

# 2024 SPONSORSHIP OPPORTUNITIES



# 2024 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 1.8 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 handwritten signature in black ink, appearing to be 'SH' with a stylized flourish.

Sintra Hoffman  
President and CEO

# Governor's State of the State Luncheon

WESTMARC hosts a luncheon with the Governor for the State of the State address for the West Valley in the first quarter of each year. WESTMARC guests receive a special message from the Governor regarding the West Valley in state's upcoming agenda.

Date: January 10, 2024

\*\* date subject to change



	<b>Title Sponsor</b>	<b>Gold Sponsor</b>	<b>Silver Sponsor</b>	<b>Dessert Sponsor</b>
	<b>\$7,500</b>	<b>\$3,500</b>	<b>\$2,500</b>	<b>\$2,000</b>
Introduction of Governor	✓			
1 Seat at head table	✓			
Ad in event program	✓	✓		
Podium recognition	✓	✓	✓	
Reserved preferred seating	<b>1 Table</b>	<b>1 Table</b>	<b>1 Table</b>	<b>4 Seats</b>
Social media promotion	✓	✓	✓	✓
Logo scrolled during event	✓	✓	✓	✓
Logo on event materials	✓	✓	✓	✓

## 2024 Sponsorship Opportunities

For more information please contact Lauren Serrato, [Lserrato@westmarc.org](mailto:Lserrato@westmarc.org).

# 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.

Date: February 13, 2024

\*\* date subject to change



	<b>Gold Sponsor</b>	<b>Silver Sponsor</b>	<b>Bronze Sponsor</b>
	<b>\$2,500</b>	<b>\$2,000</b>	<b>\$1,500</b>

Speaking opportunity	✓		
Bundle of tickets	<b>10</b>	<b>8</b>	<b>5</b>
Logo recognition on event materials	✓	✓	✓
Logo scrolled during event	✓	✓	✓
Sponsor acknowledgement at the event	✓	✓	✓

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For more information please contact Lauren Serrato, [Lserrato@westmarc.org](mailto:Lserrato@westmarc.org).

# TOPGOLF PAR-TEE

Eat, Drink, and most importantly, network with WESTMARC's Topgolf PAR-TEE.

Date: April 18, 2024

\*\*date subject to change



	Title Sponsor	Food Sponsor	Beverage Sponsor	Bay Sponsor
	\$10,000	\$2,000	\$1,500	\$1,300
Opening remarks opportunity	✓			
Video in Chairman's Suite	2 min	30 sec		
Logo in Chairman's Suite	✓	✓	✓	
Sponsor recognition during event	✓	✓	✓	✓
Bay(s) with six(6) golfers	2	1	1	1
Social media promotion	✓	✓	✓	✓
Logo displayed at bay	✓	✓	✓	✓
Logo on event materials	✓	✓	✓	✓

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# ECONOMIC DEVELOPMENT SUMMIT

WESTMARC's Economic Development Summit provides members and the community with updates on progress and future plans for economic development in Western Maricopa County. The event features speakers and or panels addressing current issues and opportunities for economic success.

Date: May 16, 2024

\*\* date subject to change



Title Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Breakfast Sponsor
\$10,000	\$5,500	\$3,500	\$2,750	\$1,750

Introduction of keynote speaker	✓				
Video during event	2 min	30 sec			
Social media promotion	✓	✓	✓		
Reserved preferred seating	1 Table	1 Table	1 Table	1 Table	2 seats
Logo recognition on event materials	✓	✓	✓	✓	✓
Podium recognition	✓	✓	✓	✓	✓
Logo scrolled during event	✓	✓	✓	✓	✓

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For more information please contact Lauren Serrato, [Lserrato@westmarc.org](mailto:Lserrato@westmarc.org).

# HEALTHCARE SUMMIT

Date: June 6, 2024

\*\*date subject to change

The WESTMARC Healthcare Summit is designed for key decision makers, influencers, and thought leaders that operate in the healthcare 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!



Title Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
\$5,000	\$3,750	\$2,700	\$2,200

Speaking opportunity	✓			
Video during event	30 sec	30 sec		
Social media promotion	✓	✓	✓	
Logo on event materials	✓	✓	✓	✓
Logo scrolled during event	✓	✓	✓	✓
Podium recognition	✓	✓	✓	✓
Logo scrolled during event	✓	✓	✓	✓
Reserved preferred seating	1 Table	1 Table	1 Table	1 Table

## 2024 Sponsorship Opportunities

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# LEGISLATIVE BREAKFAST

Date: July 11, 2024

\*\* date subject to change

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.

