



COUNTY COMMISSIONERS
Association of Pennsylvania

2019



Vendor Opportunities

Annual Marketing Guide
County Commissioners Association of Pennsylvania



Vendor Programs

The County Commissioners Association of Pennsylvania (CCAP) is a statewide, nonprofit, nonpartisan association representing the commissioners, chief clerks, administrators, their equivalents in home rule counties, and solicitors of Pennsylvania's 67 counties.

CCAP understands the importance of building relationships between vendors and county government officials. Our goal is to provide opportunities for your firm to get your name and face in front of current and potential clients.

What opportunities exist?

There are many opportunities available to vendors: associate membership, TechNet membership, Conference attendance and sponsorship, Leadership program sponsorship, advertising in *Pennsylvania County News* or the Annual Conference Program, and more.

Bundled vendor packages are being offered to give firms the ability to have year-round exposure to county officials while helping to support multiple CCAP events and programs throughout the year including many of those listed above.

What is the benefit to your firm?

All opportunities are offered to help you connect with county elected officials in Pennsylvania. With a vendor package you will be able to keep in touch with CCAP members throughout the year. The program will minimize your costs by offering a comprehensive package rather than charging on a per-item basis. Also, budgeting for your firm will be easier with this one-stop-shop approach.

Package versus a la carte?

The bundled vendor packages will give you a presence with the county officials of Pennsylvania all year; however, a la carte opportunities are available for those companies interested in marketing at a single event.

Which annual vendor package level is right for your firm?

Three levels of vendor packages provide year-round exposure at CCAP events annually. The wide range of vendor packages will fit every budget.

Contact

Please contact Mandi Glantz at (717) 736-4739 or mglantz@pacounties.org to discuss the program and your best opportunity for 2019. Payment plans are available for firms participating in an annual vendor package.



Package Benefits

Three levels of bundled vendor packages offer your firm a variety of year-round benefits to increase exposure among Pennsylvania county officials.

	Sapphire \$20,000	Ruby \$15,000	Diamond \$10,000
Invitation and speaking opportunity at a CCAP Board social reception (March)	X		
Sponsorship at a designated CCAP Spring, Annual or Fall Conference and associated benefits of sponsorship	Blue Ribbon Level	Red Ribbon Level	White Ribbon Level
Associate membership for one year with associated benefits	X	X	X
Complimentary advertising in the quarterly editions of <i>Pennsylvania County News</i> magazine (full-page, full-color ad in four issues)	X	X	X
Additional exposure in <i>Pennsylvania County News</i> for one year	Logo, listing and feature article	Logo and listing	Listing
Exposure on the CCAP website vendor page for one year	Linked logo	Linked logo	Linked listing

Vendor participation as an associate member or sponsor shall not imply, nor be considered or presented as, an endorsement by CCAP of any service or product provided by the vendor. The Board of Directors of CCAP reserves the right, for cause shown, to disapprove an application, or terminate an existing membership. Use of CCAP logos, the words County Commissioners Association of Pennsylvania, or the phrase The Voice of Pennsylvania Counties, without the prior authorization and express written permission of CCAP, is prohibited. This includes use by vendors who engage with CCAP as associate members, sponsors, or partners in another engagement.



Sapphire Package

The Sapphire Package will offer your firm the greatest visibility and maximize your dollar. For \$20,000 annually, you will receive the ultimate package of benefits offered to a CCAP vendor including an opportunity to attend a CCAP Board social reception with one-on-one time with board members. Conference sponsorships and packages are not exclusive opportunities.

