



COLORADO  
MUNICIPAL  
LEAGUE



2025

# SPONSOR GUIDE

FOR THE CML ANNUAL  
CONFERENCE & OTHER EVENTS



# We are the voice of Colorado's Cities & Towns

Founded in 1923, Colorado Municipal League is a nonprofit, non-partisan organization serving Colorado's cities and towns. The League is an influential advocate of municipal interests at the state and federal levels. A total of 271 municipalities, representing more than 99% of the municipal population in the state, are currently members of CML. We are the premier source of training and information for municipal staff and elected officials across Colorado.

## **CML SPONSORSHIP OPPORTUNITIES**

Our top-tier sponsor packages are designed to give your company maximum exposure to help you make a positive impression on decision-makers throughout Colorado's cities and towns and engage with municipal members in a new and exciting way.

## **INCREASE YOUR VISIBILITY**

CML offers a variety of options to reach an exclusive audience including city managers, attorneys, clerks, elected officials, and municipal leaders around the state. By becoming a sponsor, you support the work of Colorado cities and towns, while showcasing your company's products and services.

### **NETWORKING**

Face to face opportunities for developing relationships and generating leads.

### **ENGAGEMENT**

Attendees can interact directly with you and your product.

### **EXCLUSIVE ACCESS**

Connect with attendees onsite and after via the attendee mailing list (upon request).

### **EXPERTISE**

Attendees are looking for your knowledge and insight.

### **PACKAGE OPTIONS**

We offer the opportunity to customize your level of exposure to meet your marketing needs.





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# BRECKENRIDGE

UNITED FOR A STRONG COLORADO JUNE 24-27 2025



Join us in Breckenridge at the

# CML ANNUAL CONFERENCE

Don't miss this opportunity  
to elevate your brand and showcase your commitment  
to Colorado's cities and towns.

CML 2025

# ANNUAL CONFERENCE

## BECOME A SPONSOR

Our signature event is the most highly anticipated municipal education event of the year, bringing together various leaders from around the state. Each year our annual conference welcomes over 1,200 attendees representing leaders, managers, clerks, and elected officials. Becoming a conference sponsor allows you to connect with and target prospective customers under one roof.

## CONFERENCE SPONSORSHIP OPPORTUNITIES INCLUDE

- Exhibit space and table\*
- Opportunity to select exhibit space/location in the exhibit hall\*
- Inclusion in print and digital marketing materials\*\*
- Listing in April and July issues of *Colorado Municipalities* magazine\*\*
- Article in CML Newsletter
- Listing on *CML.org* conference page
- Listing in conference app
- Rotating banner in conference app\*
- Logo displayed onsite
- Logo displayed in print and digital conference programs

\*Exhibit space is based on availability and is not offered at the bronze and non-exhibitor levels.

\*\* Must meet deadlines for marketing.

## EXHIBITING SPONSORS

The exhibit hall opens at 1 p.m. Tuesday, June 24, to allow exhibiting sponsors to showcase their brands with no competing events until the 2:30 p.m. preconference sessions.

The exhibit hall wraps up Wednesday, June 25, and afterward we invite exhibitors to continue to enjoy the conference and its unparalleled opportunities to network with municipal officials at the conference reception.



## Key Dates

### February 3

Payment and contract received by CML to be included in early marketing materials.

### March 7

Payment and contract received by CML to be included in marketing materials.

### April 4

Final payment due date. Payment must be received by CML for sponsor to be included in conference program.

### May 19

CML will provide booth location.

### June 24

Exhibit setup at the hotel from 8 a.m. - 12 p.m.

# CML 2025 ANNUAL CONFERENCE

## SPONSORSHIP LEVELS

### Title Sponsor — \$30,000\*

*New for 2025! For CML members only*

- Equal marketing/promotion
- Prominent brand exposure
- Prime exhibit booth location
- Sponsorship of Tuesday reception
- Sponsorship of host hotel networking lounge
- Sponsorship of conference Wi-Fi

### Presenting Sponsor — \$20,000\*

*New for 2025! For CML members only*

- Prime exhibit location
- Prominent logo placement
- Sponsorship of one of the following options: Alpenrock Speakeasy, conference water bottles, transportation between venues

### Diamond Sponsor — \$12,000

*\$15,000 for nonmembers*

- Exhibit booth
- Full color logo/top placement
- Sponsorship of one of the following options: Opening Session, Meeting of the Minds Luncheon, Sam Mamet Awards Luncheon, conference coffee stations, conference golf cart

### Platinum Sponsor — \$8,000

*\$10,500 for nonmembers*

- Exhibit booth
- Full color logo/secondary placement
- Sponsorship of one of the following options: host hotel key card, conference tote bag, conference lanyard, directional signage, Elected Officials Breakfast, continental breakfast

### Gold Sponsor — \$4,500

*\$6,500 for nonmembers*

- Exhibit booth
- Full color logo/key placement

### Non-exhibitor Gold — \$4,000

*New for 2025!*

*\$5,500 for nonmembers*

- Full color logo/key placement

### Silver Sponsor — \$3,500

*\$5,000 for nonmembers*

- Exhibit booth
- Full color logo displayed on-site

### Bronze Sponsor — \$800

*\$1,500 for nonmembers*

- On-site signage
- Company listing in conference materials

*\* Additional charges may apply. See Terms and Conditions.*

Many of the sponsor options are limited and sell out quickly. Be sure to reserve your spot early. This sponsorship prospectus provides various exciting ways for your organization to support our members, enjoy the benefits of sponsorship, and showcase your organization. We thank you in advance for your support and look forward to having you join us.

