



CIVIC SUMMIT

CALLING ALL DIFFERENCE-MAKERS | MAY 4 - 6

2021 Virtual CivicSummit™ Sponsorship Opportunities





The Conference

CivicSummit is the annual landmark event for all CivicPlus clients, partners, and team members. In 2021, CivicSummit will unite around 500 clients from across the United States and Canada for three days of networking, learning, and knowledge exchange in a dynamic virtual environment.



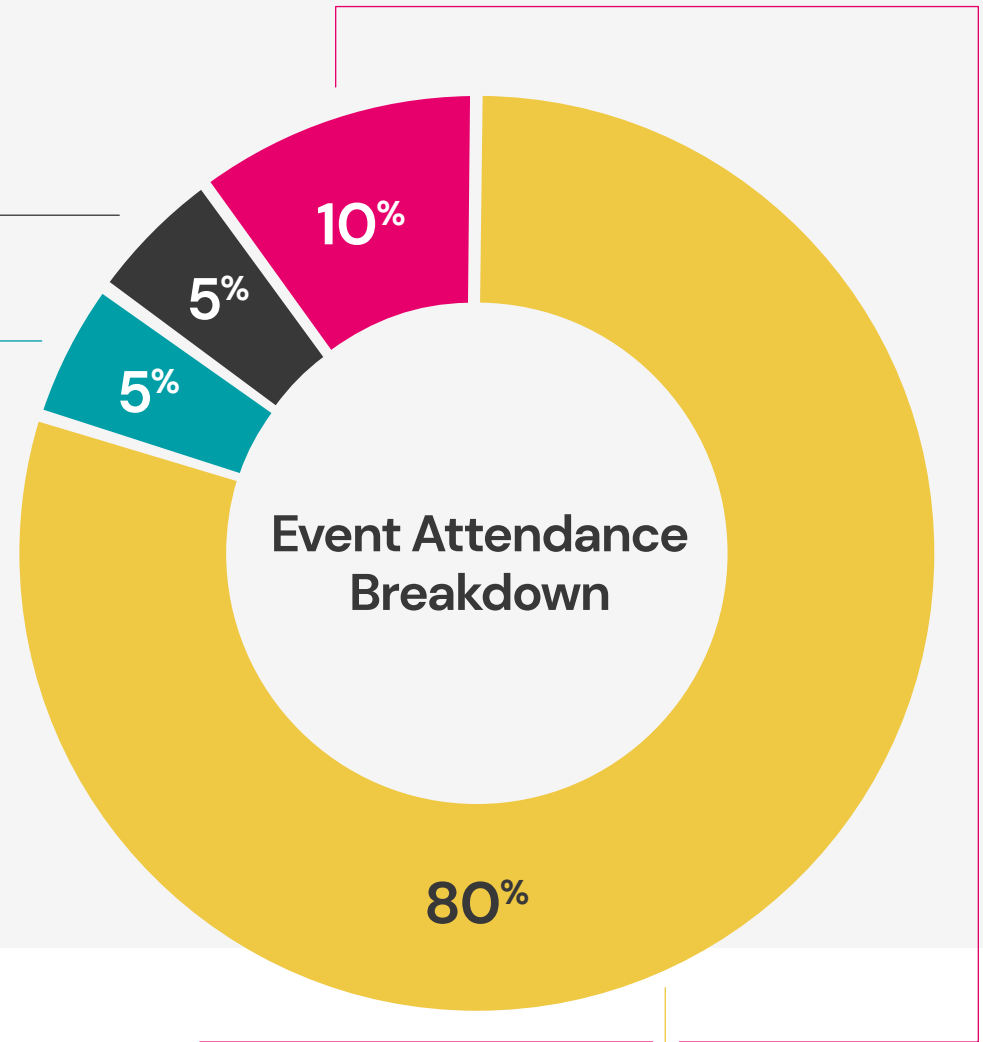
“Amazing insights that will really help me and my coworkers serve our citizens better.”

– 2019 CivicSummit Attendee

The Attendees

Client attendees span the full spectrum of municipal difference-makers, including city and county administrators, clerks, public works managers, parks and recreation directors, public safety managers, human resource directors, public information officers, and information technology directors.

Representatives across all municipal departments attend CivicSummit to network, collaborate, learn from one another, share best practices, and learn about our latest CivicPlus software innovations.



Prospect (5%)

Analyst/Media (5%)

Partner (10%)

Client (80%)



The Benefits

CivicSummit sponsors have a unique opportunity to engage with CivicPlus leaders, clients, and partners representing thought and innovation leadership in local government.

Attendees are a captive, engaged audience looking for ways to utilize data more effectively, automate processes, enhance their government delivery models, and collaborate. With direct access to these individuals, you can expose your products and solutions and demonstrate how they complement the CivicPlus product portfolio.

As a CivicPlus partner, you're invited to experience the benefits of being a CivicSummit sponsor:

- Significant brand exposure and revenue opportunities
- Expanded reach into new markets and geographies
- Learning what's on the horizon for local government and CivicPlus
- Interacting with business managers, technical managers, and developers in each of our core solution delivery verticals: citizen engagement, public safety, parks and recreation, human resources, citizen request management, and meeting and agenda management
- Delivering thought-leader and product education

The Benefits

In addition to primary sponsorships, we are offering several individual tactical sponsorship opportunities. All are limited and available on a first-come, first-served basis.

