The **Community Alliance Programs** give companies year-round exposure to city officials while showing their support for Iowa’s local governments. The yearly dues put your company in front of those who can impact business decisions in Iowa communities, while offsetting the cost of League workshops and publications. When your company aligns with the League through the **Partner Program** or **Associate Program**, you receive discounts on advertising, exhibiting, event registration and much more.

### Community Alliance Programs

#### Associate Program

Our basic alliance package provides discounts on advertising, exhibiting and event registration. Associates also receive complimentary copies of the League's magazine, *Cityscape*, the current *Directory* and much more.

#### Partner Program

In addition to the benefits provided at the Associate Program level, the Partner Program offers more ways to interact with city officials. From workshop sponsorship to the Annual Conference & Exhibit this program will position your company closely with cities in Iowa. *Maximum of 20, limit 5 per industry.*

#### Endorsed Program

The League Executive Board has endorsed several programs that offer unique services to League members. The League exclusively endorses the services these programs offer and provides on-going oversight to ensure quality service to League members. *Benefits and pricing vary.*
The Iowa League of Cities serves as the unified voice of cities, providing advocacy, training and guidance to strengthen Iowa’s communities.

The Iowa League of Cities has been serving as a key resource for municipalities since 1898, when a small group of city officials gathered in Marshalltown to exchange ideas on how to strengthen and improve local government in Iowa. Those officials had a vision. They recognized that by joining together as one voice, all cities would benefit – then and in the future.

More than 870 of the cities in Iowa, both large and small, are League members. The League is governed by members through an Executive Board of city officials, balanced by geographic region and city size.

The League provides guidance.
Through membership services, research, publications, trainings and other collaborations, the League provides guidance and serves as the resource for member cities.

The League leads a grass-roots advocacy effort for local government.
The League promotes excellent government, effective public policy and Home Rule among members as well as state and federal law makers.

The League is a resource for cities.
Cities large and small rely on the League for information. The Community Alliance Programs are one way the League connects cities with companies and organizations that meet their needs. From our online Marketplace to printed materials and workshops, the League strives to connect cities with people who can assist in developing services to better serve their citizens.

The League keeps cities informed with a constantly updated slate of workshops and publications.
The League provides education and training for elected and appointed city officials through workshops, publications, the Web and personal interactions.

- Monthly Cityscape magazine
- Weekly Legislative Link during the state’s legislative session
- An annual listing of new laws related to cities after each legislative session
- An annual slate of workshops on several different topics
- Action calls on immediate legislative concerns at the state or federal level
- Special reports on topical issues, including Home Rule, budget and law enforcement
- Biennial Directory of all cities in Iowa
Associate Program - $400- $500 (annually)

Our Associate Program, which is a basic alliance package, provides discounts on advertising, exhibiting and event registrations. Below you will find an overview of the Associate Program benefits:

- **Exhibit Booth**
  Exhibiting at the League’s Annual Conference & Exhibit is a great way to get your products or services in front of our members. Companies will receive a significant discount on a booth and the opportunity to choose a booth location before registration opens to the public. This great benefit aligns your company with our members. *Approximately a $300 savings.*

- **League’s Directory (biennial)**
  Every other year the League produces a printed guide sent out in early spring and features the names and titles of key officials, both elected and appointed, as well as the city hall address, postal address, phone and fax numbers, city hall office hours, location by county, council meeting schedule and the form of government. Associate Program participants will receive one free copy of the printed Directory and will be listed in the “Services” section which lists businesses and organizations by categories. The Directory is the first place city leaders look when hiring consultants, requesting bids and purchasing supplies.

- **Subscription to Cityscape magazine**
  The League’s Cityscape magazine is the primary source of information for city officials in Iowa. Each Associate Program will be sent one copy of the magazine each month.

- **Advertising Discount**
  Whether advertising in Cityscape magazine or the Directory you will be given a 10% discount on all ads placed with the League.

- **Discounted Rates for Meetings, Workshops and Publications**
  The League provides numerous training events throughout the year as well as many useful and informative publications. Member rates will be granted for all trainings and publications the League offers.

- **Link to your Web site**
  The League’s Web site includes a Service Directory for Cities, a one-stop shop for city officials to find vendors. Your company’s contact information and company description will be listed for our members to access.

- **Free Classified Ad Placement**
  League member cities and companies involved with the Community Alliance Programs may post open positions, for sale, wanted or request for proposal (RFP) ads in the Classifieds section of our website.

- **Member Access to League Web site**
  With access to sign into our Web site, you are not only getting real-world information relevant to municipal professionals but gaining access to publication archives and much more. Your company can also sign up to receive League Weekly, our eNewsletter that contains training events, grant information, workshop reminders and more.
Partner Program - $5,500 (annually)
In addition to the benefits provided at the Associate Program level, the Partner Program offers more ways to interact with city officials. From workshop sponsorship to the Annual Conference & Exhibit, this program will position your company closely with cities in Iowa. Maximum of 20, limit of 5 per industry. Partner applications will be reviewed by the Board in June and November.

