

# Fresno COG Annual Partnerships

## *2017 SPONSORSHIP PROGRAM*



Fresno Council  
of Governments



## Sponsorship Program Overview

### Fresno COG 2017 Annual Partnership Opportunities

Each year the Fresno Council of Governments (Fresno COG) hosts events intended to provide opportunities for local agency staff, community partners, leadership, key decision makers and stakeholders to learn from one another and work in the best interest of the region. They share best practices, discuss challenges and opportunities, advocate for regional priorities and celebrate those who have been instrumental in implementing effective transportation planning strategies. In addition to our regular meetings, conferences and advocacy opportunities, Fresno COG hosts major events, each with average attendance of anywhere from 150 to 200+ attendees.

### Fresno COG Annual Partnerships

Fresno COG engages with organizations to address transformative system-wide aims. These organizations, known as our Annual Partners, share Fresno COG's mission to "build a progressive future" with one voice. With our Annual Partners, we improve transportation systems and options, innovate and test ideas, and work together to advance our mission.

The Annual Sponsorship Program provides your organization with a year-round presence and direct outreach with Fresno COG's membership to help you:

- Build more meaningful relationships with key local agency decision-makers
- Provide early and continuing opportunities to be involved in transportation planning programs and projects
- Increase recognition and trust with your brand
- Provide greater exposure and visibility with Fresno County region's growing transportation industries
- Provide a significant value for sponsors who wish to have a presence at all of Fresno COG's events throughout the year

The tiered structure of the Annual Sponsorship program provides flexibility and opportunity for businesses of all types, sizes and sponsorship budgets. All partnership levels are customizable; and individual events may also be sponsored, if desired. Please contact staff to discuss your needs.

**Questions? Proposals for a custom partnership?**

**Please contact Brenda Veenendaal at**  
559-233-4148 ext. 219  
brendav@fresnocog.org

**Deadline to submit sponsorship forms and logos is:**

**Thursday, February 16, 2017.**

For more information about the events discussed within this brochure please view the Fresno COG website at

[www.fresnocog.org](http://www.fresnocog.org)

## Partnership Events

### San Joaquin Valley Regional Policy Conference (March 8-10, 2017)

The San Joaquin Valley Regional Policy Council, hosts a yearly conference that provides a forum for our Valley to communicate on regional issues that impact the entire region. Issues such as transportation, air quality and state and federal advocacy for community priorities are all main topics at these events. The 17 member Policy Council represents eight counties within the San Joaquin Valley from Kern County to San Joaquin County. The Council consist of two elected officials from each county, with one representative from the San Joaquin Valley Air Pollution Control District.

Web Links: [www.sjv.org](http://www.sjv.org), [www.fresnocog.org](http://www.fresnocog.org)

**ATTENDEES:** 200+ attendees

**AUDIENCE:** Federal and State elected officials and staff, San Joaquin Valley Elected Officials and staff, Metropolitan Planning Organization and Regional Transportation Planning Agency Directors and staff, Federal and State agency Directors and staff, Representatives from private sector businesses, community organizations, and general public.

### One Voice Washington D.C. Advocacy Trip (April 29, 2017 – May 4, 2017)

The Annual Fresno COG One Voice trip to Washington D.C. for elected officials, business leaders and local agency staff provides an opportunity for a delegation of local public and private representatives to expand upon the relationships with Congressional representatives and federal staff members, while advocating for legislative relief for priorities of regional significance. Delegates focus their efforts on bringing prosperity to Fresno County, and seeking potential short-term and long-term solutions to projects and policies.

Fresno COG's One Voice delegation continues to inform legislators about the region's priority needs, helping identify funding sources for projects that appeal to federal decision makers for their support during the competitive grant processes. With this support the Fresno COG region has been successful at obtaining discretionary grant funding for many planning and construction projects beyond establishment of the Congressional moratorium on earmarks. By advocating for policy and regulatory reform, Fresno COG One Voice has had legislation introduced and enacted that streamlines the way

federal and state agencies work together. We continue to find ways to eliminate unnecessary procedures so that government agencies and the business community can work together efficiently toward job creation.

Web Link: <http://www.fresnocog.org/one-voice>

**ATTENDEES:** 25-30 delegates

**AUDIENCE:** Federal and State elected officials and staff, Fresno area Elected Officials and staff, Fresno COG Policy Board members, agency directors and staff, Federal and State agency Directors and staff, business leaders, educational representatives, law enforcement and other industry leaders.

### Legislative Fridays

The Fresno Council of Governments hosts discussions with State Congressional leaders and agency directors called Legislative Fridays. The interactive discussions, held at the Fresno COG, are designed to give local government and business and community leaders opportunities to interact with Congressional and agency representatives in discussions of our local transportation projects and priorities.