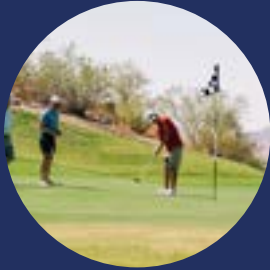


	Title Sponsor	Breakfast Sponsor	Silver Sponsor	Bronze Sponsor
	\$3,750	\$3,000	\$2,200	\$1,500
Introduction to legislative panel	✓			
Video played during event	30 sec			
Logo on event materials	✓	✓		
Number of seats included	20	15	15	10
Logo scrolled during event	✓	✓	✓	✓
Social media promotion	✓	✓	✓	✓
Logo scrolled during event	✓	✓	✓	✓
Podium recognition	✓	✓	✓	✓

## 2024 Sponsorship Opportunities

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# GOLF CLASSIC



WESTMARC's Golf Classic provides an opportunity to golf with government and business leaders from the West Valley. The event is pure fun and includes a raffle and tournament prizes at the player reception immediately following the tournament.

Date: September 27, 2024

\*\*date subject to change

## Title Sponsor

**\$10,000**

Two(2) Foursomes

Logo on event materials

Logo on golf carts

Display company banner (you provide)

Recognition at post-event reception

Three(3) social media posts

Social media video

One(1) member highlights newsletter

Sponsorship at three(3) holes

Website link

## Hole In One Contest

**\$7,500**

Display of two cars at the tournament

Logo on event materials

Speaking opportunity during luncheon

One(1) foursome

Display table near registration area

Post event social media post

Post event social media video

Two(2) member highlights newsletters

## 2024 Sponsorship Opportunities

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# GOLF CLASSIC CONT.

## **Golf Shirt Sponsor \$8,000**

One(1) foursome

Logo embroidered on shirt sleeve

Recognition at post-event reception

Social media promotion

Sign on one(1) hole

## **Beverage Cart Sponsor \$2,750**

Two(2) golfers

Company logo on beverage cart(s)

Recognition at post-event reception

Social media promotion

## **Lunch Sponsor \$2,750**

Two(2) golfers

Signage during lunch

Recognition at post-event reception

Social media post

## **Breakfast Sponsor \$2,250**

Signage during Breakfast

Recognition at post-event reception

## **Hole Sponsor \$1,650**

Two(2) golfers

Signage on one(1) hole

Recognition at post-event reception

## **2024 Sponsorship Opportunities**

For more information please contact Lauren Serrato, [Lserrato@westmarc.org](mailto:Lserrato@westmarc.org).

# 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.

Date: October 24, 2024

\*\* date subject to change



## Presenting Sponsor \$25,000

Two(2) tables

Company logo on event materials

Listed as Presenting Sponsor in pre and post event ads

Logo on event webpage

Full page ad in event program

Logo in event presentation

Podium recognition

One minute video

Social media promotion

Speaking opportunity

## Titanium Sponsor \$15,000

Two(2) tables

Company logo on event materials

Listed as Titanium Sponsor in pre and post event ads

Logo on event webpage

Full page ad in event program

Video opportunity

Logo in event presentation

Podium recognition

Social media promotion

## 2024 Sponsorship Opportunities

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## Platinum Sponsor - \$10,000

Two tables
Logo on event materials
Listed as Platinum Sponsor in pre and post event ads
Logo on event page
1/2 page ad in event program
Logo in event presentation
Podium recognition
Social media promotion

## Gold Sponsor - \$5,500

One table
Logo on event materials
Listed as Gold Sponsor in pre and post event ads
Logo on event page
1/2 page ad in event program
Podium recognition
Logo in event presentation

## Silver Sponsor - \$3,750

One table
Logo on select event materials
Listed as Silver Sponsor in pre and post event ads
Logo on event page
1/4 page ad in event program
Podium recognition
Logo in event presentation

\*\* Limited to current WESTMARC members

## Floral Centerpiece Sponsor - \$2,750

15% towards the WESTMARC scholarship fund
Two(2) tickets to Best of the West
Centerpieces will be sold at the end of the evening and funds will go to WESTMARC Scholarship Fund
Logo on event page
Podium recognition
Logo in event presentation

## Dessert Sponsor - \$2,750

25% donated to the Homeless Youth Connection
Two(2) tickets to Best of the West
Logo on event page
Podium recognition
Logo in event presentation

## Auction Sponsor - \$5,000 (1 only)

Logo on fundraising site
Post event thank you text sent to all attendees recognizing thanking you as the mobile bidding sponsor
Podium recognition

## 2024 Sponsorship Opportunities

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	Presenting Sponsor \$25,000	Titanium Sponsor \$15,000	Platinum Sponsor \$10,000	Gold Sponsor \$5,500	Silver Sponsor \$3,750	Floral Centerpiece Sponsor \$2,750	Dessert Sponsor \$2,750	Auction Sponsor \$5,000
Speaking opportunity	✓							
Video opportunity	✓	✓						
Listed in pre and post event ads	✓	✓	✓	✓	✓			
Reserved preferred seating	2 Tables	2 Tables	2 Tables	1 Table	1 Table	2 Tickets	2 Tickets	
Logo on event materials	✓	✓	✓	✓	✓			
Ad in program	Full page	Full page	Half page	Half page	Quarter page			
Podium recognition	✓	✓	✓	✓	✓	✓	✓	✓
Logo in event presentation	✓	✓	✓	✓	✓	✓	✓	
Logo on event webpage	✓	✓	✓	✓	✓	✓	✓	
Social media promotion	✓	✓	✓					
15% towards WESTMARC scholarship fund						✓		
Centerpieces sold; proceeds go to WESTMARC scholarship fund						✓		
25% donated to the Homeless Youth Connection							✓	
Logo on fundraising site							✓	✓
Post event thank you text with logo thanking you for sponsorship							✓	✓