Below you will find an overview of Partner Program benefits:

• **Electronic Postal Mailing List**
The sortable electronic postal mailing list is a benefit exclusive to the Partner Program. This information can be filtered for targeted mailings to stay in touch with cities throughout the year.

• **Attend Annual Partner Program Meeting**
Each year the Partner Program companies and organizations gather with the Executive Board to share ways to enhance involvement with the League and network.

• **Conference Package**
The conference package includes one standard exhibit hall booth, which can be chosen one week before Associates, two full conference registrations, bag stuffer and pre/post event mailing labels in Excel. This package alone is valued at more than $2,120.

• **Cityscape Advertising & Educational Article**
Receive two third-page horizontal ads OR one full-page ad in Cityscape magazine. This also includes a whole ad link in our ePUB edition. Partner Program companies may also provide an educational article for the magazine. Cityscape magazine is the primary source of information for city officials in Iowa and a great place to share your message.

• **Workshop Sponsor**
Throughout the year the League offers training events on a variety of topics. As a Partner Program you can sponsor one in-person location per year. Someone from your organization is welcome to attend the event at no charge to be available to answer any questions our members may have about your services. Workshops offered for sponsorship: Budget Workshops or Small City Workshops. Endorsed Programs will be recognized at all League workshops.

• **Educational Webinar**
As a Partner with the League companies have the opportunity to provide an educational webinar that the League will promote and advertise.

• **Logo in Directory (biennial)**
Partner Programs will receive a logo placement next to your free listing in the printed Directory “Services” section. The printed guide is sent out in early spring every other year. The Directory features the names and titles of key officials, both elected and appointed as well as the city hall address, postal address, phone, website, city hall office hours, location by county, council meeting times and the form of government. The Directory “Services” section, lists businesses and organizations by categories.

• **Recognition in League Weekly**
Partner Programs will be recognized at least once a year in the League’s weekly eNewsletter which contains all things city officials need to know.
Set your company or organization apart by aligning with the League as a Partner Program or Associate Program. All applicants must be approved by the League Executive Board.

**Associate Program - $400-$500**
Our basic alliance package provides your organization discounts on advertising, exhibiting and event registration. Associates also receive complimentary copies of the League’s magazine, *Cityscape*, the current *Directory* and much more. See page 3 for details.

**Partner Program - $5,500**
In addition to the benefits provided at the Associate Program level, the Partner Program gives more ways to interact with city officials. From webinar sponsorship to the Annual Conference & Exhibit this program will position your company closely with cities in Iowa. See page 4 for details.

**Endorsed Program - Price & Benefits Vary**
The League Executive Board has endorsed several programs that offer unique services to League members. The League exclusively endorses the services these programs offer and provides on-going oversight to ensure quality service to League members. Benefits and pricing vary.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Partner Program</th>
<th>Associate Program</th>
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<tbody>
<tr>
<td>Electronic Mailing List</td>
<td>☑</td>
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<tr>
<td>Attend Annual Partner Program Meeting</td>
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<tr>
<td>Conference Package</td>
<td>☑</td>
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<tr>
<td>includes: Standard exhibit hall booth, 2 exhibitor registrations and full conference registrations, bag stuff, Pre and Post-Conference mailing labels in Excel</td>
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<tr>
<td>Two Third-Page Horizontal Ads or 1 Full-Page Ad in <em>Cityscape</em> magazine</td>
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<td>includes whole ad link in ePub edition</td>
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<tr>
<td>Educational Article in <em>Cityscape</em></td>
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<tr>
<td>Workshop Sponsor one location per year</td>
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<tr>
<td>Logo Placed in Printed <em>Directory</em></td>
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<td>Recognition in <em>League Weekly</em> eNewsletter</td>
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<tr>
<td>Discounted Rate on Exhibit Booth and Early Registration at the League’s Annual Conference &amp; Exhibit</td>
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<td>One Copy of Current League’s <em>Directory</em> (biennial)</td>
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<tr>
<td>One Subscription of <em>Cityscape</em>, the League Magazine</td>
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<tr>
<td>Ten Percent Discount on Display Advertising in the Printed <em>Directory</em> (biennial), the Annual Conference &amp; Exhibit Guide &amp; Full-Color <em>Cityscape</em> magazine</td>
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<tr>
<td>Special Rates for Meetings, Workshops and Publications</td>
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<tr>
<td>Link to Your Web site From Service Directory on League Web site</td>
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<tr>
<td>(company logo can be added without any additional cost)</td>
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<td>Free Listing in Printed <em>Directory</em> (biennial)</td>
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<tr>
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**Benefits and Pricing**

- **Standard Rate**
  - $5,500/year
- **Nonprofit Rate**
  - $400/year
  - $500/year