



MUNICIPAL MANAGEMENT ASSOCIATION  
OF SOUTHERN CALIFORNIA

# CORPORATE PARTNERSHIPS

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2024 • [MMASC.ORG/PARTNERS](https://mmasc.org/partners)







### *MMASC's Vision*

## DEVELOPING PEOPLE. DEVELOPING COMMUNITIES.

The **Municipal Management Association of Southern California (MMASC)** has over 850 public and private sector members in local government agencies, special districts, and companies serving over 24 million residents throughout Southern California. A high percentage of MMASC members have gone on to become City Managers or top-level executives in local government throughout California. Therefore, MMASC offers unique opportunities to establish longstanding relationships with the current and future leaders of local government through its Partnership Program.

The **2024 MMASC Partnership Program** is designed to afford Partners maximum visibility and capitalize on opportunities to meet and network with potential clients and customers. MMASC hosts a variety of events over the course of the year, four organization-wide Signature Annual Events, and recognizes Partners in its weekly *What's Happening Wednesday* email newsletter, on its website and social media platforms. To ensure that each Partner receives the maximum level of exposure, the number of partnerships at each sponsorship level is limited.

Don't miss this exciting opportunity!

## Memberships & Registrations

Number of complimentary registrations to Annual Conference*	5	4	3	2	1
Number of complimentary registrations to Winter Forum	5	4	3	2	1
Number of complimentary registrations to Women's Leadership Summit	5	4	3	2	1
Number of complimentary registrations to Summer Session	5	4	3	2	1
Number of MMASC Business Memberships	5	4	3	2	1

## Visibility & Networking Opportunities

Title Signature Event Sponsorship (Events include elements of Annual Conference, Winter Forum, Women's Leadership Summit, and Summer Session)	✓	✓			
Verbal acknowledgement at Signature Events (Annual Conference, Winter Forum, Women's Leadership Summit, and Summer Session)	✓	✓	✓	✓	✓

## Association Region Involvement Opportunities

Opportunity to serve as a Speaker or Presenter at a Region Event	✓	✓	✓	✓	✓
Opportunity to host an evening social networking event (e.g., Happy Hour, Trivia, etc.)	✓	✓			

## Publication & Branding Opportunities

Recognition in the MMASC eNewsletter	✓	✓	✓	✓	✓
Company logo in the MMASC eNewsletter	✓	✓	✓		✓
Opportunity to submit articles for eNewsletter AND social media (subject to approval, size limits, number of articles per year)	6	5	4	3	2
Company name and logo listed on MMASC website with link to Company website	✓	✓	✓	✓	✓
Company logo on MMASC homepage website banner	✓	✓	✓	✓	✓
Posting of Company Profile in the MMASC online Corporate Directory (Profile to remain online through December 31)	✓	✓			
List of Signature Event attendees 7 days prior to contact attendees and set-up meetings at event	✓	✓	✓	✓	✓
Number of appreciation posts per year on social media	3	3	2	1	1

## Annual Conference Opportunities

Pre-Conference activity complimentary registrations*	4	3	2	1	
Acknowledgement as a Corporate Partner during Pre-Conference activity*	✓	✓	✓	✓	
Complimentary exhibitor booth space	✓	✓	✓	✓	✓
Priority exhibitor booth space selection	✓	✓	✓	✓	✓
Verbal acknowledgement at the Opening General Session	✓	✓	✓	✓	✓
Verbal acknowledgement at the Closing General Session	✓	✓	✓	✓	✓
Opportunity to delivery speaker introduction and/or brief comments (limited to 5 minutes)	✓	✓			
Opportunity to serve as an Annual Conference Speaker or Presenter	✓	✓			
Recognition in Annual Conference looping slideshow	✓	✓	✓	✓	✓
Complimentary logo placement in Conference app including link to Company website	✓	✓	✓	✓	✓
Exclusive sponsorship of Annual Conference Keynote session	✓	✓			
Complimentary advertisement in the Annual Conference program with priority placement depending on partnership level	back page	full page	1/2 page	1/4 page	1/4 page
Opportunity to send an email blast through the Conference app to Annual Conference attendees (on a first come, first-served basis)	✓	✓			
Dedicated push-notification to all attendees through the Annual Conference app, during the Annual Conference (on a first-come, first-served basis)	✓	✓			

\*Denotes benefits received at the MMASC Annual Conference



## Partnership Agreement

Partner understands that contributions may be tax deductible *(please consult your tax professional)*.

Organization \_\_\_\_\_

Primary Contact Name and Title \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Company Web Site \_\_\_\_\_

### General Information

MMASC will determine content, size, and placement of all signage.

Each Corporate Partner will supply its company logo in .eps or .jpeg format in 300 dpi to accommodate various signage applications.

Payment in full will be required before MMASC will commit to providing any listed benefit. Payment must be sent to **MMASC, 3620 American River Drive, Suite 230, Sacramento, CA 95864.**

Each individual receiving a complimentary event registration must complete and submit to MMASC a Partner Registration Form for that event.

### Partner Representative

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

#### Partnership Level

Partner will support MMASC from Agreement Date through December 31, 2024 at the Sponsorship Level selected below.

- ☐ Diamond (\$10,000)
- ☐ Platinum (\$8,000)
- ☐ Gold (\$6,000)
- ☐ Silver (\$4,000)
- ☐ Bronze (\$2,000)

#### Additional Partnership Opportunities

Please contact Greg Kwolek on any of the following additional partnership opportunities. (Please check as many boxes as needed)

- ☐ Raffle Prizes
- ☐ Giveaways
- ☐ Sponsored Events
- ☐ Other/Miscellaneous

MMASC will supply the benefits identified in the MMASC 2024 Partnership Brochure for the selected Partnership Level. Benefits are subject to change.

Partner may elect less than all of the benefits identified for the selected Partnership Level but the Partner Fee will not be adjusted.

Under no circumstances will MMASC be liable to Partner for any amount greater than the amount paid by the Partner. Partnerships will be awarded on a first-come-first-served basis. For consideration as a Partner, an electronically signed Agreement must be submitted online. Award of a Partnership designation will be final on receipt of Partner Fee by MMASC. MMASC reserves the right to decline a Partner for any good faith reason. Corporate Partner payments are final, no refunds will be provided.

# 2024 PARTNERSHIP AGREEMENT

