

2021 Sponsorship Opportunities

The Center for Excellence in County Leadership (CEL) program is designed to help county officials develop a professional culture for county government. The intensive two and a half-day program is held annually and is open to county commissioners or council members, chief clerks, county administrators and solicitors in Pennsylvania's 67 counties. The 2021 CEL Program will be held June 16 – 18, 2021 in Harrisburg. **Sponsorship contracts must be received by October 15 to be included in promotional materials, or May 20 to be included in the on-site program.**

Gold Ribbon Sponsors (\$10,000) will have:

- A sponsor listing in any advertisements or articles which might appear in CCAP publications like the *Pennsylvania County News* mentioning the CEL
- Inclusion on CEL sponsor signage that will appear at major CCAP conference events
- The right to include the CEL program logo and mention of the sponsorship on your firm's website from the date of signed sponsorship until the date of the CEL program that year (CCAP will furnish separate contract and language to be used)
- A large firm logo displayed on advance CEL promotional materials and brochures, on the program website and on sponsorship signage during the program
- The opportunity to provide a gift bag, promotional product or amenity to be placed in the session room or in CEL program participants overnight room during their attendance at the program (sponsor will provide item to CCAP in advance)
- A full-page, full color flyer or advertisement of your design included in the CEL program attendee packets
- A listing with contact name, address, phone number, website, email and a paragraph description of the firm in the CEL program attendee packets
- The opportunity to display brochures and firm information at the "sponsors' table" in or near the session room all three days of the CEL program
- Attendance for two firm representatives at the graduation luncheon on the third and final day of the CEL program and the opportunity to briefly address program participants

Silver Ribbon Sponsors (\$5,000) will have:

- A sponsor listing in any advertisements or articles which might appear in CCAP publications like the *Pennsylvania County News* mentioning the CEL program
- Inclusion on CEL sponsor signage that will appear at major CCAP conference events
- A medium firm logo displayed beneath the gold ribbon sponsors on advance CEL promotional materials and brochures, on the program website and on sponsorship signage during the program
- The opportunity to provide a gift bag, promotional product or amenity to be placed in the session room or in CEL program participants overnight room during their attendance at the program (sponsor will provide item to CCAP in advance)

- A half-page, full color flyer or advertisement of your design included in the CEL program attendee packets
- A listing with contact name, address, phone number, website and email of the firm in the CEL program attendee packets
- The opportunity to display brochures and firm information at the "sponsors' table" in or near the session room all three days of the CEL program
- Attendance for one firm representative at the graduation luncheon on the third and final day of the CEL program

Bronze Ribbon Sponsors (\$2,500) will have:

- A sponsor listing in any advertisements or articles which might appear in CCAP publications like the Pennsylvania *County News* mentioning the CEL program
- Inclusion on CEL sponsor signage that will appear at major CCAP conference events
- A small firm logo displayed beneath the silver ribbon sponsors on advance CEL promotional materials and brochures, on the program website and on sponsorship signage during the program
- A quarter-page, full color flyer or advertisement of your design included in the CEL program attendee packets
- A listing with contact name, address, phone number, website and email of the firm in the CEL program attendee packets

Partner Sponsors (\$500) will have:

- A sponsor listing in any advertisements or articles which might appear in CCAP publications like the Pennsylvania *County News* mentioning the CEL program
- Inclusion on CEL sponsor signage that will appear at major CCAP conference events
- The name of the firm listed beneath the bronze ribbon sponsors on advance CEL promotional materials and brochures, on the program website and on sponsorship signage during the program
- The name of the firm listed in the CEL program attendee packets

You can expect an electronic confirmation of sponsorship following receipt of your contract. Should you not receive a confirmation, please contact CCAP immediately to ensure that your contract has been received and processed.

Contact CCAP:

Mandi E. Glantz, Director of Member and Vendor Relations
(717) 736-4739 or mglantz@pacounties.org