



# *Local Government Academy*

*Promoting Excellence in Local Government*

*2007-2008 Sponsorship Prospectus*  
*Including Newly Elected Officials Course Sponsorships*

Since 1983, the Local Government Academy (LGA) has maintained its mission of promoting excellence in local government by providing educational programs for newly elected and appointed officials, as well as municipal employees, citizens and community groups. The Academy operates as a non-partisan, non-profit, wholly educationally focused organization. A diverse board — representing academic, government, corporate and civic sectors — oversees LGA's activities and maintains the organization's responsiveness to the community.



## Why be an Advocate for Good Government

Support of LGA and the Newly Elected Officials Course (NEOC) will net results for your organization and the community:

- Help equip public officials with a solid knowledge base in public safety, finance and budget, economic development, law and other insights related to local government.
- Position your organization as a supporter of LGA, a trusted resource promoting good government in southwestern Pennsylvania for over 20 years.
- Spotlight your organization and its offerings in several Academy publications, marketing/PR materials and acknowledgements.
- Interact directly with local officials as part of the Academy's unique programs and events.

## Who Should be an Advocate for Good Government

Individuals and organizations with an interest in good government and a concern for southwestern Pennsylvania. Some frequent supporters of LGA include:

- Attorneys/Law Firms
- Engineers, Planners and Architects
- Equipment Suppliers
- Financial Service Providers
- State and Federal Officials
- Universities and Colleges
- Charitable Foundations and Nonprofit Groups

## How to Become an Advocate for Good Government — in 3 Easy Steps

- 1. Get to Know LGA:** Learn how the Academy's outreach and educational programs impact your community, your organization and you. See the value of what we provide. For more details, go to [www.localgovernmentacademy.org](http://www.localgovernmentacademy.org) or contact us at 412.237.3171 or [info@localgovernmentacademy.org](mailto:info@localgovernmentacademy.org).
- 2. Determine Your Level of Support:** Review the sponsorship options in this prospectus — there are opportunities for any budget, including:
  - Course and Event Sponsorships
  - Exhibit Space and Refreshment Sponsorships
  - Event Tickets
  - Advertisements
- 3. Complete the Form:** Submit by **October 1, 2007** to be an NEOC sponsor. See schedules on page 3 for deadlines and other support options.

## ADVOCATES FOR GOOD GOVERNMENT SPONSORSHIP LEVELS

"From the very first session, you begin to develop an awareness of the broad range of issues that you are going to have to understand as you — a local official — make difficult decisions. As an elected official in Southwestern PA, you need to be concerned about the entire region, not just your own municipality. The NEOC provides the opportunity to see the entire spectrum of local governments in our region, to come to understand our very similar problems and seek the solutions."

—Preston W. Shimer, Commissioner, Upper St. Clair

### Benefactor [ \$3,000 + ]

- Newly Elected Officials Course (NEOC) Sponsorship\*
- NEOC Opening Day Exhibit Table
- (2) Tickets — Opening Day Luncheon
- (2) Tickets — NEOC Graduation Dinner
- Participate in quarterly program planning meetings
- Logo and written recognition via announcements, courses, program brochure, Recognition Luncheon program and signage
- Logo included on quarterly (4) "Upcoming Programs" postcards
- Full-page NEOC Resource Guide ad
- "Advocate for Good Government" certificate
- Link to your website from LGA website
- Recognition and Link to your website from *Academy Notes* — LGA's e-newsletter with over 2,500 subscribers
- Recognition as an "Advocate for Good Government"
- (1) Ticket — Annual Recognition Luncheon

\* NEOC sponsors are included on a formal invitation sent to all winners of the general election on November 6, 2007.

### Partner [ \$1,500 — \$2,999 ]

- Participate in quarterly program planning meetings
- Written recognition via announcements, courses, program brochure, Recognition Luncheon program and signage
- Half-page NEOC Resource Guide ad
- "Advocate for Good Government" certificate
- Link to your website from LGA website
- Recognition and Link to your website from *Academy Notes* — LGA's e-newsletter with over 2,500 subscribers
- Recognition as an "Advocate for Good Government"
- (1) Ticket — Annual Recognition Luncheon

### Donor [ \$500 — \$1,499 ]

- Written recognition via announcements, courses, program brochure, Recognition Luncheon program and signage
- Quarter-page NEOC Resource Guide ad
- "Advocate for Good Government" certificate
- Link to your website from LGA website
- Recognition and Link to your website from *Academy Notes* — LGA's e-newsletter with over 2,500 subscribers
- Recognition as an "Advocate for Good Government"
- (1) Ticket — Annual Recognition Luncheon

### Friend [ up to \$499 ]

- "Advocate for Good Government" certificate
- Link to your website from LGA website
- Recognition and Link to your website from *Academy Notes* — LGA's e-newsletter with over 2,500 subscribers
- Recognition as an "Advocate for Good Government"
- (1) Ticket — Annual Recognition Luncheon

