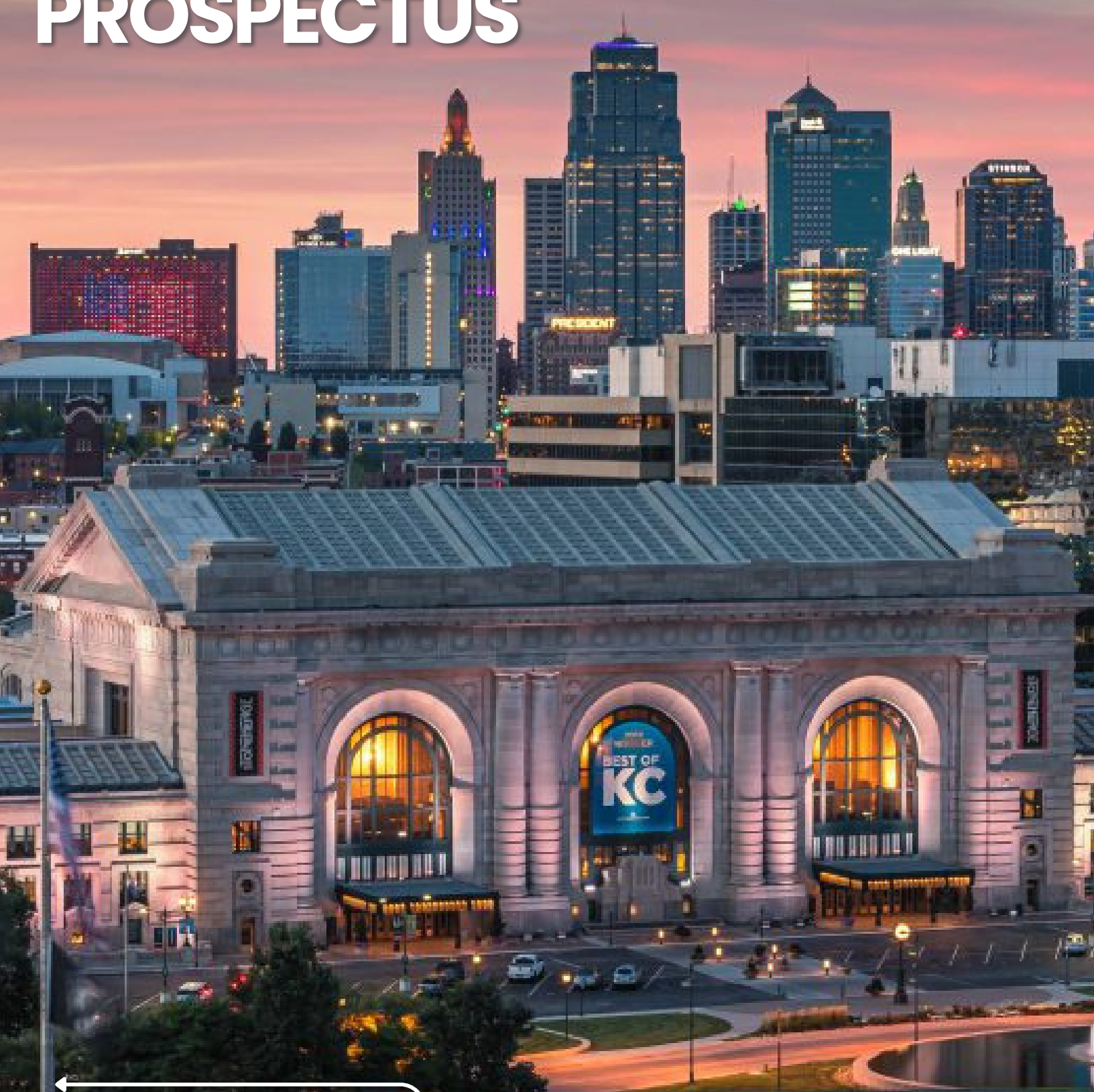


SPONSORSHIP PROSPECTUS



Transforming Local
Government
Conference



Crossroads to the Future



Where innovation, leadership, and
community converge

Kansas City, MO
April 25 – 28, 2027

About AFI

Since 1979, the Alliance for Innovation has helped local governments think differently, act boldly, and lead through change. As a nonprofit organization, the Alliance has spent more than four decades serving those at the forefront of local government with an enhanced capacity to anticipate, adapt and build better communities.

About TLG

AFI's flagship Transforming Local Government Conference is an annual event that brings together local government professionals to share innovative ideas and best practices for creating more efficient, effective, and sustainable communities.

The annual conference provides a platform for local government professionals to learn from experts and peers, and to explore new solutions to the challenges facing local government.



