



MEXICO - US

SISTER CITIES MAYORS SUMMIT



FEB . 15 - 17 . 2018

GUADALAJARA

SPONSORSHIP PACKET



ABOUT THE SUMMIT

The All Mexico – U.S. Sister Cities Mayors Summit is the third in its ongoing bi-national series of Summits to reaffirm and strengthen sister city relationships in key countries. This Summit will connect Mayors, municipal officials, business leaders, academics, and other civic leadership as well as engage each community's citizen diplomats in Guadalajara, Mexico, the exciting capital of Mexico's Silicon Valley to discuss the issues of the day, share best practices and produce measureable outcomes.

The Summit will present informative educational sessions from industry leaders as well as numerous forums in which attendees can socialize and network. The entire experience is designed to provide every attendee with skills and tools to affect change in their communities and advance the mission of peace through people to people and community to community connection.

Dates: February 15th to 17th, 2018

Location: Center of International Friendship (Centro de la Amistad Internacional)

Attendees: This Summit will bring together mayors, elected officials, business executives, city managers, and educators, in addition to nonprofit and community leaders located throughout the United States and the world.

Sister Cities International Global Leaders Circle Eisenhower Corporate Council sponsorships and advertising allow corporations and organizations an opportunity to strengthen their name recognition and gain enhanced visibility. Sponsors are rewarded with increased recognition and value-added features based on their level of investment as part of the Sister Cities International Partnership Program.

Corporations and organizations that would like to participate in the annual mission based financial support through Event, Location, Product, or Media Sponsorships will receive the following benefits, based on level of support, in addition to their specific Sponsorship. All sponsorships are first come first serve; interested sponsors will be notified when a sponsorship opportunity becomes unavailable.

All sponsors will receive the following Summit Benefits:

- Linkable logo on Sister Cities International website
- Tote bag insert
- Partnership Level recognition on name badge ribbon for company personnel
- Contributing sponsor recognition on all sponsorship signage
- Reserved seating at the Awards Dinner

(Additional benefits are listed under each partnership)

All sponsors will receive the following Year Round Benefits:

- One-year Eisenhower Corporate Council membership
- Year round recognition on Sister Cities International's home page
- Access to all Sister Cities International webinar series



PARTNERSHIP SPONSORSHIPS

Sponsorship and Advertising Program

Sister Cities International Global Leaders Circle Eisenhower Corporate Council sponsorships and advertising allow corporations and organizations an opportunity to strengthen their name recognition and gain enhanced visibility. Sponsors are rewarded with increased recognition and value-added features based on their level of investment as part of the Eisenhower Corporate Council Partnership Program.

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Sister Cities International Global Leaders Circle

Eisenhower Corporate Council

Corporations and organizations that would like to annually support the mission of Sister Cities International and participate in Event, Location, Product, or Media Sponsorships will receive the following benefits, based on level of support, in addition to their specific Sponsorship. All sponsorships are first come first serve; interested sponsors will be notified when a sponsorship opportunity becomes unavailable.

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Partnership Levels

Citizen Diplomat (\$1,000-\$2,499)

- *Two Summit Registrations*

International Attaché (\$2,500-\$4,999)

- *Four Full Summit Registrations*

Diplomat (\$5,000-\$7,499)

- *Five Full Summit Registrations*
- *Quarter Page Ad in program guide*

Special Envoy (\$7,500-\$9,999)

- *Six Full Summit Registrations*
- *Half Page Ad in program guide*
Logo on tote bag

Minister (\$10,000-\$14,999)

- *Eight Full Summit Registrations*
- *Two additional tickets to Banquet Gala*
- *Full Page Ad in program guide*
- *Logo on tote bag*
- *Exhibit Table*

Ambassador (\$15,000-\$24,999)

- *Ten Summit Registrations*
- *Five tickets to Banquet Gala*
- *Full Page Ad in program guide*
- *Logo on tote bag*
- *Exhibit Table*
- *Host Panel during subject track*

President *Title Sponsor* (\$25,000 and above)

- *Ten Summit Registrations*
- *Ten tickets for Banquet Gala*
- *Full Page Ad in program guide*
- *Logo on tote bag*
- *Exhibit Table*
- *Plenary Speaker or Panel on subject track*
- *Opportunity to be host of the Opening Ceremony and the closing speeches*

**Summit Registration includes all events between 2/15 – 2/1*

Event Sponsorships

1. Pre Conference Educational Event | \$5,000

Thursday, February 15th. This event will address conducting business in Mexico and the utilization of sister city relationships to assist with business development. This is an excellent opportunity for a sponsor to align their organization with key issues, and solutions, facing the audience on a wide variety of US Mexico issues. Sponsor receives brand recognition on all materials related to the event, opportunity to make a brief welcome address and the option to distribute organization materials to attendees.