**ATTENDEES:** 30-40 attendees

**AUDIENCE:** Elected officials, business leaders, transportation planning staff and engineering agencies, media, community organizations.

### Regional Transportation Planning Workshops

Fresno COG will host at least one large community workshop regarding the development of the 2018 Regional Transportation Plan and Sustainable Communities Strategy during the 2017 calendar year.

Web link: [www.fresnocog.org/rtp](http://www.fresnocog.org/rtp)

**ATTENDEES:** 150-200 attendees

**AUDIENCE:** Elected officials, business leaders and staff, transportation, air quality, planning and engineering public agency staff, media, community organizations representatives and general public.



# Fresno COG 2017 Annual Partnership Levels

\*Size, placement and frequency of sponsor's logo is relative to sponsorship type. See the following pages for detailed descriptions of Partnership benefits.

Partnership Benefits	Supporting \$1000	Participating \$3,000	Strategic \$5,000	Premier \$7,000
Speaking role during the SJV Policy Conference program				✓
One-minute video played during the SJV Regional Policy Conference General Session				✓
(1) One Voice D.C. Trip Registration Waived (\$200 value)				✓
Company <b>logo* and link</b> on Fresno COG's Annual Partner and specific event webpages, SJV Regional Policy Conference webpage and monthly Fresno COG e-blasts			✓	✓
Company logo on conference name badges and other promotional giveaways			Name badges	Name badges & promotional items
Place flyers or marketing materials in attendee registration bags			✓	✓
Company logo* displayed on SJV Policy Conference media presentations at breaks and meals		Displayed Third and less frequent	Displayed Second and less frequent	Displayed First and most frequent
Display Donation		✓	✓ Full set	✓ Large set of your choice
SJV Regional Policy Conference exhibit table	1 Table	1 Table	1 Table + Location choice	2 Large tables + location choice
Article or advertisement in SJV Policy Conference program	Business Card 3.5" X 2"	Quarter Page 5.5" X 4.5"	Half Page 8.5" X 5.5"	Full Page 8.5" X 11"
Podium recognition throughout general sessions and presentation of partner award	One Verbal Mention	Certificate Presentation + 2 mentions	Plaque + Multiple mentions	Award + Multiple mentions
Complimentary SJV Regional Policy Conference tickets, VIP Mixer and Dinner Reception (\$250 value per ticket)	1 Ticket (\$250)	2 Tickets (\$500 value)	3 Tickets (\$750 value)	4 tickets + Receptions (\$1,000 value)
Acknowledgement of annual sponsorship on Fresno COG TTC/PAC and Policy Board Agendas in months surrounding sponsored events	1 EVENT	3 EVENTS	4 EVENTS	4+ EVENTS
Company <b>name*</b> listed on Fresno COG's Annual Partner and specific event webpages, Fresno COG Annual Report	✓	✓	✓ + link	✓ + link
Logo placement* included on all events promotional emails, invitations, promotions, programs, signage and table signs.	✓	✓	✓	✓
Advance and post attendee registration list	✓	✓	✓	✓

# Premier Partner Annual Sponsorship—\$7,000

## All Premier Partner Annual Sponsorships will receive the following:

- ◇ Acknowledgement of Premier Partnership on Fresno COG Transportation Technical Committee, Policy Advisory Committee and Policy Board agendas during the months surrounding sponsored events
- ◇ Premium logo placement in event promotional materials, conference, meeting or workshop invitations and programs, event signage and table signs
- ◇ Premium Logo placement and link to your webpage on Annual Partner page of the Fresno COG website for the 2017 calendar year. [www.fresnocog.org](http://www.fresnocog.org)
- ◇ SJV Regional Policy Conference recognition on the San Joaquin Valley Regional Policy Council website: [www.sjvcogs.org](http://www.sjvcogs.org)
- ◇ Premium Logo placement in Fresno COG's annual report
- ◇ Premium Logo placement and link to your website in monthly e-blasts sent to thousands of subscribers throughout the State for the calendar year

### San Joaquin Valley Regional Policy Conference:

- ◇ 4 attendee registrations for all three days of the Conference
- ◇ 4 tickets to the Wednesday evening VIP Mixer
- ◇ 4 tickets to the Thursday evening dinner reception
- ◇ Opportunity for a one-minute video to be played during a general session
- ◇ Speaking role during conference program
- ◇ Full page full-color ad in the conference program
- ◇ Premium logo size and placement on signage throughout the conference
- ◇ First choice for location of large exhibitor tables (2)
- ◇ Podium recognition as Premier Partner throughout the general sessions and programs
- ◇ Presentation of partner award during Conference
- ◇ Logo displayed continuously during slideshows at breaks and meals – first to display and most frequently viewed