Although we are confident that you will find a sponsorship package that fits your specific goals and budget, we are open to any creative proposals that do not appear in this brochure. Please contact CivicSummit@civicplus.com for more information about the affordable options available to you.

	Presenting Sponsor	Entertainment Sponsor	Virtual Exhibitor Booth and Branded Promotional Items	Virtual Exhibitor Booth
	\$6,000	\$3,500	\$2,500	\$1,000
Number of Available Packages	2	1	5	5
(1) 30-second commercial run before each keynote	✓	✓		
(1) 30-second welcome video to be sent to registered attendees one week before the event	✓			
(1) Pre-recorded 30-minute sponsor presentation	✓			
Logo included in all digital event communications (emails, app, website, social media)	✓	✓		
Top placement in sponsor promotion communications	✓			
Virtual Exhibitor Booth	✓	✓	✓	✓
Company logo included on promotional attendee gift	First choice	Second choice	Your Branded Item in Our Swag Box	
CivicSummit mobile app sponsor splash page			✓	

Contact Information:

Company _____
(as it will appear on promotional materials)

URL _____

Sponsorship Coordinator _____

Title _____

Billing Address _____

Phone _____ **Email** _____

Sponsorship Package Selection:

Presenting Sponsor \$6000

Entertainment Sponsor \$3500

Virtual Exhibitor Booth and Branded Promotional Items \$2500

Virtual Exhibitor Booth \$1000

Sponsorship Agreement

By signing below, and agreeing to be a sponsor, you agree to the terms and conditions of sponsorship located at: civicplus.com/civicsummit-sponsorship-policy, which are incorporated into this document

Payment: You will receive a confirmation email when we receive your signed sponsorship form. The confirmation email will include a specification sheet listing any additional deliverables needed that correspond with your sponsorship selection. We will send an invoice to the name listed on your signed sponsorship form. Your payment will be due 30 days from the invoice sent date.

Contract Acceptance

Signature _____

Printed Name Title _____

Company _____
(as it will appear on promotional materials)

Date _____

Questions?

Email: CivicSummit@civicplus.com



Sponsorship Deliverable Deadlines and Specifications

Corporate Logo

Deadline: Due upon submission of your sponsorship application

File specifications: Please submit your corporate logo as a high-resolution .png or .jpeg and .eps.

Company Description

Deadline: Due upon submission of your sponsorship application

File specifications: Please submit a company description of up to 150 words.

Virtual Booth

Each virtual booth has video conferencing capabilities built in so that attendees can easily meet with exhibitors either in a one-to-one or one-to-many setting. Attendees and exhibitors can also pre-schedule appointments with each other, helping booth staff to fill their schedules with the right virtual meetings.

We will provide access to your portal by April 5.

30-Second Commercial

Deadline: Monday, April 5, 2021

File specifications: MP4, 30-second maximum

30-Second Welcome Video

Deadline: Monday, April 5, 2021

File specifications: MP4, 30-second maximum

Pre-Recorded 30-Minute Sponsor Presentation

Deadline: Monday, April 5, 2021

File specifications: MP4, 30-minute maximum



Payment Terms

Sponsor shall make the sponsorship payment to CivicPlus in the appropriate amount associated with the Sponsorship Package Selection selected by Sponsor in the Brochure according to the payment scheduled set forth in the Brochure. Sponsor shall receive the Benefits associated with the selected Sponsorship Package Selection before and during the Event, so long as Sponsor complies with the Sponsorship Deliverable Deadline and Specifications set forth in the Brochure. Except for the Benefits selected by Sponsor, under no circumstances shall CivicPlus be expected to endorse or promote Sponsor or its products or services, nor will any such endorsement or promotion be implied based on CivicPlus' acceptance of Sponsor's payment. Sponsor's sponsorship is non-exclusive. Sponsor understands that CivicPlus may enter into sponsorship arrangements with other companies, including Sponsor's competitors. CivicPlus makes no representations or warranties with respect to the demographic nature and/or number of presenters and/or attendees at the Event.

Sponsor agrees to pay to CivicPlus the appropriate amount set forth in the Brochure in the manner agreed upon in the Brochure. Sponsor understands and agrees if Sponsor fails to make required payments as described in the Brochure, or is otherwise in breach of this Agreement, CivicPlus may terminate the Sponsor's participation in the Event, and the Benefits, without further notice and without obligation to refund moneys previously paid. Unless otherwise agreed upon by CivicPlus in writing, all amounts due must be paid in full the earlier of net 30 from the date of invoice, or prior to one week before the Event start date. Any violations of this clause may impact Sponsor's ability to Sponsor or be a part of future CivicPlus events.

Data Use

Sponsors shall be responsible for compliance with applicable data protection laws with regard to protecting the personal data of Event attendees that Sponsor collects through its own methods.



CIVICSUMMIT

 CIVICPLUS[®]

CivicPlus[®] provides integrated technology solutions for over 4,000 local governments and their over 250 million citizens. Its solutions enable municipalities of all sizes to rapidly and efficiently migrate traditional citizen services online to meet the new online imperative of local government. The CivicPlus suite of software includes website content management, agenda and meeting management, parks and recreation management, citizen request and work order management, employee management, routine and mass notification software, and low-code development software. For more information, visit civicplus.com.

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