

# 2022 ELGL Sponsorship Opportunities

(as of December 2, 2021)

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ELGL values the relationships we have with our program, event, and content sponsors. Below please find the listing of opportunities. Please [set up a time](#) to talk with ELGL Executive Director Kirsten Wyatt if you have any questions about these opportunities, or [email her directly](#) to reserve your sponsorship. ELGL prides itself on the content it produces - articles, research projects, podcasts, webinars, newsletters, Supper Clubs, and special events. We seek to incorporate our sponsors and their knowledge into our content rotations.

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## Awards

- **\$5,000** - Each quarter, ELGL celebrates local government with an awards program. These are highly engaging opportunities to engage with ELGL members and local governments nationwide. Each award has an online voting component as well as online content/reporting out.
  - Q1- Best local government places - historical sites
  - Q2 - Best places to work in local government
  - Q3 - Best vendors
  - Q3 - #CityHallSelfie day
  - Q4 - Top local government influencers

## GovLove Podcast Ads

- **\$250 per week** - includes two ads (same copy) per week, airing during the Tuesday and Friday episodes. GovLove episodes average 2,000 downloads per episode.

## Cohorts

- **\$5,000** (1.5 months); **\$7,500** (3 months) - ELGL cohorts are intensive learning opportunities for a targeted group of ELGL members who enroll in the cohorts. We look for subject matter experts to assist with curriculum development, or provide opportunities for sponsors to engage with the cohort participants. The six week programs meet every week; the three month programs meet every week or every other week (depending on content). These are the topics we are interested in exploring in 2022:
  - Women's Cohort 2.0
  - Data 101
  - What You Should Know About GIS
  - Behavioral Insights
  - Building Inclusive Workplace Wellness Programs
  - Public Administration for Newly Elected Officials
  - Local Government for Journalists

- Local Government for Librarians
- Developing a Succession Plan
- IT Project Management
- Creating a Chief Resiliency Officer Role
- Supporting Analysts in Your Organization
- *Reserved - Podcasting 101*
- *Reserved - Communicating Tough Decisions to the Public*
- *...we are open to new ideas as well!*

## Events

- **\$2,500 - \$20,000** - ELGL is hosting two main events in 2022. For all ELGL events, we do not sell vendor booths or table space, preferring instead for our sponsors to engage in the conference content and meet people authentically during sessions and events. All sponsorships are structured around funding an item at the event - a meal, happy hour, swag item, etc.
  - ELGL Spring Fling - regional conferences on Apr. 28, 2022
  - #ELGL22 - annual conference on Oct. 14 & 15, 2022
- **Supper Clubs** - we always welcome our members to [sign up and host a Supper Club](#). You pick the date, time, and location and ELGL will manage the marketing, outreach, logistics. These are great ways to meet other ELGL members in your area.

## Workshops

- **\$2,500** - new in 2022, we are offering one- to two-day workshop courses on highly practical topics that benefit local government leaders. These are the topics we are interested in exploring in 2022:
  - Content Calendaring
  - Making Videos in Canva
  - R/Power BI
  - Developing a Personal Strategic Plan
  - Costing a Labor Contract
  - First Generation White Collar Workplace Topics
  - *Ransomware/Cybersecurity*
  - *Reserved - Onboarding New Employees*
  - *Reserved - Canva 101*
  - *...we are open to new ideas as well!*

## Pilot Program - Challenge Procurement Project - Mobility & Transportation Topic

- **\$25,000** - ELGL is pleased to partner with CivStart and e.Republic on a Challenge Procurement project focused on transportation and mobility solutions. Sponsorship of this program enables local governments to bring real-world challenges to the table, and then work with technology companies and start ups to seek and build solutions to those challenges. Please contact Kirsten to learn more about this opportunity to support innovation and technology use in local government.

## Research Project - Diversity Dashboard

- **\$10,000 - \$30,000** - *ELGL is pleased to partner with CivicPulse on the Diversity Dashboard, measuring and reporting on the diversity in 16 local government leadership positions. Sponsorship includes a full report plus the open data dashboard per position. We are also able to array and share data on a state level basis for state-specific reports. Please contact Kirsten to learn more about this in depth opportunity to sponsor important diversity and inclusion research.*

***We are also happy to combine and customize sponsorship opportunities!***