

League Partnerships

Developing a partnership with the League of Kansas Municipalities will provide your organization an opportunity to reach thousands of key decision makers in local government. League membership consists of cities with populations from 20 to 389,255.

Municipal Business Alliance Package Options

The Municipal Business Alliance (MBA) program is the most cost-effective way to align with the League. This program gives companies year-round exposure in front of those who can impact business decisions in Kansas communities.

Annual Conference

As a conference exhibitor, you will have the opportunity to showcase your company's products and services to hundreds of Kansas local government officials. As a conference sponsor, your company will gain exposure as a participant in the event.

Kansas Government Journal

Published since 1914, the official magazine of the League boasts a circulation of nearly 4,000. It is the only statewide publication designed especially for city, county, and state government officials. Advertising in the 32-page, full-color **KGJ** ensures your company an affordable and timely way to reach your target audience! The **KGJ** is printed 10 times during the year, with January/February and August/September each being a shared issue.

Please see reverse page for Conditions of Partnership

Conditions of Partnership

- Advertisements are accepted with the understanding that all matter contained within complies with U.S. Postal regulations and other federal and state laws, rules, and regulations.
- The League reserves the right to decline or reject any advertising without liability.
- The League reserves the right to determine positioning of advertisements within its publications and online, and will not guarantee a specific position.
- All advertising subject to review; acceptance of advertising does not constitute an endorsement by the League, nor does it represent an opinion about the quality of your organization's products or services.
- Any advertisement which, in the judgment of the League, is not immediately identifiable as an advertisement, will be marked "Advertisement."
- The League shall have no liability for errors, delays, or omissions.
- Type set charges may be assessed for ads requiring substantial changes, retouching, or re sizing.
- Rates, conditions, and advertising standards are subject to change without notice by the League.
- Payment for your vendor booth must be received prior to confirming your booth location.
- All services are subject to availability.

Annual Conference

Hundreds of local government officials attend the League of Kansas Municipalities *Annual Conference* and your organization is invited to participate! Our next conference will be held in Wichita, Kansas, October 10-12, 2020. Participation in our conference will provide your organization with many opportunities to make direct contact with people working to provide the best in Kansas local government. Listed below are the ways that you can be a part of this exciting event. **Don't miss this once-a-year opportunity!**

Conference Vendor

The registration process is simple when working with the League. For a one-time payment of \$800, your organization receives admission passes for two booth representatives to the conference for Sunday, plus what's listed in the box at top right. Vendors have access to all meals served in the trade show hall. An event ticket for the Sunday night social event may be purchased separately for \$25.

Conference Sponsorship

Sponsorship is a key marketing tool that should not be overlooked. All sponsors are prominently recognized in the conference packets. Depending on your sponsorship level, you will receive a number of additional benefits.

The League also offers specific sponsor opportunities at conference, including mobile device charging station sponsorship and WiFi sponsorship. See side panel for more details.

Conference App & Other Marketing

Every booth reservation will receive a 'basic' listing within the Conference Mobile App, which will include your booth number and company name. Choose the 'expanded' listing, and link directly to your company website, all contact information, and social media pages for a nominal \$50 fee.

For a \$150 fee, the League will send an email on your behalf to all registered attendees in the days leading up to conference. For more information about this opportunity, contact Kate Cooley.

Exhibit Fee includes:

- One 10x10 booth with a skirted table, two chairs, a company name sign, and wastebasket.
- Two Sunday registrations for booth personnel.
- Recognition in vendor/sponsor booklet.
- A basic listing on the mobile App.

Sponsor Opportunities:

- **Platinum (\$3,000)**
 - Conference Mobile App sponsor, including banner ads/promoted posts in App, and gold benefits as listed below.
- **WiFi Sponsor (\$2,500)**
 - Signage throughout conference facility with company logo, and bag stuffer in each conference packet with WiFi login information.
- **Mobile Device Charging Station Sponsor (\$1,500)**
 - Signage on charging station with company logo, signage in 'Re-Charge' Lounge.
- **Gold (\$1,200)**
 - Three complimentary registrations, company name and logo in sponsor booklet, logo on signage, and logo in pre-general session videos.
- **Silver (\$800)**
 - Two complimentary registrations, company name and logo in sponsor booklet, logo on signage, and logo in pre-general session videos.
- **Bronze (\$550)**
 - One complimentary registration, company name and logo in sponsor booklet, logo on signage, and logo in pre-general session videos.

