



STORIES OF RESILIENCE

Planning for Consensus, Vitality, Sustainability, and Equity

2022 AMERICAN PLANNING ASSOCIATION - NEW MEXICO STATE-WIDE CONFERENCE

October 26th - 28th, 2022

**Albuquerque Public Schools, Berna Facio Professional Development Center
3315 Louisiana Blvd. NE, Albuquerque, NM 87110**

SPONSORSHIP OPPORTUNITIES AND BENEFITS BROCHURE

The New Mexico Chapter of the American Planning Association is an organization of over 250 professional and citizen planners working toward sustainable and equitable development of New Mexico communities. Our annual APA New Mexico Planning Conference brings together planners from throughout the State of New Mexico.

This year, we are pleased to host our conference in Albuquerque at the Albuquerque Public Schools' Berna Facio Professional Development Center.

Gold, Silver, Keynote, and Reception/Luncheon Level Sponsors receive complimentary registration and all sponsor levels receive exhibitor space, promotional materials in conference takeaways distributed to all attendees, and admission to networking events. Additionally, sponsors may choose to assist attendee(s) and/or student(s) by subsidizing conference registration and/or lodging and transportation. Please review the benefits of each level and consider sponsoring the APA-NM State-wide Planning Conference.

Note: There is no formal sponsorship deadline. However, sponsors signing up after mid-September may not have their logos on conference swag, due to printing deadlines.

To register for a sponsorship online, please click [here](#) and select "Tickets."

To pay using a PO, please complete and return the form on page 5 of this packet. For additional information, please contact:

apanmsecretary@gmail.com

QUICK FACTS

- > *The 2022 New Mexico Planning Conference is the premier venue to meet planners from all over New Mexico in one setting.*
- > *Conferences average over 100 attendees who work in private, public, non-profit and academic fields.*
- > *Wide range of levels and benefits for each sponsor.*



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SPONSORSHIP LEVELS

GOLD \$1,000: Gold sponsors are major supporters of the Chapter who contribute to the APA New Mexico and its annual conference. Gold sponsors receive two complimentary registrations and are highlighted in the conference program and other conference promotional materials with premium positioning and more individual mentions. They also receive 3 months or recognition on the Chapter's Conference webpage, and an exhibitor table.

- > *Two complimentary registrations.*
- > *Featured in conference program, logo screen display during general sessions.*
- > *Exhibitor table.*
- > *Three months recognition on chapter website starting from conference opening.*
- > *Organization promotional materials in "Swag" bag.*
- > *Admission to networking events.*

SILVER \$750: Silver sponsors are core supporters of the Chapter and its conference. Silver sponsors receive a complimentary conference registration, logo screen display during general sessions and in the printed program, newsletter advertisement, as well as 3 months of recognition on the Chapter's Conference webpage. Silver sponsorship is ideal for firms that will be sending at least one attendee to the conference and wish to take advantage of added sponsorship benefits.

- > *One complimentary registration.*
- > *Featured in conference program, logo screen display during general sessions.*
- > *Exhibitor table.*
- > *Three months recognition on chapter website starting from conference opening.*
- > *Organization promotional materials in "Swag" bag.*
- > *Admission to networking events.*

BRONZE \$500: Bronze sponsorship is the base level sponsorship package available. This sponsorship includes a table in the exhibitor hall and admission to the networking receptions.

- > *Exhibitor table.*
- > *Featured in conference program.*
- > *Admission to networking events.*
- > *Organization promotional materials in "Swag" bag.*

CONFERENCE HIGHLIGHTS

- > *Over 12 conference presentation and panel sessions spanning a variety of emerging planning topics, issues, and solutions.*
- > *3 - 6 Mobile Workshops*
- > *Breakfast Plenary, Keynote, Networking Reception, and Power Hour (speed sessions)*



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RECEPTION/KEYNOTE LUNCHEONS/BREAKFAST \$2,000: Reception sponsors underwrite the cost of conference keynote/plenary meals and social event for a minimum of \$2,000. Keynote sponsors assist in underwriting the cost of a conference keynote speaker. Typically this sponsor helps to bring in exciting and innovative speakers from across the country to discuss areas of law and/or ethics. There is only one sponsor per reception, ensuring maximum exposure. Unique benefits to the Reception sponsors include two complimentary registrations, a tailored program description, exclusive signage at the reception and a brief welcome and introduction at the beginning of the event. Only three reception sponsorship opportunities are available.