: : : Who Attends?



City Managers
& Administrators



Sustainability Leaders



Innovators & Change
Leaders



Nonprofit &
Community Partners



Departments Directors &
Agency Leaders



Solution Providers

Why Sponsor?

Your sponsorship connects your brand with local government leaders who are solving today's challenges and building tomorrow's communities.

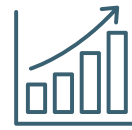
This conference focuses on case study sessions, thought leadership sessions, interactive workshops, and networking opportunities that focus on the latest trends and strategies for transforming local government.



**Build meaningful
relationships**



**Showcase
your solutions**



**Drive awareness
and generate leads**



400+
ATTENDEES

Engaged local
government
professionals



110+
COMMUNITIES

Represented
across the U.S.



37M
RESIDENTS

The collective
reach of our
attendees



85%
CLICK RATE

On sponsor
profiles in the
conference app

Sponsorship Packages



Benefit of the Alliance For
Innovation Partner Program

Benefits	Platinum \$10,000	Keynote \$5,000	Innovation Tour \$3,000	ip Gold \$4,000	ip Silver \$3,000	ip Bronze \$2,000
Available	2	2	3	unlim	unlim	unlim
Complimentary Conference Registrations	5	3	2	3	2	1
Innovation Marketplace Exhibit Space*	Premium + Naming of Exhibit Hall	Preferred	Preferred	Preferred	Standard	Standard
Logo on Conference Website	Premier	Large	Large	Large	Medium	Standard
Logo in Conference App	✓	✓	✓	✓	✓	✓
Sponsor Profile in Conference App	Premium	Enhanced	Enhanced	Enhanced	Standard	Basic
Conference Email Recognition	Premium	Featured	Included	Included	Included	Included
Sponsor Recognition Signage	Premier	Featured	Featured	Large	Medium	Standard
General Session Recognition Slides	✓	✓	✓	✓	✓	✓
Verbal Recognition During General Session	Opening Session Comments	Keynote Recognition	Tour Recognition	✓	—	—
Social Media Recognition	4 posts	3 posts	2 posts	2 posts	1 post	Group Recognition
Logo on Welcome Bag	✓	—	—	—	—	—
Promotional Item in Welcome Bag	✓	✓	✓	✓	✓	✓
Conference App Push Notification	2	2	1	1	—	—
VIP Reserved Seating at Offsite Evening Event	✓	✓	—	✓	—	—
Exclusive Event Branding	Logo on Lanyard	Keynote Session	Innovation Tours	—	—	—

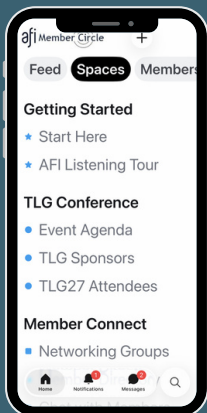
*Exhibit Space

- Premium + Naming: Premium exhibit placement + opportunity to name the Innovation Marketplace
- Preferred: Priority exhibit placement
- Standard: Standard exhibit placement

Additional Packages Add-ons

Promotional Item	Investment
On-Site Happy Hour Sponsor (2 available) <i>Event signage, drink ticket or napkin branding, recognition in app, push notification, verbal recognition</i>	\$3,000
Offsite Evening Reception Sponsor (3 available) <i>Venue signage, recognition in agenda and app, push notification, opportunity to welcome attendees</i>	\$4,000
Lanyard with Platinum Sponsor (1 available) <i>Logo on attendee lanyards, registration signage, website and app recognition</i>	\$1,500
WiFi / Technology / App Sponsor (1 available) <i>Branded WiFi network/login, logo in app, registration signage, website recognition</i>	\$1,500

Note: An organization must purchase a Platinum, Keynote, Gold, Silver, Bronze, or Innovation Tour sponsorship before becoming eligible to purchase an add-on sponsorship. Secure your sponsorship by xxx.



CONFERENCE APP = MAXIMUM REACH

More than a conference app, the Alliance Member Circle is AFI's year-round online community. Sponsors receive a customized profile that keeps their brand visible while creating lasting connections with local government leaders beyond the conference.

Maximize Your Impact



Sponsoring TLG gives your organization the opportunity to connect with local government decision-makers, showcase your products, services, and solutions, and increase your brand visibility before, during, and after the conference. Build meaningful relationships with peers and potential clients through curated networking opportunities while demonstrating your commitment to innovation, leadership, and creating stronger, more resilient communities.



For further questions on conference sponsorship packages or to discuss the Innovation Partner Program, please email Michael Wilkes or visit our site: michaelwilkes@transformgov.org

