



"15 Communities ... 1 Voice"



WESTMARC SPONSORSHIP OPPORTUNITIES



2022 Opportunities

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Message from our CEO

Dear Stakeholder,



Thank you for investing in the West Valley of Metro Phoenix! This region continues to grow, diversify and elevate. Over the past 20 years, the West Valley's population has exploded to 1.7 million residents who live in this region of 3,000 square miles. The West Valley consists of 15 communities, working together for quality growth. Over 50% of Maricopa County's future growth will occur in the West Valley.

WESTMARC's mission is to promote the West Valley for quality job attraction and economic vitality. We do so by working under the guidance of our Board of Directors and member driven Issue Committees. All work is highlighted through our program of special events and webinars. WESTMARC'S events are planned with member needs at the forefront and executed through a strong and experienced marketing and events team. Our events provide the best opportunity to network with regional leaders.

I invite you to review our Annual Corporate Investment Program to determine the best fit for your company's financial venture. This program document outlines all WESTMARC annual events, topic areas, target audience and investment options. It is intended to assist you with selecting your best return on investment opportunity, based on your corporate goals.

As always, I am available to discuss your needs and work together to maximize your exposure and company growth.

Sincerely,

A stylized handwritten signature in black ink, appearing to read 'SH'.

Sintra Hoffman
President and CEO

Signature Event Series

Governor's State of the State Address Luncheon:

- When: January (2nd or 3rd Wednesday)
- Time: 11:30 am - 1:00 pm
- Audience: State and local elected officials, Business leaders, & Education leaders.
- **Average Attendance: 500+**

WESTMARC Annual Business Meeting:

- When: February (2nd Thursday)
- Time: 3:00 pm - 5:00 pm
- Audience: Local elected officials, Business leaders, & Education leaders.
- **Average Attendance: 200+**

Best of the West:

- When: Late October - Early November
- Time: 5:30pm-8:30pm
- State and local elected officials, Business leaders, Education leaders, & Non-profit leaders.
- **Average Attendance: 500+**

Annual Golf Classic:

- When: September (4th Friday)
- Audience: West Valley business, government developers, etc. Anyone interested in business development and education and municipal relations.
- **Average Attendance: 144**

Annual Economic Development Summit:

- When: May (1st or 2nd week)
- Audience: Investors, Developers, Commercial Real Estate, Local elected officials, Business leaders, Education leaders & Non-profit leaders.
- **Average Attendance: 400+**



West Valley Informational Series

West Valley Hot Topic Series:

New in 2021, WESTMARC launched a series featuring key growth related topics. This series takes a deep dive into identified topic areas for a rich and engaging dialog. Experienced speakers share their knowledge to shape planning for the West Valley's growth. This may be a hybrid event open to a limited in-person audience with a broader virtual reach. See full calendar on page 12.

Target Audience: Development and commercial real estate, Local Elected Officials, anyone with interest in the West Valley. Average attendance: 68

West Valley Legislative Breakfast:

This annual breakfast is held in June to bring West Valley legislators on both sides of the aisle to address key legislative priorities for the west valley. This event facilitates networking and relationship building between legislators and the audience. This is an in-person breakfast.

When: June 2022

Time: 8:30 am - 9:30 am

Target Audience: Government, business leaders, education and non-profit leaders.

Average attendance: 100



WESTMARC Healthcare Innovation Summit:

This bi-annual event digs into the nuances of the healthcare industry in areas that focus on innovation and growth. The Summit brings timely information both on what is trending and upcoming issues for healthcare professionals.

Target Audience: Healthcare companies, healthcare facility developers and brokers, healthcare educators. This event has been both in-person and virtual and effective in both formats.

Average attendance: 200



GOVERNORS' STATE OF THE STATE LUNCHEON

 | *Coca-Cola* Title Sponsor:
SWIRE COCA-COLA, USA

WEST VALLEY GOVERNORS' STATE OF THE STATE LUNCHEON

Title Sponsor - \$7,500

- 1 Table - Title preferred seating
- Additional seat at the head table
- Logo recognition on all event materials
- Corporate logo scrolled during event
- Podium acknowledgement at the event
- Introduction of Governor Doug Ducey

Gold Sponsor - \$4,500

- 1 Table - Gold preferred seating
- Additional seat at the head table
- Logo recognition on all event materials
- Corporate logo scrolled during event
- Podium acknowledgement at the event

Silver Sponsor - \$3,000

- 1 Table - Silver preferred seating
- Logo recognition on all event materials
- Corporate logo scrolled during event
- Podium acknowledgement at the event

Bronze Sponsor - \$2,500

- 1 Table - Bronze seating
- Logo recognition on select event materials
- Corporate logo scrolled during event

Dessert Sponsor - \$2,000

- Four Seats
- Logo recognition on select event materials
- Corporate logo scrolled during event

Non Member Table Sponsor - \$1,125

- 1 Table - Reserved Seating
- Corporate name on table sign

Member Table Sponsor - \$1,000

- 1 Table - Reserved Seating
- Corporate name on table sign

Average attendance - 500

- Individual seat member - \$135
- Individual seat non-member - \$150

Venue Sponsor:

**PHOENIX
RACEWAY**



ANNUAL BUSINESS MEETING

ANNUAL BUSINESS MEETING

Join the WESTMARC Board of Directors to elect the new annual slate of leaders. This annual meeting and mixer is held in February of each year. This is a great opportunity to network with the region's leadership capital while experiencing a new West Valley asset.

