



**Maximize Your Company's Exposure and Access
to PA County Officials**



Sponsor Opportunities

2024 Annual Marketing Guide
County Commissioners Association of Pennsylvania



Sponsorship Programs

The County Commissioners Association of Pennsylvania (CCAP) is a statewide, nonprofit, nonpartisan association representing the commissioners, chief clerks, administrators, their equivalents in home rule counties, and solicitors of Pennsylvania's 67 counties.

CCAP understands the importance of building relationships between companies and county government officials. Our goal is to provide opportunities for your company to gain exposure in front of elected officials.

What opportunities exist?

There are many opportunities available to companies and organizations: associate membership, Technology Vendor Partnership, Conference attendance and sponsorship, Leadership program sponsorship, and advertising in *Pennsylvania County News*.

These bundled, Annual sponsorship packages, are offered to give companies and firms the ability to have year-round exposure to county officials while helping to support multiple CCAP events and programs throughout the year.

What is the benefit to your company or organization?

All opportunities are offered to allow you to connect with county elected officials in Pennsylvania. With an Annual Sponsorship package, you are able to support and network with CCAP members throughout the year. The Annual program will minimize your costs by offering a comprehensive package rather than charging on a per-event basis. Also, budgeting for your firm will be easier with this annual approach.

Package versus a la carte?

The bundled sponsorship packages will give you a presence with the county officials of Pennsylvania all year. However, a la carte opportunities are available for those companies interested in marketing at a single event.

Which annual vendor package level is right for your firm?

Three levels of sponsor packages provide year-round exposure at CCAP events. The variety of packages will fit every budget.

Contact:

Please contact Patty Stroble at (717) 736-4739 or ppstroble@pacounties.org to discuss the program and benefits. Payment plans are available for companies participating in an annual sponsorship package.



Package Benefits

Three levels of bundled vendor packages offer your company or firm a variety of year-round benefits to increase exposure among Pennsylvania county officials.

	Sapphire	Ruby	Diamond
	\$20,000	\$15,000	\$10,000
Invitation and speaking opportunity at a CCAP Board event	X		
Sponsorship at three CCAP Conferences (Spring, Annual and Fall Conference) and associated benefits of sponsorship	One Blue Ribbon Two White Ribbon	One Red Ribbon One White Ribbon One Patron	One White Ribbon Two Patron
Annual Associate vendor membership with associated benefits	X	X	X
Complimentary advertising in the quarterly editions of <i>Pennsylvania County News</i> magazine (full-page, full-color ad in four issues)	X	X	X
Additional exposure in <i>Pennsylvania County News</i> and on the CCAP website, www.pacounties.org , for one year	Logo, listing and feature article	Logo and listing	Listing

Participation as an associate member or sponsor shall not imply, nor be considered or presented as, an endorsement by CCAP of any service or product provided by the company. The Board of Directors of CCAP reserves the right, for cause shown, to disapprove an application, or terminate an existing membership. Use of CCAP logos, the words County Commissioners Association of Pennsylvania, or the phrase The Voice of Pennsylvania Counties, without the prior authorization and express written permission of CCAP, is prohibited. This includes use by companies who engage with CCAP as associate members, sponsors, or partners in another engagement.



Sapphire Package

The Sapphire Package will offer your company the greatest visibility while maximizing your investment. The cost of \$20,000 annually, will allow you to receive the ultimate package of benefits offered to by CCAP including an opportunity to attend a private CCAP Board event. Conference sponsorships and packages are not exclusive opportunities.