2. Educational Event: Latin America | \$5,000

Thursday, February 15th. This event will address conducting business in Latin America and the utilization of sister city relationships to assist with business in Latin America. This is an excellent opportunity for a sponsor to align their organization with key issues, and solutions, facing the audience on a wide variety of Latin American issues. Sponsor receives brand recognition on all materials related to the event, opportunity to make a brief welcome address and the option to distribute organization materials to attendees.

3. Educational Event: “Cultural City Tour” | \$5,000

Thursday, February 15th. This city tour will concentrate on providing the participant with the real flavor of the uniqueness which is Guadalajara from its long history to its present day persona as the Silicon Valley of Mexico. The sponsor will host attendees and provide the opportunity to experience Guadalajara to its fullest as they visit both its roots and its present including different tech firms in the area. Sponsor receives brand recognition on all materials related to the event, opportunity to make a brief welcome address and the option to distribute organization materials to attendees.

4. City of Guadalajara Mayor’s Welcome Reception | \$25,000

Thursday, February 15th. Officiated by the Mayor of Guadalajara, Mayor Al Faro, and his four US counterparts from San Antonio, Texas, El Paso, Texas, Albuquerque, New Mexico and San Jose, California, this event brings together donors, advocates, corporate partners, and civic leaders from both countries to celebrate the city of Guadalajara’s commitment to sustainability, technological innovation, and global citizenship. The reception begins at 6:00pm. Sponsor receives brand recognition on all materials related to the event, opportunity to briefly address attendees during the reception, VIP seating for selected guests and the option to provide attendees with organization materials.



5. Opening Flag Raising Ceremony and Welcome | \$25,000 (1 sponsorship available)

Friday, February 16th. This is an excellent opportunity for a sponsoring organization to align itself with one of the Summit's most prestigious events. Includes the opportunity for sponsor to introduce the speaker, VIP seating, and post address meet and greet for key executives. The sponsor is also afforded the opportunity to provide attendees with organization materials. Sponsor receives brand recognition on all materials related to the event.

6. Friday Luncheon Keynote | \$25,000 (1 sponsorship available)

Friday, February 16th This is an excellent opportunity for a sponsoring organization to be affiliated with an event that is designed to make connections and further program development among attendees. Sponsor receives brand recognition on all materials related to the event, opportunity to briefly address attendees during lunch, VIP seating for selected guests and the option to provide attendees with organization materials.

7. Summit Banquet Gala | \$25,000 (2 sponsorships available)

Friday, February 16th. Affiliate your organization with those individuals and organizations that energize and inspire our work at one of the best attended events of the entire conference. This is the perfect opportunity to demonstrate your organization's excellence to government officials, business people, and citizen diplomats. Sponsor receives brand recognition on all materials related to the event, opportunity to emcee, VIP seating for selected guests and the option to provide attendees with organization materials.

8. Breakout Sessions | \$5,000 per individual session

Friday, February 16th. These sessions will feature speakers from the US Department of State and Mexican Foreign Ministry. The sessions are well-attended and offer the sponsor an excellent opportunity to show their support to members who are looking to strengthen their local programs. Sponsor receives brand recognition on all materials related to the event, opportunity to make a brief welcome address and the option to distribute organization materials to attendees.



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Location and Product Sponsorships

9. Welcome Registration Area | \$5,000 (1 sponsorship available)

All attendees pass through this area on a daily basis. The sponsor is permitted to set up their own "welcome area" in nearby space. It's a great way to establish contacts and rapport with attendees.

10. Exhibit Table | \$1,500

This is still the best way to network and connect with conference attendees. Cost includes 6'x9' table to display literature and signage in a high traffic area.

12. Summit Badge Holder | \$5,000

One of the most desirable branding opportunities offered at the conference. Place your brand logo right on the badge of each and every attendee!

13. Summit Tote Bag | \$2,500

Print your logo on the official All Mexico – US Sister Cities Mayors Summit tote bag and each and every attendee will be promoting your brand both at the conference and in their home towns afterwards.

14. Water Bottle | \$2,500

Thirsty for visibility? Prominent brand recognition is available on this convenient AND environmentally friendly item that will get great use not only at the conference but throughout the entire year. Bottle to be supplied by sponsor and will include San Jose Sister Cities Conference logo.

Media Sponsorships

15. Summit E-News Bulletins | \$2,500

A limited number of sponsors will have the opportunity to place their banner advertisement on all pre-summit email bulletins. This is a great way to get in front of a large, focused audience prior to the Summit. Sponsors are also given the opportunity to place their banner ad on the most-trafficked areas of the Summit website. Banner ads will appear on each page view, providing sponsors with clickable links to their websites.

16. Program Guide | Full page - \$1000 | Half page - \$700 | Quarter page - \$500

The program guide is distributed to all conference participants and media. With its full schedule of daily events, it's the must-have book for the San Jose Conference. This sponsorship will put your organization's message in front of every attendee, every day.

21. Tote Bag Inserts | \$500

Get your message in the hands of each arriving attendee. Feel free to insert printed materials, pens, pads or CD/DVDs.



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