Annual Conference Order Form

Application for League of Kansas Municipalities Conference Vendor Booth and/or Sponsorship
Questions: Contact Kate Cooley; kcooley@lkm.org or 785.354.9565

Contact Information

Organization/Department/Building (if applicable): _____

Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Website: _____

Booth Preference from Floor Plan:

1st choice: _____ 2nd choice: _____ 3rd choice: _____

view available booths at www.lkm.org/vendors

Booth Policies

Submitting this signed form by fax or email will reserve your booth. If payment is not received after **30 days** of invoice, League staff may release the booth to other companies on the waiting list. The League cannot guarantee first preference for a booth until payment is received.

Cancellations must be submitted in writing and received on or before **August 1**. All cancellations are subject to a \$100 cancellation fee. There will be no refunds for “no shows” or cancellations received after **August 1**.

Signature of Acceptance

We wish to contract for exhibit space at the League of Kansas Municipalities Annual Conference, and understand the above listed policies.

Signature: _____

Print name: _____

Date: _____

*** Send no money now.**

The League will send an invoice to the email listed above.

Booth Rates

- MBA Booth
(Signature & Associate level) \$800 value (first booth) \$0
- MBA Booth (Basic) \$800 value **\$720**
- Booth (non-MBA rate) **\$800**

Sponsorship

- Platinum **\$3,000**
- WiFi **\$2,500**
- Charging Station **\$1,500**
- Gold **\$1,200**
- Silver **\$800**
- Bronze **\$550**

Additional Options

- E-Blast Marketing **\$150**
- Expanded App Listing **\$50**
- Sunday Social Event Ticket **\$25**

Total Fees

Total Booth Fees \$

Total Sponsorship \$

Total Marketing/Promotion \$

Total

Kansas Government Journal

Published since 1914, the Kansas Government Journal (KGJ) is the only magazine in Kansas designed especially for city, county, and state government officials. The KGJ is 32-pages and full-color throughout the entire magazine. With a circulation of nearly 4,000, the KGJ is the most effective way to reach city officials, county officials, state legislators, and many state agencies on a regular basis. The KGJ is printed 10 times a year, with January/February and August/September each being a shared issue in 2020.

Display Advertising

The **KGJ** is a full-color magazine and is the most visual way to attract attention for your business. Display advertisers can place full-color ads for an affordable, low price!

2020 Rates - all ads full color

Ad size/rate per insertion	1x	3x	6x
Back Cover (Oct issue)	\$650	-	-
Back Cover	\$550	\$525	\$450
Inside Back Cover	\$525	\$500	\$425
Inside Front Cover	\$550	\$525	\$450
Full Page	\$450	\$425	\$375
Half Page	\$350	\$325	\$275
Quarter Page	\$275	\$250	\$200
Professional Services (10 issues)	\$425	-	-
Municipal Products Guide Listing	\$350	-	-
Municipal Products Guide Back Page Ad	\$350	-	-

Professional Services Advertising

The **KGJ** also includes business card sized ads that run in each issue of the magazine (10 months.) With over 4,000 readers, this is the most affordable means of presenting your products and services continually to local and state government officials in Kansas.

Municipal Products & Services Guide

The April issue of the **KGJ** will contain an insert of our popular **Municipal Products & Services Guide**, previously included in another publication. The **Guide** offers a complete range of products and services to aid municipal officials in purchasing decisions — indexed under a variety of categories for easy access. The **Guide** is an effective method to showcase the products or services offered by a business, as well as provide key business contact information. You will also automatically be listed in the **Business Links** section of our website. In addition to your online listing, your company's website address, e-mail address, and official logo will be included online!

KGJ Subscription

A subscription to the **KGJ** ensures a strong, supportive network for Kansas government officials and those interested in local government. Each year we bring new and innovative ideas to the **KGJ** in our efforts to disseminate more local and state news to our readers.