- Invitation to a private CCAP Board event with a speaking opportunity
- Your choice of a Blue Ribbon Conference Sponsorship and two White Ribbon Conference Sponsorships for exposure at each of CCAP's main Conference events (CCAP Spring (March), Annual (August) and Fall (November) Conferences), and inclusive benefits of the specified level of sponsorship. This includes exposure in the sponsorship videos, recognition on signage, recognition on the Conference mobile app, the opportunity to display materials at the sponsors' table, recognition from the podium during Conference events, and complimentary Conference registration(s)
- Associate vendor membership for one year with accompanying benefits including a directory of county officials
- Complimentary full-page, full-color advertisement in the quarterly editions of *Pennsylvania County News* magazine (four issues)
- Logo, contact information and company description in every issue of *Pennsylvania County News* magazine for one year, plus one feature article in a single issue
Article provided should be of educational value about a topic related to your industry; not a promotion of products/services
- Linked logo on the CCAP website for one year

Package Cost: \$20,000



Ruby Package

The Ruby Package offers excellent visibility at the Conference of your choice as well as year-round benefits for an superb value. Conference sponsorships and packages are not exclusive opportunities.

- Your choice of a Red Ribbon Conference Sponsorship, a White Ribbon Conference Sponsorship and a Patron Conference Sponsorship for exposure at each of CCAP's main Conference events (CCAP Spring (March), Annual (August) and Fall (November) Conferences, and inclusive benefits of the specified level of sponsorship. This includes exposure on in the sponsorship videos, recognition on signage, recognition on the Conference mobile app, and complimentary Conference registration(s)
- Associate membership for one year with accompanying benefits including an electronic directory of county officials
- Complimentary full-page, full-color advertisement in the quarterly editions of *Pennsylvania County News* magazine (four issues)
- Logo, contact information and company description in every issue of *Pennsylvania County News* magazine for one year
- Linked logo on the CCAP website vendor page for one year

Package Cost: \$15,000



Diamond Package

The Diamond Package offers you year-round exposure guaranteeing that county officials across Pennsylvania see your company on a regular basis. Conference sponsorships and packages are not exclusive opportunities.

- Your choice of a White Ribbon Conference Sponsorship and two Patron Conference Sponsorships for exposure at each of CCAP's main Conference events (CCAP Spring (March), Annual (August) and Fall (November) Conferences), and inclusive benefits of the specified level of sponsorship. This includes a listing on the sponsorship video, recognition on signage, recognition on the Conference mobile app, and complimentary Conference registration(s)
- Associate membership for one year with accompanying benefits including an electronic directory of county officials
- Complimentary full-page, full-color advertisement in the quarterly editions of *Pennsylvania County News* magazine (four issues)
- Contact information and company description in every issue of *Pennsylvania County News* magazine for one year
- Linked listing on the CCAP website for one year

Package Cost: \$10,000



A la carte Options

Although the Sapphire, Ruby and Diamond annual sponsorship packages offer the most exposure for your investment, a la carte opportunities are also available. The following options are available if you have a specific, one or two conferences you would like to support. A la carte items can also be added to vendor packages to truly maximize your exposure.

Associate Vendor Membership \$550 annually

Benefits include designation as a CCAP associate member vendor, listing in the electronic associate member directory, county membership directory, publications subscription, discounts on Conference attendance and more.

Technology Vendor Partnership Costs vary

Benefits vary based on level of participation but may include presentation opportunities, CIO/IT Director directory and more.

Conference Attendance Costs vary per event

Companies are invited to attend any one of our five major events: Spring Conference (March), County Administration Conference (May - vendor participation only with paid sponsorship), Solicitors' Conference (June), Annual Conference and Trade Show (August - exhibit space available), Fall Conference (November).

Conference Sponsorship Four levels of sponsorship from \$1,000 to \$7,500 per event

Benefits vary based on level of participation but all include event-wide exposure; some levels include complimentary registration.

Trade Show Exhibit Booth Starting at \$950 per booth and up

A traditional trade show is held during the CCAP Annual Conference in August of each year. Booth space is available to interested companies or firms.

Pennsylvania County News Advertising Starting at \$365 per ad and up

A complete media kit is available outlining advertising costs; the *Pennsylvania County News* magazine is published quarterly.

CEL Leadership Program Sponsorship Four levels of sponsorship from \$500 to \$10,000 for the annual program

Benefits vary based on level of participation but all include exposure before and during the annual event.

Academy Training Program Sponsorship Varying levels of sponsorship for the 2023-2026 program cycle



Contact

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The Voice of Pennsylvania Counties
Since 1886