- > *Two complimentary registrations.*
- > *Three months recognition on chapter website starting from conference opening.*
- > *With only one sponsor per reception, exclusive and maximum exposure at the conference's most attended events.*
- > *Exhibitor table.*
- > *Tailored organizational description in the conference program.*
- > *Exclusive signage/banner at the reception.*
- > *Opportunity for opening remarks at the start of reception.*
- > *Organization promotional materials in "Swag" bag.*
- > *Admission to networking events.*

BAG/WATER BOTTLE \$1,500: Bag/Water Bottle Sponsors underwrite the cost of a conference tote bag and water bottle for a minimum of \$1500. Sponsors interested in pooling together resources may. However, company logo placement on bag and water bottle will be shared.

- > *Two complimentary registrations.*
- > *Logo on bag, water bottle, and other takeaways.*
- > *Featured in conference program, logo screen display during general sessions.*
- > *Exhibitor table.*
- > *Three months recognition on chapter website starting from conference opening.*
- > *Organizational promotional materials in "Swag" bag.*
- > *Admission to networking events.*

BREAK/CONTINENTAL BREAKFAST \$300: Break sponsors underwrite the cost of our conference breaks for a minimum of \$300. Breaks typically consists of 15 minute blocks in a commons area allowing attendees to congregate. The Break sponsorship covers the cost of refreshments.

- > *Exclusive signage/banner at sponsored break.*
- > *Exhibitor table.*
- > *Organizational promotional material in "Swag" bag.*

CONFERENCE ATTENDANCE/LODGING/TRANSPORTATION (DONATIONS):

Conference attendance sponsors underwrite the cost of one or more planners to attend the conference. Sponsorship covers the cost of registration, and can also include transportation (if outside Albuquerque), and lodging.

- > *Organizational promotional material in "Swag" bag.*



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APA-NEW MEXICO 2022 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES OVERVIEW

Benefit	Gold	Silver	Bronze	Reception Key Note Meals	Bag Bottle Swag	Break
	\$1,000	\$750	\$500	\$2,000	\$1,500	\$300
Complimentary Conference Registration	x2 ✗	✗		x2 ✗	✗	
3 months recognition on chapter website	✗	✗				
Featured in conference program, logo display during general sessions	✗	✗				
Exhibitor Table (Gold comes w/Display Board)	✗	✗	✗	✗	✗	✗
Tailored description in program				✗		
Exclusive signage/banner at reception or keynote, or break*				✗	✗	✗
Opportunity for remarks at start of reception or keynote*				✗		
Organizational promotional materials in "swag" bag	✗	✗	✗	✗	✗	✗
Admission to networking event	✗	✗	✗	✗	✗	✗
Logo on bag, water bottle, or other takeaways					✗	

*Only one sponsor per reception, keynote and break chosen on first-come, first-pay basis



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2022 NEW MEXICO PLANNING CONFERENCE SPONSORSHIP REGISTRATION FORM

Contact Information

First Name

Last Name

Company/Organization

Address

City

State

Zip

Phone Number

Email Address

Sponsorship Selections

<i>Gold Level Sponsorship</i>	<i>\$1,000.00</i>
<i>Silver Level Sponsorship</i>	<i>\$750.00</i>
<i>Bronze Level Sponsorship</i>	<i>\$500.00</i>
<i>Break/Cont. Breakfast</i>	<i>\$300.00</i>
<i>Reception Sponsor</i>	<i>\$2,000.00</i>
<i>Bag/Water Bottle Sponsor</i>	<i>\$1,500.00</i>
<i>Keynote Sponsor</i>	<i>\$2,000.00</i>

Sponsorship Total

Sponsorship Selections

Total Amount Due: \$ _____

Enclosed Check

Bill my Purchase Order #: _____

Payment Processing Information:

Please send check or purchase order info along with the complete registration form to:

*APA New Mexico
PO Box 7508
Albuquerque, NM 87194-7508*

- OR -

*Tom Menicucci
APA-NM Treasurer
tmenicucci@comcast.net*