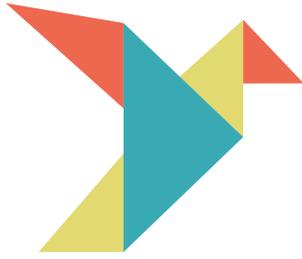


50th ANNIVERSARY



CAPIO

2021

Annual Partner and
Sponsor Opportunities



ABOUT CAPIO

Founded in 1971, the California Association of Public Information Officials (CAPIO) is the leading statewide organization dedicated to advancing public sector communicators across all levels of government. Our members represent public sector agencies and engage communities through honest and transparent communication. CAPIO provides education and networking that helps our members and their agencies develop and advance. CAPIO membership ranges between 700-800 members annually, and growing.

CAPIO ANNUAL PARTNER & SPONSOR OPPORTUNITIES

New this year CAPIO is rolling out an Annual Partnership program that features year-round recognition to nearly 800 members and an additional 2000 interested parties. Recognition will begin FY July 1, 2021 and go through June 30, 2022. For those looking for a single-time marketing opportunity, please see our conference sponsorship opportunities in the following pages.

CAPIO MEMBERSHIP DEMOGRAPHICS

“Our members represent public sector agencies and engage communities through honest and transparent communication.”

31%	City 229 members
14%	County 104 members
13%	Special Water District 95 members
11%	Affiliate 83 members
06%	Public Safety 42 members
05%	Other Special District 40 members State Agency 35 members
04%	School District 27 members Special District Transportation 26 members
02%	Special District Sanitary 16 members Special District Air 15 members Special District Utilities 14 members
01%	Parks and Recreation 8 members

ANNUAL CAPIO BENEFITS—FY 2021-2022

800 members + additional exposure

**Diamond
Partner
\$7,000**

**Platinum
Partner
\$5,500**

**Gold
Partner
\$3,500**

Complimentary Annual CAPIO membership(s) —\$275 value/membership—membership includes opportunity to log-in as a member to view our member directory, sign up for webinars and events at the discounted membership price and participate in our member-discussion boards.	THREE	TWO	ONE
Opportunity to post events on the NEW capio.org partner calendar **	EIGHT	FOUR	TWO
One-year listing on capio.org vendor resource page	●	●	●
Logo at the bottom of the CAPIO Newsletter (6 times per year) with link to website.	●	●	●
Opportunity as a member to be automatically notified of RFP's submitted in the CAPIO RFP portal.	●	●	●
Partner highlight in the CAPIO corner	●	●	●
Logo on the new CAPIO partner page	●	●	●
“CAPIO Partner” Logo for marketing purposes.	●	●	●
Education article (700 words) in bi-monthly CAPIO newsletter	TWO	ONE	●
Social Media boost—shares, retweets (sponsor selected**)	FOUR	Two	●
Opportunity to introduce a CAPIO webinar and moderate Q&A at the end	●	●	●
Opportunity to participate in a partner panel webinar (1 per industry throughout the year)	●	●	●
Customized Instagram Stickers	●	●	●
CAPIO Chirp podcast 15 second commercial	●	●	●
CAPIO Chirp podcast shoutout by podcast hosts	●	●	●
Logo visibility on CAPIO website horizontal scroll bar	●	●	●
Opportunity to feature a 30 second commercial on CAPIO Partner Page	●	●	●
Personalized sponsor E-blast sent from CAPIO to contacts; 1 per year	●	●	●

CONFERENCE RECOGNITION BENEFITS
Exhibit Space

**10 ft. Space,
Premium
Location**

10 ft. Space

8 ft. Space

	10 ft. Space, Premium Location	10 ft. Space	8 ft. Space
Full Conference registration	FOUR	THREE	TWO
Ad in conference program guide	FULL PAGE	HALF PAGE	QUARTER PAGE
Additional tickets to Awards Dinner with reserved seating	FOUR	THREE	TWO
Logo recognition at entry to Tuesday night reception	●	●	●
Logo in Awards Dinner program	●	●	●
Opportunity to giveaway door prizes at the end of a general session with live announcement	●	●	●
Logo and listing on conference website/mobile app	●	●	●
Opportunity to upload a PDF on conference website partner listing	●	●	●
Conference sponsor ribbon	●	●	●
Recognition at Awards Dinner with reserved seating	●	●	●
Conference attendee list two weeks prior to conference (for one time use—members may opt out)	●	●	●
Opportunity for 30 second commercial to be featured on conference website	●	●	●
General Session Recognition (approx. 400 attendees) 3 minute sponsor spotlight during a general session—with opportunity to present visuals (slides or video) within the 3 minute limit.	●	●	●

CONFERENCE BOOTH SPACE ONLY | \$2,000

Interested in just exhibiting at our annual conference? This option includes a draped 6 foot table, one chair, electricity, WiFi access and 1 full conference registration including meals. You have an option to add a one year CAPIO membership for an additional \$150 (discounted from \$275).