# SPONSORSHIP OVERVIEW

Discounted CML associate member prices are in bold.

	<b>Bronze</b> \$800 \$1,500	<b>Silver</b> \$3,500 \$5,000	<b>Non-exhibitor Gold</b> \$4,000 \$5,500	<b>Gold</b> \$4,500 \$6,500	<b>Platinum</b> \$8,000 \$10,500	<b>Diamond</b> \$12,000 \$15,000	<b>Presenting</b> \$20,000	<b>Title</b> \$30,000
<b>Exhibit space and table</b>		X		X	X	X	X	X
<b>Opportunity to select exhibit space in exhibit area</b>				X	X	X	X	X
<b>Name badges</b> (permits entry to all non-ticketed events, sessions, and Exhibit Area)	<b>2</b>	<b>4</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>
<b>Listing in early marketing of event</b> (circulation of more than 4,000)	X	X	X	X	X	X	X	X
<b>Listing in April issue of Colorado Municipalities</b> (Quarterly magazine with 4,000+ circulation)			X	X	X	X	X	X
<b>Listing in July issue of Colorado Municipalities</b> (Quarterly magazine with 4,000+ circulation)	X	X	X	X	X	X	X	X
<b>Article in CML Newsletter</b> (biweekly periodical with a readership of 3,000+)					X	X	X	X
<b>Listing in CML Newsletter</b> (biweekly periodical with a readership of 3,000+)			X	X	X	X	X	X
<b>Listing on CML conference website</b>	X	X	X	X	X	X	X	X
<b>Listing in conference app</b>	X	X	X	X	X	X	X	X
<b>Rotating banner in conference app</b>						X	X	X
<b>Logo and website link in two conference countdown emails</b>			X	X	X	X	X	X
<b>Three-minute event introduction or video, or speaking opportunity</b>					Optional	X	X	X
<b>Recognition on social media ahead of conference</b>					X	X	X	X
<b>Logo displayed at conference</b>	X	X	X	X	X	X	X	X
<b>Logo on product</b>					Optional		X	X
<b>Logo in program</b> (payment must be received by April 1)		X	X	X	X	X	X	X
<b>Tickets to sponsored event</b>					<b>5</b>	<b>5</b>		

# BUILD CONNECTIONS ALL YEAR LONG

Interested in partnering with CML beyond the annual conference? We offer sponsorships for various workshops and events throughout the year, each focused on different areas of municipal government. You will be recognized in all marketing material for each event that you sponsor. Additional event sponsorships are non-exclusive. Want to take advantage of discounted pricing on sponsorships? Become a CML associate member. To learn more about membership, contact Kharyl Jackson at [kjackson@cml.org](mailto:kjackson@cml.org) or Denise White at [dwhite@cml.org](mailto:dwhite@cml.org).

*Discounted prices for CML associate members in bold*

## **MAYORS SUMMIT – \$1,500** | \$2,000

CML's Mayors Summit brings together mayors from across the state to explore a range of topics important to municipal leaders, to shape the future of Colorado's cities and towns.

► **Full color logo (marketing and onsite) | Sponsor table | Short comments**

## **EFFECTIVE GOVERNANCE WORKSHOP SERIES – \$1,000** | \$2,000

Effective Governance workshops offer essential training designed for new and seasoned municipal leaders looking to sharpen their skills and elevate their community leadership.

► **Full color logo (marketing and onsite) | Sponsor table | Short comments**

## **ANNUAL SEMINAR ON MUNICIPAL LAW – \$750-\$1,500** | \$900-\$1,700

The Annual Seminar on Municipal Law provides expert, Colorado-specific information directly relevant to the daily practice of municipal attorneys as well as opportunities to network and engage with peers.

► **Full color logo (marketing and onsite) | Limited number of seminar registrants**

## **LEGISLATIVE WORKSHOP – Reception sponsor – \$2,000** | \$3,000

The Legislative Workshop is your opportunity to learn about and discuss key issues at the start of the General Assembly, how legislation may impact your community, and how to get involved.

► **Full color logo (marketing and onsite) | Sponsor table and short comments at reception**

## **DISTRICT MEETINGS – \$300-\$500**

CML District Meetings provide the opportunity for collaboration among municipalities and local governments to share best practices, lessons learned, and work together to solve common problems.

► **Full color logo (marketing and onsite) | Short comments | Connection to host municipality**

## **NEWLY ELECTED OFFICIALS WORKSHOP – \$1,000**

This one-day event (in-person or hybrid with virtual format) equips newly elected municipal leaders with the knowledge, tools, and confidence to navigate the shift from candidate to governing body, covering governance basics, ethics, leadership, and collaboration.

► **Full color logo (marketing and onsite) | Sponsor table | Short comments**

## Advertise where local leaders are looking!

CML's *Colorado Municipalities* is the only magazine dedicated to local governments across the state. With a circulation of nearly 4,000 targeted to key municipal officials – mayors, councilmembers, and department heads – your message will be seen by the decision makers who shape our cities and towns. Contact Denise White, [dwhite@cml.org](mailto:dwhite@cml.org), for details.

*CML associate members get a discount!*