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# BUSINESS TECHNOLOGY SUMMIT



Technology has always been tranformational in our daily lives. It’s an understatement that innovative ways of doing business have gone to the next level. Arizona continues to thrive. Join us and learn from experts and investors in our economy why Arizona is attracting companies in this space.

Date: November 13, 2024

\*\* date subject to change

	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
	\$15,000	\$8,000	\$5,300	\$3,750	\$2,150
Speaking opportunity	✓				
Video opportunity	✓	✓	✓		
Ad in program	✓	✓	✓	✓	
Reserved preferred seating	2 Tables	2 Tables	1 Table	1 Table	1 Table
Logo on event materials	✓	✓	✓	✓	✓
Social media promotion	✓	✓	✓	✓	✓

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# WEST VALLEY WORKFORCE SUCCESS SERIES

Be a part of the solution. Connect with leading professionals in industry, education, and workforce development to address talent challenges, solutions, and best practices. The West Valley Workforce Success Series is a bi-monthly webinar series where businesses share how they have been able to leverage community resources to support their talent attraction and retention practices.

## Series Sponsor - \$10,000

Sponsor recognition/logo on print and digital marketing, social media & website

30 sec. video during all segments (company provides)

Series sponsor slide prior to the start of all segments

Verbal sponsor recognition during all segments

## Segment Sponsor - \$2,500

Segment sponsor slide prior to the start of the webinar

Verbal sponsor recognition during webinar

## 2024 Session Schedule

DATE	TOPIC
FEBRUARY 21	WORKFORCE HOUSING/ TRANSPORTATION/CHILDCARE
MAY 15	TECHNOLOGY AS WORKFORCE ENHANCEMENT
AUGUST 21	APPRENTICESHIPS
NOVEMBER 20	PROFESSIONAL SKILLS

All Workforce Success Series Webinars will be held from 12:00pm-1:00pm

Audience: West Valley Businesses

## 2024 Sponsorship Opportunities

For more information please contact Lauren Serrato, [Lserrato@westmarc.org](mailto:Lserrato@westmarc.org).



# WEST VALLEY HOT TOPICS SERIES

WESTMARC will host an in-person series of member dialogues addressing key regional issues that shape the future of the West Valley.



## Series Title Sponsor

**\$15,000 for the entire series**

- Presenting sponsor logo/ signage event marketing collateral, printed and digital program, social media & website
- Introduction of Keynote speaker opportunities
- Pre-roll video integration for in person audience
- On screen logo and graphics integration
- Recognition on branded "Thanks for Attending" at end of the segment.
- Verbal sponsor recognition
- Follow up thank you on social media



## Segment Sponsor

**\$2,500 per segment**

- Hot Topic Segment sponsor mention event marketing collateral, printed and digital program, social media & website
- Pre-roll video integration for in person audience
- On screen logo and graphics integration
- Recognition on branded "Thanks for Attending" at end of the segment.
- Verbal sponsor recognition
- Follow up thank you on social media



## Lunch Sponsor

**\$1,000 per segment**

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

## OUTCOMES:

- Elevate member profiles and increase member ROI
- Increase knowledge on the West Valley
- Increase membership and sponsorship engagement
- Increase messaging and marketing opportunities
- Elevate regional perceptions and awareness
- Increase interest in the region for business attraction and economic development and strategy development.

## 2024 Sponsorship Opportunities

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# WEST VALLEY HOT TOPICS SERIES CONT.

## SCHEDULE

DATE	TOPIC	CONTENT FOCUS
MARCH 7	Transportation	Prop 479 (formerly 400e) marketing, messaging outreach & engagement, preparation for 2024 ballot
APRIL 24	Technology	Tech forward region, workforce development, business attraction & development / AI adoption, Digital Twins & regional marketing
JUNE 26	Infrastructure	<ul style="list-style-type: none"> <li>• Water, power, connectivity</li> <li>• Project evaluation and planning</li> </ul>
AUGUST 28	Housing	<ul style="list-style-type: none"> <li>• Dynamic housing market and needs</li> <li>• Creative problem solving for the missing middle, development of entry level home ownership to begin building equity &amp; mobility.</li> <li>• Workforce attraction/retention</li> <li>• Business attraction &amp; economic development</li> </ul>
OCTOBER 30	Quality of Life & Tourism	Marketing & messaging around regional assets and West Valley as a destination (outdoor recreation, sports & entertainment, arts & culture, other)

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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

