocktail Party (Thursday evening).....\$3,000

Miscellaneous Sponsorships

- Lanyard Sponsor\$1,500
- Jump Drive Sponsor\$2,000
- Business Card Ad in Conference Program\$100

- Conference Bag Sponsor's Gift Item(s):

(Examples: notepad, scale, calculator w/logo)

- Planners' Bazaar Raffle Item(s):

PAYMENT INFORMATION (please print clearly)

Method of Payment: Check # _____ Credit Card (VISA/MC only)

Card number: _____

Expiration Date: _____ SIC (3-digit code): _____

Print name as it appears on card: _____

Billing Address for credit card: _____

Signature: _____

MAIL/FAX REGISTRATION FORM TO:

APA Arizona

10000 N. 31st Avenue, Suite D400
Phoenix, Arizona 85051
Phone: 602-866-7188 • Fax: 602-789-9126
Email: info@azplanning.org



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SPONSORSHIP CHECKLIST

If you have decided to sponsor the APA "Partnerships for Success" conference, the association wishes to express its appreciation for your support.

To simplify the process for you, this checklist of items that need to be submitted is provided. If you have any questions, please do not hesitate to contact the association office at (602) 866-7188. Remember, all sponsorship commitments and artwork received prior to August 21, 2009 will be acknowledged on the conference tote bag.

- Sponsorship Program Application

- If you are entitled to event guest tickets, please mark the appropriate box and specify quantity:
 - Opening Reception – Qty: _____
 - Awards Luncheon – Qty: _____
 - Planners' Bazaar – Qty: _____

- Your check for the total amount of sponsorship commitment made payable to the Arizona Planning Association

- Conference registration form(s) for free registration(s) (Oscar, Tony, Emmy, Golden Globe, and MTV Levels)

- Your company name/logo on CD or disk for use on the Arizona Chapter, American Planning Association website and in the conference materials/signage. Artwork must be PC (not MAC) ready and submitted as vector art (not bitmap) with no placed images. Acceptable files include those created by Adobe Illustrator, Freehand, or Corel Draw and saved as EPS files with all fonts converted to paths. Deadline for all artwork is August 21.

- Booth location choice for Oscar and Tony sponsors only (contingent upon availability)
Premium sponsorship booth size = 8' x 10' (includes one 6-ft. table); Tabletop sponsorship size = 6' x 4' (includes one 6-ft. table)
Refer to the attached Conference Center layout

1st Choice _____ 2nd Choice _____ 3rd Choice _____

- If you will need electricity for your exhibit space, please check here

Please submit this checklist with your sponsorship application.