- ◇ Premier logo placement on conference name badges and other conference promotional items
- ◇ Display donation: Fresno COG is purchasing transportation related Lego and other playsets (ie Airport, High-Speed Rail Station, etc.) for creative use at the conference. Following the event, one full, large assembled playset will be given to you to donate to the charity of your choice.
- ◇ Ability to place flyer or marketing material in attendee registration bags
- ◇ Receive advance and post attendee registration list

### One Voice:

- ◇ Premium logo placement and/or organization name on all One Voice D.C. participant and outreach materials, trip dinner table signage and media releases - print and electronic.
- ◇ Premium logo placement and/or organization name on Fresno COG's e-newsletters, "Coming Up at Fresno COG" regarding One Voice D.C. planning
- ◇ Premium logo placement and recognition on the One Voice webpage and in the Fresno COG Annual Report
- ◇ (1) One Voice D.C. trip registration fee waived for a company or agency member that wishes to attend the trip (\$200 value)

### Legislative Fridays:

- ◇ Premium logo placement and recognition displayed on all Legislative Friday invitations, materials and signage

### Regional Transportation Plan Workshops:

- ◇ Premium logo placement and recognition included on workshop signage
- ◇ Podium recognition as Premier Partner throughout the workshop

# Strategic Partner Annual Sponsorship—\$5,000

## All Strategic Partner Annual Sponsorships will receive the following:

- ◇ Acknowledgement of Strategic Partnership on Fresno COG Transportation Technical Committee, Policy Advisory Committee and Policy Board agendas during the months surrounding sponsored events
- ◇ Priority logo placement in event promotional materials, conference, meeting or workshop invitations and programs, event signage and table signs
- ◇ Priority Logo placement and link to your webpage on Annual Partner page of the Fresno COG website for the 2017 calendar year. [www.fresnocog.org](http://www.fresnocog.org)
- ◇ SJV Regional Policy Conference recognition on the San Joaquin Valley Regional Policy Council website: [www.sjvcogs.org](http://www.sjvcogs.org)
- ◇ Priority Logo placement in Fresno COG's annual report
- ◇ Priority Logo placement and link to your website in monthly e-blasts sent to thousands of subscribers throughout the State for the calendar year

### San Joaquin Valley Regional Policy Conference:

- ◇ 3 attendee registrations for all three days of the Conference
- ◇ 3 tickets to the Wednesday evening VIP Mixer
- ◇ 3 tickets to the Thursday evening dinner reception
- ◇ Half page full color ad in the conference program
- ◇ Large priority logo size and placement on signage throughout the conference
- ◇ Second choice for location of exhibitor table
- ◇ Podium recognition as Strategic Partner throughout the general sessions and programs
- ◇ Presentation of partner award during Conference
- ◇ Logo displayed frequently during slideshows at breaks and meals – second group of logos to display and frequently viewed
- ◇ Priority logo placement on conference name badges and other conference promotional items

- ◇ Display donation: Fresno COG is purchasing transportation related Lego and other playsets (ie Airport, High-Speed Rail Station, etc.) for creative use at the conference. Following the event, one full, large assembled playset will be given to you to donate to the charity of your choice.
- ◇ Ability to place flyer or marketing material in attendee registration bags
- ◇ Receive advance and post attendee registration list

### One Voice:

- ◇ Priority logo placement and/or organization name on all One Voice D.C. participant and outreach materials, trip dinner table signage and media releases - print and electronic.
- ◇ Priority logo placement and/or organization name on Fresno COG's e-newsletters, "Coming Up at Fresno COG" regarding One Voice D.C. planning
- ◇ Priority logo placement and recognition on the One Voice webpage and in the Fresno COG Annual Report

### Legislative Fridays:

- ◇ Priority logo placement and recognition displayed on all Legislative Friday invitations, materials and signage

### Regional Transportation Plan Workshops:

- ◇ Priority logo placement and recognition included on workshop signage
- ◇ Podium recognition as Strategic Partner throughout the workshop

## Participating Partner Annual Sponsorship (\$3,000)

### All Annual Sponsorships will receive the following:

- ◇ Acknowledgement of Participating Partnership on Fresno COG Transportation Technical Committee, Policy Advisory Committee and Policy Board agendas during the months surrounding sponsored events
- ◇ Logo Placement in event promotional materials, conference, meeting or workshop invitations and programs, event signage and table signs
- ◇ Logo placement on Annual Partner page of the Fresno COG website for the 2017 calendar year. [www.fresnocog.org](http://www.fresnocog.org)
- ◇ SJV Regional Policy Conference recognition on the San Joaquin Valley Regional Policy Council website: [www.sjvcogs.org](http://www.sjvcogs.org)
- ◇ Logo placement in Fresno COG's annual report
- ◇ Logo placement in monthly e-blasts sent to thousands of subscribers throughout the State for the calendar year