Ad Sizes*

Full Page	8.5"x11"
Half Page	8.5"x5.5"
Quarter Page	3.75"x5"
Professional Services	2.25"x1.5"

*Contact Kate Cooley for exact ad specifications.

order form on back

KGJ Order Form

Application for League of Kansas Municipalities Advertising
Questions: Contact Kate Cooley; kcooley@lkm.org or 785.354.9565

Contact Information

Organization/Department/Building (if applicable): _____

Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

E-mail: _____

Ad size to reserve: (call for availability on cover positions)

Inside front cover Inside back cover Back cover

Full page Half page

Quarter page Professional Services Ad

Will provide new artwork Use artwork from previous issue

Ad to appear in the following issues (check all that apply)

Jan/Feb March April May June

July August/September October (Conference Edition)

November December

Fees:

Ad rate per issue \$ _____

MBA Alliance member discount (subtract 10%) - \$ _____

Total per issue cost \$ _____ x number of issues \$ _____

Total Advertising Cost \$ _____

Terms:

- Municipal Business Alliance members receive a 10% discount. Only complete this application to upgrade advertising beyond MBA package.
- All advertising subject to review; acceptance of advertising does not constitute an endorsement by the League, nor does it represent an opinion about the quality of your organization's products or services.

Ad submission requirements:

- Preferred format for ad submission: EPS, TIFF, and PDF (Saved at high-resolution, 300 dpi); all fonts converted to outlines (or embedded) and all images embedded.
- Advertising is due the 1st of the preceding month to guarantee placement.
- Email files to kcooley@lkm.org

Email this completed form:
kcooley@lkm.org

I agree to the terms above, and authorize this application:

Name (please print) _____

Signature _____ Date _____

**Send no money now.*

The League will send an invoice to the email listed above.

Municipal Business Alliance

Find the right fit for your business through our Municipal Business Alliance program.

The Municipal Business Alliance Packages include a number of exclusive benefits and more ways to interact with city officials. These packages give businesses year-round exposure to key-decision makers in local government across the state. When your company aligns with the League, you'll receive valuable benefits, discounts on advertising, and many more opportunities.

Municipal Business Alliance - Elite

This package includes every benefit of the levels listed below, plus unique opportunities including meal sponsor at monthly trainings, access to mailing lists, and elite sponsor options at one or more of our events throughout the year.

Municipal Business Alliance - Signature

This package offers exclusive opportunities to League members, including opportunities to provide expertise, submit articles for the *KGJ*, and exhibit at our Annual Conference. Also included at this level is display advertising in the *KGJ*, and access to a number of League publications at member rates.

Municipal Business Alliance - Associate

The Associate program provides a number of ways to interact with city officials, plus discounts on advertising, and other opportunities. Receive recognition as an MBA at League events, exhibit at our Annual Conference, and receive a discount on display advertising in the *KGJ*.

Municipal Business Alliance - Basic

Our basic alliance package provides your organization access to League publications, an online listing in the Business Links section of our website, and a valuable discount on a booth at our Annual Conference to meet face-to-face with city officials.

See the reverse of this form for benefit details and pricing for each level.

Terms:

- Elite level is limited to 2 businesses.
- Signature level is limited to a maximum of 8 businesses.
- Elite & Signature Level Applicants will be reviewed prior to approval to ensure services compliment the League's mission and values.
- There is no limit to the Associate or Basic level.
- League Business Alliance membership runs on a calendar year, January - December.
- All applicants subject to review; acceptance of MBA does not constitute an endorsement by the League, nor does it represent an opinion about the quality of your organization's products or services.

Municipal Business Alliance Order Form

Application for League of Kansas Municipalities MBA; see terms below.