Gold Sponsor - \$2,500

- One 30 seconds promotional video spot
- Bundle of 10 Tickets
- Logo Recognition on all event materials
- Corporate logo individually scrolled during event
- Gold sponsor acknowledgement at the event

Silver Sponsor - \$2,000

- Bundle of 10 tickets
- Logo recognition on event materials
- Corporate logo scrolled with othersilver sponsors during event.
- Silver sponsor acknowledgement during event

Bronze Sponsor - \$1,500

- Logo recognition on all event materials
- Corporate logo scrolled with other bronze sponsors during event
- Bronze sponsor acknowledgement at the event

10 Member Ticket Package: \$850

10 Non-Member Ticket Package: \$1,000

Average attendance: 150-200

ANNUAL TECHNOLOGY SUMMIT

Technology has always been transformational in our daily lives. Now through in a pandemic. It's understatement that innovative ways of doing business has gone to the next level over the past 18 months. Arizona continues to thrive in these very disruptive times. Join us and learn from experts and investors in our economy why the Arizona is attracting companies in this space.

☐ **PRESENTING SPONSOR (\$15,000)**

- 2 tables of 10
- Speaking opportunity
- Video opportunity
- Full Pg. Ad in program
- Company logo on all event materials
- Listed as Presenting Sponsor in Pre & Post Event ads

☐ **PLATINUM SPONSOR (\$10,000)**

- 2 tables of 10
- Video opportunity
- 1/2 pg Ad in program
- Company logo on all event materials
- Listed as Platinum Sponsor in Pre & Post Event ads

☐ **GOLD SPONSOR (\$5,000) - 4 AVAILABLE**

- 1 table of 10
- Video opportunity
- 1/3 pg Ad in program
- Company logo on all event materials
- Listed as Gold Sponsor in Pre & Post Event ads

☐ **SILVER SPONSOR (\$3,500) - 3 AVAILABLE**

- 1 table of 10
- Video opportunity
- 1/4 pg Ad in program
- Company logo on all event materials
- Listed as Silver Sponsor in Pre & Post Event ads

☐ **BRONZE SPONSOR (\$2,000)**

- 1 table of 10
- Video opportunity
- Company logo on all event materials

☐ **TABLE OF 10 (\$1,000)**

☐ **INDIVIDUAL SEAT (\$150)**

ANNUAL ECONOMIC DEVELOPMENT SUMMIT

Signature Event

This annual state of the economy event features cutting edge topics, ideas, and solutions toward advancing the West Valley's economy. Learn from expert speakers who share their knowledge and experience. Network with the region's business, government, education and non-profit leaders.

Title Sponsor - \$7,500 (1 Available)

- Introduction of the keynote speaker
- One 2 minutes promotional video spot
- 1 Table
- Logo recognition on all event materials
- Corporate logo scrolled during event
- Podium acknowledgment at the event
- Social Media Promotion

Gold Sponsor - \$4,500

- One 30 seconds promotional video spot
- 1 Table
- Logo recognition on all event materials
- Corporate logo scrolled during event
- Podium acknowledgment at the event
- Social Media Promotion

Silver Sponsor - \$3,000

- 1 Table
- Logo recognition on all event materials
- Corporate logo scrolled during event
- Podium acknowledgment at the event
- Social Media Promotion

Bronze Sponsor - \$2,500

- 1 Table
- Logo recognition on select event materials
- Corporate logo scrolled during event
- Podium acknowledgment at the event

Dessert Sponsor - \$1,500

- 4 Seats
- Logo recognition on select event materials
- Corporate logo scrolled during event
- Social Media Promotion
- Feature your local restaurants on our Virtual Restaurant Row

Average attendance: 400-450

ANNUAL GOLF CLASSIC

☐ Title Sponsor - \$10,000 (1 Available)

- 2 foursomes
- Company name and logo added to all event marketing materials (subject to print deadline)
- Website link, company name on golf carts, prominent signage at event
- Display your company's banner at post-event reception (you provide)
- Verbal recognition at post-event reception, tagged in three social media post (Reach up to 2700 people)
- Social media video message
- One email member highlight (Reach up to 3100 people)
- Sponsorship at 3 holes