### San Joaquin Valley Regional Policy Conference:

- ◇ 2 attendee registrations for all three days of the Conference
- ◇ 2 tickets to the Wednesday evening VIP Mixer
- ◇ 2 tickets to the Thursday evening dinner reception
- ◇ Quarter page full color ad in the conference program
- ◇ Logo on signage throughout the conference
- ◇ Third choice for location of exhibitor table
- ◇ Podium recognition as Participating Partner twice during the general sessions and programs
- ◇ Presentation of partner certificate during Conference
- ◇ Logo displayed during slideshows at breaks and meals – third group of logos to display, often viewed
- ◇ Display donation: Fresno COG is purchasing transportation related Lego and other playsets (ie Airport, High-Speed Rail Station, etc.) for creative use at the conference. Following the event a playset will be given to you to donate to the charity of your choice.

- ◇ Ability to place one flyer or marketing item in attendee registration bags
- ◇ Receive advance and post attendee registration list

### One Voice:

- ◇ Logo placement and/or organization name on all One Voice D.C. participant and outreach materials, trip dinner table signage and media releases -print and electronic.
- ◇ Logo placement and/or organization name on Fresno COG's e-newsletters, "Coming Up at Fresno COG" regarding One Voice D.C. planning
- ◇ Logo placement and recognition on the One Voice webpage and in the Fresno COG Annual Report

### Legislative Fridays:

- ◇ Logo placement and recognition displayed on all Legislative Friday invitations, materials and signage

### Regional Transportation Plan Workshops:

- ◇ Logo placement and recognition included on workshop signage

## Supporting Partner Annual Sponsorship- \$1,000

### All Annual Sponsorships will receive the following:

- ◇ Acknowledgement of Participating Partnership on Fresno COG Transportation Technical Committee, Policy Advisory Committee and Policy Board agendas during the months surrounding sponsored events
- ◇ Logo Placement in event promotional materials, conference, meeting or workshop invitations and programs, event signage and table signs
- ◇ Logo placement on Annual Partner page of the Fresno COG website for the 2017 calendar year. [www.fresnocog.org](http://www.fresnocog.org)
- ◇ SJV Regional Policy Conference recognition on the San Joaquin Valley Regional Policy Council website: [www.sjvcogs.org](http://www.sjvcogs.org)
- ◇ Logo placement in Fresno COG's annual report
- ◇ Logo placement in monthly e-blasts sent to thousands of subscribers throughout the State for the calendar year

### San Joaquin Valley Regional Policy Conference:

- ◇ 1 attendee registration for all three days of the Conference
- ◇ 1 ticket to the Wednesday evening VIP Mixer
- ◇ 1 ticket to the Thursday evening dinner reception
- ◇ Business card sized full color ad in the conference program
- ◇ Logo on signage throughout the conference
- ◇ Fourth choice for location of exhibitor table
- ◇ Podium recognition as Supporting Partner once during the conference
- ◇ Logo displayed during slideshows at breaks and meals – fourth group of logos to display
- ◇ Receive advance and post attendee registration list

### One Voice:

- ◇ Logo placement and/or organization name on all One Voice D.C. participant and outreach materials, trip dinner table signage and media releases -print and electronic.

- ◇ Logo placement and/or organization name on Fresno COG's e-newsletters, "Coming Up at Fresno COG" regarding One Voice D.C. planning
- ◇ Logo placement and recognition on the One Voice webpage and in the Fresno COG Annual Report





## 2017 FRESNO COG ANNUAL PARTNERSHIPS

### Fresno Council of Governments

2035 Tulare Street, Suite 201

559.233.4148 phone

559.233.9645 fax

[www.fresnocog.org](http://www.fresnocog.org)

# Fresno COG 2017 Annual Partnership Sponsorship Form

We would like to partner with Fresno COG during the 2017 year with our Sponsorship at the following level (Check the corresponding box to indicate level):

- ◇ **Premier Partnership—\$7,000**
- ◇ **Strategic Partnership—\$5,000**
- ◇ **Participating Partnership—\$3,000**
- ◇ **Supporting Partnership—\$1000**

COMPANY NAME as you would like it to appear on the printed material:

Company Contact Name:

Contact's Title:

Phone Numbers— Agency:

Cell/Other:

Address:

City / State / Zip:

Email Address:

**Please submit this form to Brenda Veenendaal at**

[brendav@fresnocog.org](mailto:brendav@fresnocog.org)

**Deadline to submit sponsorship forms and logos is February 16, 2017.**

For more information about the program please contact Fresno COG staff member Brenda Veenendaal at the email address above or by phone at 559.233.4148 ext. 219.



**Fresno Council  
of Governments**