



## **2023 BUSINESS PARTNERS PROGRAM**

Thank you for your participation and interest in the Business Partners Program (BPP) and your support of local government. Beginning in 2020 the BPP member year is January through December. This package provides information on the benefits of membership and how to enroll. BPP members are entitled to recognition at two annual educational seminars and other special events organized by ICA.

### **ABOUT ICA**

ICA is a 501(c) (3) nonprofit, public benefit corporation created in 1960. It is made up of thirty-two member cities in the Southern California area. The organization focuses on education, legislative advocacy, intergovernmental relationships and other major issues that transcend the boundaries of its member cities. ICA holds two Annual Seminars bringing together city council members, other city officials and business partners for the purpose of being better informed and to share relevant experiences. The Winter Seminar addresses public safety and the Summer Seminar focuses on contemporary issues.

### **SPONSORSHIP LEVELS AND BENEFITS**

Maximize the impact of your company's marketing efforts by becoming a sponsor of the ICA Annual Seminars and gain targeted exposure to the most influential people in local government. ICA's Business Partners provide an important role in supporting ICA and its member cities. In return, ICA recognizes and promotes the value of its Business Partners.

The benefits derived by your company's support of ICA activities include: becoming part of seminars that are considered as the pre-eminent gatherings of local elected officials; opportunity to gain recognition for your company's products and services with key decision makers from cities; networking and opportunities to interact with key city officials; and be recognized at ICA Annual Seminars. Receive information on ICA activities so you know about cities' concerns.

Your business will receive additional recognition and benefits that reflect your specific contribution level. These recognition opportunities assure broad exposure of your business to local government leaders throughout Southern California.

Business Partners will have the chance to have representatives attend and mix with city officials at the ICA Annual Winter Seminar in Santa Barbara and Summer Seminar in Carlsbad. Approximately 150 local government leaders from California independent cities are invited to attend these seminars to exchange information and learn new ways to plan for and solve the critical issues faced by cities.

To confirm your participation as a 2023 Business Partner, or to obtain additional information about the BPP with ICA, contact: Greg Spiker, Public Relations & Fundraising Consultant, 213-896-8900, ext. 122 or email: [gregspiker@ksainc.us](mailto:gregspiker@ksainc.us)



*Act now to  
become a  
Business  
Partner*

## SPONSOR OPPORTUNITIES

### Annual Business Partners

Maximize the impact of your company's marketing efforts by becoming an annual partner of the ICA Seminars and gain targeted exposure to the most influential people in local government. ICA's Business Partners provide an important role in supporting ICA and its member cities. In return, ICA recognizes and promotes the value of its partners. Sponsorship opportunities range from \$1,500 to \$15,000+.

### Benefits of Being a Business Partner

Set your company apart by being a part of the annual ICA Business Partners Program. ICA Seminars are considered as one of the pre-eminent gatherings of local elected officials where independent cities will attend to exchange information and learn innovative ways to plan for and solve the critical issues faced by cities today.

- Showcase your commitment to cities
- Opportunity to attend board meetings and other special events
- Engagement and connection to key city officials and leaders
- Brand recognition for your company's products and services with key decision makers and civic leaders
- Broad recognition for your organization's commitment at the Winter and Summer Seminars
- Complimentary registrations (valued at \$750-\$850) at annual seminars (Gold level or above)
- Acknowledgment on ICA's website; and
- Open networking opportunity with ICA executive leadership to work closely with you to understand your organization's needs, connect you with the issues and people that matter

For more information, contact Greg Spiker at (213) 896-8900 Ext 122 or email [gregspiker@ksainc.us](mailto:gregspiker@ksainc.us)