☐ Hole In One Contest Sponsorship Opportunity - \$7,500

- Display of two cars at the tournament
- Car displayed for a Hole-In-One Contest
- Car at entrance, bag drop, first hole or another high visibility location

Brand Exposure:

- Your Company Logo will be displayed on all Marketing Materials,
- Event Webpage & Social Media
- Speaking opportunity during the luncheon for your company representative
- One Golf Foursome - Golf shirts included
- Display Table near registration area for your Company materials, Give-aways, etc.
- Post Event Social Media Exposure on Linked-in, Facebook & Instagram (Reach 2,700)
- Post event video on WESTMARC website & Social media outlets for your company
- Two email member highlights (Reach 3,100)

☐ Golf Shirt Sponsor - \$5,000 (1 Available)

- Four golfers
- Company logo embroidered on shirt sleeve
- Verbal recognition at post-event reception
- Social media post (Reach 2,700)
- Sign on one hole

☐ Beverage Cart Sponsor - \$2,500 (2 Available)

- Two Golfers
- Company logo on beverage cart(s)
- Verbal recognition at post-event reception
- Social Media Post (Reach up to 2700 people)

ANNUAL GOLF CLASSIC

Continued

☐ **Lunch Sponsor - \$2,500 (1 Available)**

- Two Golfers
- Prominent sponsor sign during lunch
- Verbal recognition at post-event reception recognition
- Social Media Post (Reach up to 2700 people)

☐ **Breakfast Sponsor - \$1,500 (2 Available)**

- Prominent sponsor signage during breakfast
- Verbal recognition at post-event reception

☐ **Hole Sponsor - \$1,500**

- Two golfers
- Prominent sponsor signage on one hole
- Verbal recognition at post-event reception

ANNUAL BEST OF THE WEST AWARDS DINNER

WESTMARC's Best of the West Awards Dinner is the signature event of the West Valley with a rich history of celebrating outstanding accomplishments and contributions to the quality of life, economic development, innovation and leadership in the West Valley.

Presenting Sponsor (1 Available) \$35,000

- Company logo in all event materials, Listing as Presenting Sponsor with company logo in pre and post event ads, Logo on event webpage, logo included on event program, Logo prominently displayed in video and event presentation, Speaking role and podium recognition, One minute video during break, Two tables

Titanium Sponsor - \$10,000

- Company logo in all event materials, Listing as Titanium Sponsor with company logo in pre and post event ads, Logo on event webpage, logo included on event program, Logo will be featured in video and event presentation, Podium recognition, Two tables

Platinum Sponsor - \$7,500

- Company logo in event materials, Listing as Platinum Sponsor with company logo in pre and post event ads, Logo on event webpage, logo included on event program, Logo will appear in video and event presentation, One minute video during break, Two tables

Gold Sponsor - \$5,000

- Company logo in all event materials, Company name in pre and post event ads, Logo on event webpage, Logo will appear in event presentation, logo included on event program, One minute video during break, One table

Silver Sponsor - \$3,500

- Company logo in selected event materials, Company name in pre and post event ads, Company name on event webpage, logo included on event program, Logo will appear in event presentation, One table

Floral Centerpiece Sponsor - \$2,500 (1 Available)

- 15% will go towards the WESTMARC Scholarship Fund, Logo on event webpage, Logo prominently displayed in video and event presentation, Podium recognition, Two tickets to Best of the West Annual Awards Dinner, Centerpieces will be sold at the end of the evening and all funds generated from sales will go to the WESTMARC Scholarship Fund

Dessert Sponsor - \$2,500 (1 Available)

- 25% will be donated to the Homeless Youth Connection serving our community, Logo on event webpage, Logo prominently displayed in video and event presentation, Podium recognition, Two tickets to Best of the West Annual Awards Dinner

ANNUAL BEST OF THE WEST AWARDS DINNER

Continued

Silent Auction Sponsor - \$5,000 (1 Available)

- Logo on the fundraising site, Top of guests personal bidding pages and leader boards (Leader board - tv at the event showing the highest bid for each item), Post-event thank you text sent to all attendees recognizing/thanking you as the mobile bidding sponsor (depending on character limits)

ANNUAL LEGISLATIVE BREAKFAST

WESTMARC's Legislative Breakfast provides an opportunity to meet with Arizona state representatives. Join us as we recap and tackle key upcoming legislative priorities for our state and region. This is your opportunity to share more about your needs as a West Valley stakeholder.

Registration / Breakfast 8:00am - 8:30am

ANNUAL EVENT

Title Sponsor - \$5,000 (SOLD)

Audience: Government, business leaders, education and non-profit leaders.