- Invitation to a CCAP Board social reception with a speaking opportunity and one-on-one time with board members (March)
- Pick of a Blue Ribbon Conference Sponsorship for either the CCAP Spring (March), Annual (August) or Fall (November) Conference and inclusive benefits of Blue Ribbon Conference Sponsorship including electronic exposure on general session displays, name recognition on signage, an advertisement in the Conference program, the opportunity to display materials at the sponsors' table, a chance to briefly greet Conference attendees at a designated function, and two complimentary Conference registrations
- Associate membership for one year with accompanying benefits including a directory of county officials
- Complimentary full-page, full-color advertisement in the quarterly editions of *Pennsylvania County News* magazine (four issues)
- Logo, contact information and company description in every issue of *Pennsylvania County News* magazine for one year, plus one feature article in a single issue
Article provided should be of educational value about a topic related to your industry; not a promotion of products/services
- Linked logo on the CCAP website vendor page for one year

Package Cost: \$20,000

Ruby Package

The Ruby Package offers excellent visibility at the Conference of your choice as well as year-round benefits for an excellent value. Conference sponsorships and packages are not exclusive opportunities.

- Pick of a Red Ribbon Conference Sponsorship for either the CCAP Spring (March), Annual (August) or Fall (November) Conference and inclusive benefits of the Red Ribbon Conference Sponsorship including electronic exposure on general session displays, name recognition on signage, an advertisement in the Conference program, the opportunity to display materials at the sponsors' table, and two complimentary Conference registrations
- Associate membership for one year with accompanying benefits including a directory of county officials
- Complimentary full-page, full-color advertisement in the quarterly editions of *Pennsylvania County News* magazine (four issues)
- Logo, contact information and company description in every issue of *Pennsylvania County News* magazine for one year
- Linked logo on the CCAP website vendor page for one year

Package Cost: \$15,000



Diamond Package

The Diamond Package offers you year-round exposure guaranteeing that county officials across Pennsylvania see your firm on a regular basis. Conference sponsorships and packages are not exclusive opportunities.

- Pick of a White Ribbon Conference Sponsorship for either the CCAP Spring (March), Annual (August) or Fall (November) Conference and inclusive benefits of the White Ribbon Conference Sponsorship including electronic exposure on general session displays, name recognition on signage, an advertisement in the Conference program, and one complimentary Conference registration
- Associate membership for one year with accompanying benefits including a directory of county officials
- Complimentary full-page, full-color advertisement in the quarterly editions of *Pennsylvania County News* magazine (four issues)
- Contact information and company description in every issue of *Pennsylvania County News* magazine for one year
- Linked listing on the CCAP website vendor page for one year

Package Cost: \$10,000



A la carte Options

Although the Sapphire, Ruby and Diamond annual vendor packages offer the most bang for your buck and year-long exposure for your firm, a la carte opportunities are also available. The following options are available if your company is looking to get started mid-year or testing out the CCAP vendor market. A la carte items can also be added to vendor packages to truly maximize your exposure.

Associate Membership

\$500 annually

Benefits include designation as a CCAP associate member vendor, listing in the electronic associate member directory, county membership directory, publications subscription, discounts on Conference attendance and more.

TechNet Membership

Tier 1 - \$500 annually; Tier 2 - \$200 annually

Benefits vary based on level of participation but may include presentation opportunities, IT directors directory and more.

Conference Attendance

Costs vary per event

Vendors are invited to attend any one of our five major events: Spring Conference (March), County Administration Conference (May - vendor participation only with paid sponsorship), Solicitors' Conference (June), Annual Conference and Trade Show (August - exhibit space available), Fall Conference (November).

Conference Sponsorship

Four levels of sponsorship from \$1,000 to \$7,500 per event

Benefits vary based on level of participation but all include event-wide exposure; some levels include complimentary registration.

Trade Show Exhibit Booth

Starting at \$950 per booth and up

A full trade show is held during the CCAP Annual Conference in August of each year. Booth space is available to interested vendors.

Pennsylvania County News Advertising

Starting at \$326 per ad and up

A complete media kit is available outlining costs associated with advertisements. The *Pennsylvania County News* magazine is published quarterly. Advertising is also available in the Annual Conference and Trade Show Program.

CEL Leadership Program Sponsorship

Four levels of sponsorship from \$500 to \$10,000 for the annual program

Benefits vary based on level of participation but all include exposure before and during the annual event.



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Contact

Mandi Glantz, Director of Member and Vendor Relations

PO Box 60769

Harrisburg, PA 17106-0769

(717) 736-4739

mglantz@pacounties.org

The Voice of Pennsylvania Counties
Since 1886