Questions: Contact Kate Cooley; kcooley@lkm.org or 785.354.9565

Contact Information

Organization/Department/Building (if applicable): _____

Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

E-mail: _____

Benefits	Elite	Signature	Associate	Basic
Access to Mailing List/Contact Information 2x Annually				
Sponsor Lunch at a Municipal Training Institute Class (Regionally)				
Specific Event or Item Sponsor at Annual Conference				
Priority Choice of Booth at Annual Conference - Up to 2 spaces				
Company Logo on Floor Cling at Annual Conference				
Content Publication in Kansas Government Journal (KGJ)				
Letter of Introduction to League Members (for first time MBA)				
Promoted Message/Banner Ad in Conference Mobile App				
Access/Login Credentials to League's Website as Member				
Opportunities to Provide Expertise to League Members and Staff				
Company Logo Listed on League Homepage (MBA Spotlight)				
Recognition at Conference & Other League Events as MBA				
Professional Services Advertising in KGJ				
Display Advertising in KGJ	2x Full Page	2x Half Page	Discount	Discount
Annual Conference Exhibit Booth + 2 Full Conference Registrations				Discount
Municipal Products & Services Guide Listing (April KGJ)				
Online Listing on League Website in Business Links Section				
Subscription to League News & Legislative Alerts				
Subscription to Kansas Government Journal				
Copies of Any League Publication at Member Rate (purchased separately)				
Rates: <input type="checkbox"/> \$8,000 <input type="checkbox"/> \$5,000 <input type="checkbox"/> \$1,500 <input type="checkbox"/> \$500				

I agree to the terms above, and authorize this application:

Name (please print) _____

Signature _____ Date _____

***Send no money now.**
The League will send an invoice to the email listed above.
 See terms & conditions on reverse page.

Additional Event Sponsorships

This year, the League is offering all-new, exclusive sponsorships for a number of events, including new sponsor opportunities for the Annual Conference. Contact Kate Cooley for more details and availability. Some of these sponsorships are limited to only one company, so act now!

Annual Conference

Beyond the regular sponsorship levels of platinum, gold, silver, or bronze, sponsorships are available for giveaway items, specific breaks and meals, WiFi sponsor, and more. See the reverse for a full listing of options and cost for each.

Other Events or Regional Suppers

The League frequently plans other events around the state, including seminars, regional suppers, joint meetings, and more. To co-sponsor one or more of these other events, see details on the reverse of this page.

Additional Sponsorships Order Form

Application for League of Kansas Municipalities Additional Sponsorships
Questions: Contact Kate Cooley; kcooley@lkm.org or 785.354.9565

Contact Information

Organization/Department/Building (if applicable): _____

Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

E-mail: _____

Annual Conference Giveaway Item Sponsorships

- | | |
|--|---------|
| <input type="checkbox"/> Bag/Tote | \$4,000 |
| <input type="checkbox"/> Conference Giveaway | \$2,000 |
| <input type="checkbox"/> Lanyard Sponsor | \$1,000 |

Annual Conference Meal Co-Sponsorships

- | | |
|--|---------|
| <input type="checkbox"/> Meal (shared cost with one or more company) | \$5,000 |
| <input type="checkbox"/> Coffee break/refreshments | \$2,000 |

Additional Annual Conference Items

- | | |
|--|---------|
| <input type="checkbox"/> Keynote Speaker | \$6,500 |
| <input type="checkbox"/> WiFi Sponsor | \$2,500 |
| <input type="checkbox"/> Breakout Room Sponsor | \$1,000 |
| <input type="checkbox"/> Floor Cling | \$500 |

Total

Additional Event Sponsorships

- | | |
|---|---------|
| <input type="checkbox"/> Governing Body Institute (odd years) | \$1,000 |
| <input type="checkbox"/> Leadership Summit (even years) | \$1,000 |
| <input type="checkbox"/> Municipal Training Institute | \$350 |
| <input type="checkbox"/> Regional Suppers | \$550 |

Total

Each of these sponsor opportunities are unique and come with their own individual list of benefits and recognition. For more information about the format of the event, deadlines for your submission, or other questions, contact Kate Cooley. kcooley@lkm.org or (785) 354-9565.

Signature of Acceptance

We wish to contract for the above sponsor opportunities with the League of Kansas Municipalities and understand the above listed policies.

Signature: _____

Print name: _____

Date: _____

***Send no money now.**
The League will send an invoice to the email listed above.