# 2021 Sponsorship Options & Form

## APA Indiana Website Promotion Options
- **1.1:** Featured Logo on Website Landing Page: $750 (limited capacity)
- **1.2:** Featured Spot on Sponsor Directory: $500 (limited capacity)
- **1.3:** Alphabetical Spot on Sponsor Directory: $100

## E-Blast Options
- **2.1:** Featured Logo on all APA-IN E-blasts: $500 (limited capacity)
- **2.2:** One-time E-Blast with Featured Content: $500

## Conference Sponsorship Options (In-Person or Virtual)
- **3.1:** General Conference Sponsor: $1,500
- **3.2:** Keynote/Lunch Sponsor: $1,000
- **3.3:** Session Sponsor: $500

## Other Sponsorship Options
- **4.1:** Advocacy Day Sponsor: $250
- **4.2:** Regional Reception or Event Sponsor: $250

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**Please fill out the form below and return to APA-IN at:**

Sponsorship@indianaplanning.org

Upon receipt, you will be invoiced for the sponsorship amount.

For questions, please contact Haley James, APA-IN Sponsorship Chair, at Sponsorship@Indianaplanning.org

<table>
<thead>
<tr>
<th>Company Name</th>
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</thead>
<tbody>
<tr>
<td>Contact Person</td>
<td></td>
</tr>
<tr>
<td>Billing Address</td>
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<td>City</td>
<td>State</td>
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<td>Email</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Sponsorship Option (Circle)</th>
<th>Bill Quarterly Amount: $</th>
<th>OR Bill Single Invoice Amount: $</th>
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</thead>
<tbody>
<tr>
<td>1.1</td>
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<td>3.1: $1,500</td>
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<tr>
<td>1.2</td>
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<td>3.2: $800</td>
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<td>4.1: $250</td>
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<tr>
<td>2.2</td>
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<td>4.2: $250</td>
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2021 APA-INdiana Sponsorship Options

Over the past few years, APA-Indiana has only offered annual sponsorship options. This year, we are allowing a la carte options for sponsorship based on your organization’s preference and needs. If you see a benefit not listed that you are interested in, please contact Haley James, APA-IN Sponsorship Chair, at Sponsorship@Indianaplanning.org.

1. APA-INDIANA WEBSITE PROMOTION OPTIONS

1.1: Featured Logo on Website Landing Page: $750
Your company’s logo could be featured on the landing page of the APA-Indiana website (indianaplanning.org). The logo will be placed on the revolving image at the top of the page. A limited amount of spots are available for this sponsorship option.

1.2: Featured Spot on Sponsor Directory: $500
Your company could be featured on the APA-Indiana website (indianaplanning.org) at the top of the sponsor directory landing page. Other participating companies will be placed alphabetically (see option 1.3) underneath featured sponsors. Potential clients will be able to view your company’s contact and a brief list of services!

1.3: Alphabetical Spot on Sponsor Directory: $100
Your company could be featured on the APA-Indiana website (indianaplanning.org) on the sponsor directory landing page in alphabetical order. Potential clients will be able to view your company’s contact information on the Sponsor Directory.

2. E-BLAST OPTIONS

2.1: Featured Logo on all APA-IN E-blasts: $500
Your company’s logo will be featured on all APA-IN E-blasts during 2021. Each year our organization sends out approximately 20 e-blasts, with over 600 people on the recipient list (32.5% open rate). The logo will be hyperlink to your company’s website, where potential clients or members can connect with your firm.

2.2: One-time E-Blast on Newsletter, Facebook, and Twitter with Featured Content: $500
This sponsorship option will allow your company to create unique content that will be shared with our members through a one-time e-blast and Facebook post. Examples of potential content created by your firm could include an announcement for new staff or office location in Indiana, or educational content promoting the importance of comprehensive planning or other services that you offer. Connect with over 600 members for each e-blast (32.5% open rate), 650 Facebook followers, and 750 Twitter followers.
3. CONFERENCE SPONSORSHIP OPTIONS (VIRTUAL OR IN-PERSON)

3.1: General Conference Sponsor: $1,500 (limited capacity)

As a general conference sponsor, your company will receive prime recognition in the Spring and Fall 2021 Conferences. Whether this event is virtual or in-person, your company's name and logo will be announced during each session. Your firm’s marketing materials will also be provided to each conference attendee. This sponsorship option includes one full registration to both conferences. Average conference attendees range from 100 to 200 people.

3.2: Keynote/Lunch Sponsor: $800

Your company will be presented as the sole keynote or lunch sponsor of the Fall 2021 Conference. Your company will be able to connect with attendees during this session through a brief introduction at the beginning of the session. Your firm will also have the opportunity to send an e-blast to attendees at the end of the session. This sponsorship option includes one full registration to the Fall Conference. Average conference attendees range from 100 to 200 people.

3.3: Session Sponsor: $500

Your company will be presented as the sole sponsor of an individual session for the Spring and Fall 2021 Conferences, of which you can also be a presenter. Your company will have the opportunity to introduce the speakers of the session and have an opportunity to send an e-blast to attendees at the end of the session. This sponsorship option includes one full registration to both conference. Attendance for conference sessions can range from 25-50 people.

4. OTHER SPONSORSHIP OPTIONS

4.1: Advocacy Day Sponsor: $250

Indiana Planners’ Day at the State House is an opportunity for planners to meet with their state representatives and senators to discuss issues of interest to the planning community. The day involves both an educational component as well as activity inside the Capitol. Your company will be presented as the sponsor for this session and will have the opportunity to give a brief introduction to the event. Your company will also have the opportunity to pass out marketing materials during the event or email participants. Attendance for Advocacy Day is roughly 25 people.

4.2: Regional Reception or Event Sponsor: $250

Region Representatives (Northern, Central, and Southern Regions) will host educational or networking events throughout the year to bring members in their region together. This option could also be available to networking events provided through the Spring or Fall 2021 Conference. Your company will be presented as the sponsor for this session and will have the opportunity to give a brief introduction to the event. Your company will also have the opportunity to pass out marketing materials during the event or email participants. Attendance for regional events or receptions is roughly 25 people.