



# ELGL

ENGAGING  
LOCAL  
GOVERNMENT  
LEADERS

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UPDATED NOVEMBER 2018  
PARTNERSHIP OPPORTUNITIES  
JULY 2018 - JUNE 2019

Join us to engage the  
brightest minds in local  
government!



# Partnership Opportunities

## #ELGL19

#ELGL19 is ELGL's annual conference, to be held in Durham, North Carolina on May 16 and 17, 2019.

## #ELGLInspire

These on campus programs inspire undergraduate students to local government public service careers. Each event is a half day learning session with local government practitioners.

## Research

ELGL anticipates continuing the Diversity Dashboard project, which measures the gender, race, age, and veteran status of local government leaders. And, increased research focus on paid family leave policies.

## Jam of the Month

Each month, ELGL will focus its prodigious online resources on a specific local government topic, including podcasts, blog series, and webinars.

## Awards

Each year, ELGL recognizes the best local government vendors, buildings, leaders, and selfies. This year we're also awarding innovation grants.

## GovLove Podcast

The GovLove podcast is produced weekly and features the people, policies, and places in local government.

## Supper Clubs

Supper Clubs are casual meet-ups for our members around the country.

## Swag

ELGL gifts interesting and useful "stuff we all get" at our events and activities.



# Word on the Street

ELGL events and activities are awesome - check out these testimonials from our members:

What I ♥ most about @ELGL50 is how welcoming they are to people. When I first started going to ELGL conferences & events I was very much a fish out of water in my work. **These events were a place where people welcomed me, encouraged me & went on to put in a word for me.** - Susan Barkman, @BarkmanSusan

#CityHallSelfie may be just one day; but @ELGL50 gave it a collaborative spirit to acknowledge we #Govies take pics of ourselves in front Gov buildings (even on vacation); ALL the time! We are proud of what we do and the communities we serve; **ELGL makes our gov profession cool.** - Francie Palmer, @FranciePalmer

**ELGL brings to small town leaders a feeling of belonging and an avenue to learn from each other.** Most importantly city hall selfies are just fun. - Becky Bouska, @bbouska

As a Council Member Elect, who recently joined ELGL, y'all give me a great deal of hope. **The spirit of enthusiasm inherent in your endeavors makes me believe that not only will participating in local gov allow you to do good work, but it can be fun, cool and engaging.** - Brian Vincent, @brianvincent

I really appreciated how the structure of #ELGLPopUps let participants have the chance to share their experiences - good, bad, or otherwise - and receive immediate feedback from colleagues. **The day-long conference is the perfect blend of learning and relationship building.** - Brianna Lennon, @briannalennon

#CityHallSelfie Day provides a great opportunity to bring together local government staff and show their pride about where they work and what they do for their communities. **It also engages the public in a fun way and may help make City/Town Hall more approachable to residents.** - Charles Hartgrove, @chartgrove

ELGL is great for seeing some of the amazing things happening in communities around the country. **A great source for ideas and inspiration!** - Christian Wuerth, @christianwuerth

Even in the biggest and best office, it can be hard to find a kindred spirit. **Activities ELGL promotes online—from serious to silly—enable anyone to seek and surround themselves with people who genuinely share their beliefs, encourage their ideas, and support their ambitions.** - Don Jacobson, @BigSurfDon

ELGL supports the people who are working to make our communities great. **The job is not easy but ELGL authentically makes it fun!** - Josie Gatti Schafer, @SchaferJosie

Y'all make local government a fun crowd to be on. **There's no pretension, just real people sharing real experiences to make all local governments better.** And that is pretty darn cool. - Ben Clark, @BenClarkPhD

# ELGL Partnership Philosophies

## Authenticity

Your engagement with ELGL will lead to authentic connections with our members. We don't believe in vendor halls because we want you to mix, mingle, and learn alongside attendees at events. We also spend considerable time working with you to tailor content, outreach, and connections so you can meet your business goals while maintaining ELGL's presence as the best place to learn about the local government trends, topics, and ideas.

## Joy

Most importantly, ELGL finds the joy in everything we do. We promote local government public service by making continuing education and learning a fun and enjoyable experience.

## Connections

When you partner with ELGL, we'll work with you to make connections with our members in the parts of the world where you want to grow your business or increase your influence. We'll also help you engage using our online and social media tools to increase your reach and network.



# ELGL By the Numbers



## Membership:

- 4,000 members (and growing each week)
- 49 states
- 5 countries
- 52,000 person email distribution list

## Social Media:

- 10,000 Twitter followers
- ~230,000 Twitter impressions/month
- 3,600 Facebook followers

## ELGL.org:

- 1,000,000 pageviews in 2017
- 83,000 average pageviews per month

## GovLove Podcast:

- Average 1,000 downloads per episode

#ELGL19 is ELGL's annual conference, to be held in Durham, NC on May 16-17, 2019.

## Shining - \$20,000

Named, titled sponsorship of your choice of conference topic tracks.

### Topic tracks:

Strategy & Performance

Equity & Economic Inclusion

Innovation & Process

Improvement Workforce of the Future

Also includes named sponsorship of Wednesday or Friday mixers; includes five comped attendance tickets. 3/3 available.