- 1 Table of 10 - Gold preferred seating
- Additional seat at the head table
- Logo recognition on all event materials
- Corporate logo scrolled during event
- Podium acknowledgement at the event

Breakfast Sponsor - \$2,500

- 1 Table of 10 - Preferred seating
- Logo recognition on all event materials
- Corporate logo scrolled during event
- Podium acknowledgement at the event

Table Sponsor - \$1,500

- 1 Table of 10 - Gold preferred seating
- Corporate logo scrolled during event
- Podium acknowledgement at the event

WEST VALLEY HOT TOPICS WEBINAR SERIES

WESTMARC will host a hybrid series of member dialogues addressing key regional issues that shape the future of the West Valley. In person audience size will be limited.

Audience: West Valley stakeholders and investors.

Series Sponsor - \$20,000

- Sponsor mention event marketing collateral, printed and digital program, social media & website
- Company Logo & Mention included on all event social media posts
- 30 second video during program
- Session sponsor slide prior to the start of the session.
- Verbal sponsor recognition to in-person and virtual audience
- Branded "Thanks for Attending" at end of the conference

Session Sponsor - \$2,500

- Sponsor mention event marketing collateral, printed and digital program, social media & website
- Verbal sponsor recognition to in-person and virtual audience
- Recognition on branded "Thanks for Attending" at end of the conference

2021 Session Schedule

DATE	TOPIC
JANUARY 19	WEST VALLEY GROWTH
MARCH 16	HOUSING
MAY 18	ENTERTAINMENT & RETAIL
JULY 20	EMPLOYMENT
SEPTEMBER 21	WORKFORCE DEVELOPMENT
NOVEMBER 16	QUALITY OF LIFE

**All Hot Topics Webinars will be held
from 12:00pm-1:00pm**

ANNUAL HEALTHCARE SUMMIT

The WESTMARC Healthcare Summit is designed for key decision makers, influencers, and thought leaders that operate in the health care space. The valuable information shared will help organizations in a variety of sectors - from providers such as Hospitals, Pharmacies, Behavioral Health, and Long-Term Care to universities, payers, investors, entrepreneurs, and technology companies - compete and thrive in this fast changing environment!

ANNUAL EVENT

Title Sponsor - \$5,000 (1 Available)

- 1 Table
- Logo recognition on all event materials
- Corporate logo scrolled during event
- Speaking Opportunity at the event
- Social Media Promotion
- :30 Second Video during Break

Gold Sponsor - \$3,500

- 1 Table
- Logo recognition on all event materials
- Corporate logo scrolled during event
- Acknowledgment at the event
- Social Media Promotion
- :30 Second Video during Break

Silver Sponsor - \$2,500

- 1 Table
- Logo recognition on all event materials
- Corporate logo scrolled during event
- Acknowledgment at the event
- Social Media Promotion

Bronze Sponsor - \$2,000

- 1 Table
- Logo recognition on select event materials
- Corporate logo scrolled during event
- Acknowledgment at the event

ANNUAL TOP GOLF PAR-TEE TOURNAMENT

TOP GOLF PAR-TEE TOURNAMENT

☐ Title Sponsor - \$7,500 (1 Available)

- Two Bays with Six Golfers each
- Company Logo on display in the Bay
- Company Logo on Event Website
- Company Logo on Print Materials
- Recognition during the event as the Beverage Sponsor
- Logo on the screen in the Chairman Room
- Opening Remarks Opportunity
- 2 minute video in the Chairman's Suite during lunch

☐ Food Sponsor - \$2,000 (2 Available)

- One Bay with Six Golfers
- Company Logo on display in the Bay
- Company Logo on Event Website
- Company Logo on Print Materials
- Recognition during the event as the Food Sponsor
- Company Logo on display at the food buffet
- Logo on the screen in the Chairman Room
- 30 second video in the Chairman's Suite

☐ Beverage Sponsor - \$1,500 (2 Available)

- One Bay with Six Golfers
- Company Logo on display in the Bay
- Company Logo on Event Website
- Company Logo on Print Materials
- Recognition during the event as the Beverage Sponsor
- Logo on the screen in the Chairman Room

☐ Bay Sponsor - \$1,250

- One Bay with Six Golfers
- Company Logo on display in the Bay
- Recognition during the event



RSVP Online at www.westmarc.org/TopGolf
or email this form to Lkent@westmarc.org



WESTMARC, a public/private partnership of 15 communities, the business and education sectors, provides opportunities for members to interact and communicate on issues vital to moving the West Valley forward. WESTMARC is committed to our members' success and our mission of enhancing economic development and the quality of life in the West Valley.

"15 Communities ... 1 Voice"

Avondale
Buckeye
El Mirage
Gila Bend
Glendale
Goodyear
Litchfield Park
Peoria
Phoenix
Sun City
Sun City West
Suprise
Tolleson
Wickenburg
Youngtown