# ULTIMATE SPONSOR

- \$15,000 -

- \* Ultimate Sponsor Recognition at both Winter and Summer seminar
- \* Prominent Company recognition on ICA website including company profile
- \* Logo included on seminar registration packets
- \* Prominent listing in the Annual Seminar Registration and program materials
- \* Sponsor ribbon for name badges for all company representatives
- \* Company name listed on PowerPoint recognition slides
- \* Company "Spotlight" on one e-Blast
- \* Invitation to participate on Seminar Planning Committees
- \* Logo item in seminar bag
- \* Company name listed by sponsorship level in seminar signage board
- \* Recognition at seminar banquet
- \* Free exhibit space in prime traffic location
- \* Four complimentary seminar registrations
- \* Special signage and recognition as sponsor of seminar event (e.g. seminar dinner, banquet, etc.) – both seminars
- \* Invitation to present at two Board Meetings
- \* Invitation to President's reception at Summer Seminar
- \* Opportunity to participate in educational seminar panel(s)

# DIAMOND SPONSOR

- \$10,000 -

- \* Diamond Sponsor Recognition at both Winter and Summer seminar
- \* Prominent Company recognition on ICA website
- \* Logo included on seminar registration packets
- \* Prominent listing in the Annual Seminar Registration and program materials
- \* Sponsor ribbon for name badges for all company representatives
- \* Company name listed on PowerPoint recognition slides
- \* Company "Spotlight" on one e-Blast
- \* Invitation to participate on Seminar Planning Committees
- \* Recognition at seminar banquet
- \* Free exhibit space in prime traffic location
- \* Three complimentary seminar registrations
- \* Special signage and recognition as sponsor of seminar event (e.g. seminar, dinner, banquet, etc.)
- \* Invitation to President's reception at summer seminar
- \* Invitation to present at one Board meeting
- \* Opportunity to participate in educational seminar panel(s)

# PLATINUM SPONSOR

- \$7,500 -

- \* Platinum Sponsor Recognition at both seminars (Winter and Summer)
- \* Company recognition on ICA website
- \* Listing in the Annual Seminar Registration and program materials
- \* Sponsor ribbon for name badges for all company representatives
- \* Company name listed by sponsorship level in seminar signage board
- \* Company name listed on PowerPoint recognition slides
- \* Invitation to participate on Seminar Planning Committees
- \* Recognition at seminar banquet
- \* Free exhibit space
- \* Two complimentary seminar registrations
- \* Special signage and recognition as sponsor of seminar event (e.g. seminar dinner, banquet, etc.)
- \* Invitation to President's reception at Summer Seminar
- \* Invitation to attend Board Meetings

# GOLD SPONSOR

- \$5,000 -

- \* Gold Sponsor Recognition at both seminars (Winter and Summer)
- \* Company recognition on ICA website
- \* Listing in the Annual Seminar Registration and program materials
- \* Sponsor ribbon for name badges for all company representatives
- \* Company name listed by sponsorship level in seminar signage board
- \* Company name listed on PowerPoint recognition slides
- \* Recognition at seminar banquet
- \* Free exhibit space
- \* One complimentary seminar registration
- \* Special signage and recognition as sponsor of seminar event (e.g. reception, lunch, etc.)
- \* Invitation to attend Board Meetings

# SILVER SPONSOR

- \$2,500 -

- \* Silver Sponsor Recognition at both seminars (Winter and Summer)
- \* Company recognition on ICA website
- \* Listing in the Annual Seminar Registration and program materials
- \* Sponsor ribbon for name badges for all company representatives
- \* Company name listed by sponsorship level in seminar signage board
- \* Company names listed on PowerPoint recognition slides
- \* Recognition at seminar banquets
- \* Free exhibit space at both seminars

# BRONZE SPONSOR

- \$1,500 -

- \* Bronze Sponsor Recognition at both seminars (Winter and Summer)
- \* Company recognition on ICA website
- \* Listing in the Annual Seminar Registration and program materials
- \* Sponsor ribbon for name badges for all company representatives
- \* Company name listed by sponsorship level in seminar signage board
- \* Company name listed on PowerPoint recognition slides