## Shining - \$20,000

Named, titled sponsorship of the Wednesday, 5/15 "Innovation Summit" for i-Teams and people who want to learn about innovation work. Also includes named sponsorship of Wednesday or Friday mixers; includes five comped attendance tickets. 1/1 available.

## Brilliant - \$15,000

Named, title sponsorship of the Thursday mixer. Includes three comped attendance tickets. 1/1 available.

## Glittering - \$10,000

Named sponsorship of the Thursday or Friday lunches, plus logo inclusion on all pre-conference materials. Includes four comped attendance tickets. 4/4 available.

## Gleaming - \$5,000

Named sponsorship of conference breakfasts and snacks. Includes three comped attendance tickets. 2/4 available. **Current sponsors at this level: GFOA & CPS Consulting**

## Bright - \$2,500

Named sponsorship of the conference plus swag sharing opportunity at event from the available swag list. Includes three comped attendance tickets. 2/7 available. **Current sponsors at this level: Center for Public Safety Excellence; SafeBuilt; HdL; Novak Consulting Group, ViewPoint Cloud.**

## Luminous Local Gov - \$500

Available to local government partners. Includes two comped attendance tickets, one GovLove ad, and named sponsorship on all conference materials. Unlimited available.

# #ELGLInspire

These on campus programs inspire undergraduate students to local government public service careers. Each event is a half day learning session with local government practitioners. Each #ELGLInspire event costs \$3,000 to produce and sponsorship levels are available at the \$1,000 increment.



## Fall 2018 Events:

University of Wisconsin, University of Oregon,  
University of North Texas, University of Texas San Antonio,  
University of Massachusetts

## Anticipated Spring 2019 Events:

Cleveland State University - 3/1  
Penn State University - 3/15  
Northern Illinois University - 4/5

## Research

ELGL anticipates continuing the Diversity Dashboard project, which measures the gender, race, age, and veteran status of local government leaders. And, increased research focus on paid family leave policies.

### Diversity Dashboard - \$18,000

Named sponsorship of the research, available in  
\$2,000 increments.

4/5 available. **Current sponsor: GovHR**

### Paid Family Leave - \$20,000

Title sponsorship of the research.

1/1 available.

## GovLove Podcast

The GovLove podcast is produced weekly and features the people, policies,  
and places in local government.

### Podcast Sponsor - \$500

10 ads on the GovLove podcast, either recorded by  
hosts or provided by sponsor. Each ad is 20  
seconds long and airs during GovLove podcasts.

# Jam of the Month Club

Each month, ELGL will focus its prodigious online resources on a specific local government topic, including podcasts, blog series, and webinars.

## ***Each Jam of the Month title sponsorship includes:***

Four blog posts on ELGL.org

One podcast episode

One webinar & video library archive

Four Weekly Reader logo inclusion with link to blog post

\$2,000 per jam, first come, first serve on the preferred month.

*Topic ideas include: Community Engagement; Agendas, Minutes & Records; Water Infrastructure; Road Maintenance; Parks & Recreation; Planning & Zoning; Human Resources; Grants & Budgeting; Financial Management; Sustainability; Public Safety; County Management; Diversity, Equity, Inclusion*

## **Jam Calendar:**

September 2018: Recruitment practices; **SGR Consulting**

October 2018: Long range planning; **Envisio**

November 2018: Software-as-a-service; **ViewPoint Cloud**

**December 2018: Holiday break**

January 2019: Human resources; **CPS Consulting**

February 2019:

March 2019:

April 2019:

May 2019:

June 2019:

# Awards

Each year, ELGL recognizes the best local government vendors, buildings, leaders, and selfies. This year we're also awarding innovation grants.

## **#CityHallSelfie Day - \$5,000**

Named, title sponsorship of 2019 #CityHallSelfie day including participation with all outreach and engagement efforts. 1/1 available.

## **Knope Award - \$5,000**

Named, title sponsorship of the #ELGLKnope contest of best municipal parks. Includes full participation through the bracketed voting system process. 1/1 available.

## **Traeger Award - \$2,500**

Named, title sponsorship of the #ELGLTraeger contest of best municipal employees. Includes full participation through the nomination and voting process. 1/1 available.

## **Haverford Award - \$2,500**

Named, title sponsorship of the #ELGLHaverford contest of best municipal vendors. Includes full participation through the nomination and voting process. 1/1 available.

## **Innovation Award - \$5,000**

Named, title sponsorship of the #ELGLInnovation grant program. Includes participation in grant proposal review and selection. 2/2 available.

# Supper Clubs

Supper Clubs are casual meet-ups for our members around the country.

## **Supper Club Sponsor - \$250**

Named Supper Club sponsorship.

Pay-as-you-go sponsorship - you pick when and where you'd like to host and we'll do the rest. A minimum commitment of two Supper Clubs or \$500 total. Each additional club at \$250.

# Swag Policy

ELGL gifts interesting and useful "stuff we all get" at our events and activities. Past swag includes socks, mobile phone stands, concert t-shirts, wine glasses, pub glasses.

**All swag handed out at ELGL events must be selected from the list of ELGL-approved swag items. Items can be customized with your logo and/or ELGL's or the event you are sponsoring.**