



Dear Prospective Sponsor,

Thank you for considering a partnership with the city of Peoria, with our second annual PACE – **Positive Action thru Civic Engagement** - Conference.

This year, the city of Peoria and its sponsors will have the distinct honor of welcoming Dr. Michael Crow and Kevin "KJ" Johnson as our distinguished keynote speakers. Dr. Crow, our morning speaker, is the 16<sup>th</sup> President of Arizona State University. Under his guidance the university has become a national and international leader in many academic areas. He has committed the university to global engagement and to setting a new standard for public service.



After a successful 12 year NBA career, Kevin Johnson, is now the honorable mayor of Sacramento, California. He will be our closing keynote speaker. He has made civic engagement a top priority for his administration and is a tireless advocate for strengthening volunteer service efforts in Sacramento. He strongly believes that in order to be a great city, you have to have an engaged citizenry and is committed to identifying ways to allow for unprecedented levels of private action for the public good.



Our keynote speakers are just a part of an incredible list of distinguished panelists we have throughout the day. Though this is just our second year of presenting PACE, you can see our level of commitment is very high.

Thank you for considering being a supporter of this exciting, and important, community event.

Best Regards,

  
Bob Barrett  
Mayor City of Peoria

## Sponsorship Levels

### **Community Builder**

**Presenting Sponsor of Conference.** Highest level of sponsorship. First priority placement on noteworthy recognition and exposure opportunities.

### **Community Partner**

**Presenting Sponsor for Lunch.** Major event sponsorship with significant recognition opportunities.

### **Community Supporter**

Third level sponsor. Name recognition in prominent conference materials and locations.

### **Event Sponsor**

Sponsorship level delivers exposure with conference materials.

*See sponsorship level grid for more detail.*

## Conference Information

Location: Arizona Broadway Theatre  
Date: November 17, 2011  
Time: 8:00am – 5:00pm  
Info: [www.peoriaaz.gov/PACE](http://www.peoriaaz.gov/PACE)

## Sponsorship Information

Contact: Melissa Melton  
Phone: 623-773-8706  
Email: [Melissa.melton@peoriaaz.gov](mailto:Melissa.melton@peoriaaz.gov)  
Info: [www.peoriaaz.gov/PACE](http://www.peoriaaz.gov/PACE)

*Sponsors make payment online or checks payable to:*

**City of Peoria**

Brought to you by:

## Sponsorship Levels

	<b>Community Builder \$5,000</b>	<b>Community Partner \$2,500</b>	<b>Community Supporter \$1000</b>	<b>Event Sponsor \$500</b>
<b>RECOGNITION</b>	<b>Presenting Sponsor of Conference</b>	<b>Presenting Sponsor of Luncheon</b>		
<b>LOGO</b>				
Priority sequence	First Priority	Second Priority	Third Priority	N/A
<b>LOGO ON MARKETING MATERIALS</b>				
Conference program	★	★	★	★
Conference brochure	★	★	★	
Direct link on conference registration page	★	★		
Logo on conference webpage	★	★		
Logo on conference bags and note pads	★			
<b>CONFERENCE RECOGNITION</b>				
Logo on slide show during conference	★	★	★	
Mentions during conference general session	★ Minimum 2 mentions	★ Minimum 1 mention		
Logo and mention on conference live taping	★ Minimum 1 mention			
Banner presence in lobby (Must be provided by 11-14)	★			
Marketing materials in bags (Must be provided by 11-3)	500 pieces	500 pieces	500 pieces	500 pieces
<b>EVENT CORRESPONDENCE</b>				
Press releases, letters to elected officials, internal communications	★	★		
<b>TICKETS</b>				
Conference tickets	12 Tickets	6 Tickets		
VIP reception tickets	6 Tickets	3 Tickets		
<b>STUDENT SCHOLARSHIPS</b>				
Conference fee scholarship(s) for high school students in your name	12 Tickets donated in your name	6 Tickets donated in your name	4 Tickets donated in your name	