**Policy regarding CAPIO Partner calendar listings, social media shares and email blasts: Annual Partner calendar listings, social media listings/shares and email blasts are subject to approval prior to posting/distribution. Calendar listings and social media share requests should be requested a minimum of 5 days prior to the requested posting.



A LA CARTE

Conference Only Sponsors

Early Bird Bonus

These items are available exclusively to our Diamond and Platinum Annual Partners as add-ons through August 1, 2021. After August 1, all remaining options will be available as add-ons for other levels or as stand-alone sponsorship items. Please note—items below do not include conference registration. Registrations may be purchased in addition to the items below. Final deadline for commitments September 1.

WiFi Sponsor | **\$3,000** *(one available)*

Continental Breakfast Sponsor | **\$2,000** *(two available)*

Break Sponsor | **\$1,500** *(two available)*

Monday Night Welcome Reception | **\$1,500** *(four available)*

Branded hotel key cards | **\$2,000** *(one available)*

Attendee lanyard | **\$2,000** *(one available)*

Speaker gift sponsor | **\$2,000** *(one available)*

Elevator clings | **\$1,500** *(one available)*

Recharge working lounge | **\$1,500** *(two available)*

Opportunity to host the recharge working lounge for a day—and ability to customize beverage/snack service in the lounge through the hotel (at your own cost).

Conference passes not included in conference only sponsorships.

2021 CAPIO ANNUAL CONFERENCE SCHEDULE & INFORMATION



Location:

Resort at Squaw Creek,
400 Squaw Creek Road
Olympic Valley, California

Note: Exhibit hours are Tuesday from 8:00 AM—6:30 PM and Wednesday from 8:00 AM—3:30 p.m. Peak times are during breakfast, morning and afternoon breaks, and Tuesday's mixer. We encourage you to participate in our lunches and conference sessions which provide additional networking opportunities. Annual partners and conference sponsors are responsible for booking and paying for their own hotel reservations. Visit capio.org/conference for the hotel booking information and links.

Additional conference badges
are available for purchase as follows:

- Additional badges (no meals): \$200 each
- Additional badges with receptions and Tuesday/Wednesday Breakfast and Lunch: \$350 (dinner not included)
- Additional badges with all meals: \$550

Tuesday Nov. 2

1:00—5:00 PM | Pre-Conference Workshops
1:00—5:00 PM | Exhibitor Set-Up
5:00—6:15 PM | Welcome Reception

Wednesday Nov. 3

7:00—7:30 AM | Exhibitor Set-Up
9:00 AM—5:00 PM | Full Day of Sessions
5:30—6:30 PM | Sponsor Mixer
6:30—8:30 PM | Open Evening to explore
local restaurants

Thursday Nov. 4

9:00 AM—5:00 PM | Full Day of Sessions
3:30—5:00 PM | Exhibitor Tear Down
5:30—6:30 PM | Reception
6:30—9:00 PM | Dinner

Friday Nov. 5

8:30—11:00 AM | Educational Workshops

CAPIO 2021 SPONSOR COMMITMENT FORM

Key Partner Agreement:

Yes! We would like to participate as a CAPIO Annual Partner at the following level:

Diamond | \$7,000

Platinum | \$5,500

Gold | \$3,500

Conference Booth Space Only:

We would like to participate as a conference exhibitor | \$2,000

Conference add—ons:

(Available through Aug. 1 to Diamond and Platinum Key Partners. Open after August 1 to Gold and Conference Exhibitors).

- WiFi Sponsor | \$3,000 (one available)
- Continental Breakfast Sponsor | \$2,000 (two available)
- Break Sponsor | \$1,500 (two available)
- Monday Night Welcome Reception | \$1,500 (four available)
- Branded hotel key cards | \$2,000 (one available)
- Attendee lanyard | \$2,000 (one available)
- Speaker gift sponsor | \$2,000 (one available)
- Elevator clings | \$1,500 (one available)
- Recharge working lounge | \$1,500 (two available)

Total Commitment: _____

Contact Name: _____ **Title:** _____

Company: _____

Address: _____

Email: _____ **Phone:** _____

Signature: _____ **Date:** _____