## ADDITIONAL LGA SPONSORSHIP OPPORTUNITIES

- **Exhibitor — Newly Elected Officials Course (NEOC) Opening Day** ..... \$200  
November 17, 2007 — Sheraton Station Square Pittsburgh  
Donation includes (1) six-foot display table on Opening Day of the Newly Elected Officials Course  
**Deadline: November 1, 2007**
- 
- **NEOC Opening Day Luncheon Tickets** ..... \$50 each  
November 17, 2007 — Sheraton Station Square Pittsburgh  
Reserve your seat for the Opening Day Luncheon. This event brings together newly elected officials, public officials and local business representatives.  
**Deadline: November 1, 2007**
- 
- **NEOC Refreshment Break Sponsor** ..... \$200  
Choose from 28 breaks held during the scheduled Newly Elected Officials Course in various locations (refer to LGA Location and Topics chart on page 4).
- 
- **NEOC Resource Guide Advertisement** ..... Full-page ad \$300  
Half-page ad \$150  
Quarter-page ad \$50  
Be part of the resource guide that is provided to all Newly Elected Officials Course participants. Refer to the advertising specs on page 6.  
**Deadline: January 1, 2008**
- 
- **NEOC Follow-Up Training in 2008 Sponsor** ..... \$1,000 per course  
\$2,500 per 3 courses  
Build on the success of the Newly Elected Officials Course by sponsoring continuing education programs that will be announced during the course (to be offered in 2008). Your commitment to sponsor one or more of these programs by January 1, 2008 will provide a high level of visibility for your company and your commitment to good government. Choose sponsorship in one of 8 key subject areas:
- Ethics
  - Intergovernmental Relations
  - Municipal Finance
  - Planning, Zoning and Community Development
  - Powers and Duties of Municipal Officials
  - Public Human Resource Management
  - Public Safety
  - Public Works and Services
- Target your support to programs that build knowledge in key areas. Sponsorship includes recognition on program brochure, promotional literature and the LGA website. Your representative may attend the event at no charge.  
**Deadline: January 1, 2008**
- 
- **NEOC Graduation Dinner Reception Sponsor** ..... \$250 per sponsor  
\$1,500 per exclusive sponsor  
March 20, 2008 — Sheraton Station Square Pittsburgh  
\$250 sponsorship which includes recognition in program booklet and signage at the Graduation Dinner — (4 sponsorships available) OR  
\$1,500 sponsorship which includes exclusive sponsorship of cocktail reception (1 sponsorship available)  
**Deadline: March 3, 2008**
- 
- **NEOC Graduation Dinner Tickets** ..... \$75  
March 20, 2008 — Sheraton Station Square Pittsburgh  
Reserve your seat for the NEOC Graduation Dinner.  
**Deadline: March 14, 2008**
- 
- **Michael P. Lynch Scholarship Fund** ..... Donation of any amount  
This fund directly benefits those communities seeking to participate in the Newly Elected Officials Course and other LGA education opportunities by awarding scholarships to reduce the cost of tuition. This assistance is provided to communities struggling with economic and financial difficulties.  
Annual donors are listed in the NEOC Resource Guide and LGA Annual Report.
- 
- **Golf Outing Benefiting the Michael P. Lynch Scholarship Fund** ..... Gold Sponsor \$1,500  
Silver Sponsor \$800  
Bronze/Hole Sponsor \$200  
Early Bird Registration \$395  
May 8, 2008 (tentative) — Cranberry Highlands  
This event brings together 125 leaders from throughout the region, including newly elected officials, public officials and local business representatives.  
**Gold Sponsor:** Two Foursomes; Hole Sponsorship/Sign; Name on Banner/Program Cover, May provide promo items for golfers; Recognition at dinner.\*  
**Silver Sponsor:** One Foursome; Hole Sponsorship/Sign; May provide promo items for golfers; Recognition in program.\*  
**Bronze/Hole Sponsor:** Hole Sponsorship/Sign; Recognition in program.\*  
**Prize Sponsor:** Recognition in program.\*  
**Early Bird Registration:** Register by April 24, 2008 to receive Early Bird Discount.\*  
All sponsors will receive special recognition in the Golf Outing Program, which is distributed to all participants and appropriate signage. Annual Donors are listed in the NEOC Resource Guide and LGA Annual Report.  
**\* Deadline: April 24, 2008**
- 
- **Recognition Luncheon Program Advertisement** ..... Full-page ad \$300  
Half-page ad \$150  
Quarter-page ad \$50  
August 14, 2008, Engineers Society of Western Pennsylvania  
Be part of the luncheon program that recognizes all LGA donors, instructors, interns and volunteers.  
**Deadline: July 25, 2008**

## NEWLY ELECTED OFFICIALS COURSE LOCATIONS AND TOPICS

DATE	LOCATION AND TOPIC	BREAK SPONSORSHIPS AVAILABLE
Saturday, November 17, 2007	NEOC Opening Day — Sheraton Station Square Pittsburgh	AM and PM (2)
Tuesday, November 27, 2007	University of Pittsburgh Greensburg	PM Only (1)
Thursday, November 29, 2007	Green Tree Municipal Center: Scope of Municipal Powers and the Sunshine Act	PM Only (1)
Tuesday, December 4, 2007	Butler County Community College	PM Only (1)
Saturday, December 8, 2007	University of Pittsburgh: Municipal Budgeting & Finance	AM and PM (2)
Tuesday, December 11, 2007	University of Pittsburgh Greensburg	PM Only (1)
Thursday, December 13, 2007	Butler County Community College	PM Only (1)
Tuesday, January 8, 2008	University of Pittsburgh Greensburg	PM Only (1)
Thursday, January 10, 2008	Cranberry Township Municipal Center: Managing Human Resources I	PM Only (1)
Tuesday, January 15, 2008	Butler County Community College	PM Only (1)
Thursday, January 17, 2008	Cranberry Township Municipal Center: Managing Human Resources II	PM Only (1)
Tuesday, January 22, 2008	University of Pittsburgh Greensburg	PM Only (1)
Saturday, January 26, 2008	Robert Morris University: Introduction to Infrastructure	AM and PM (2)
Tuesday, January 29, 2008	Butler County Community College	PM Only (1)
Thursday, January 31, 2008	Allegheny County Emergency Operations Center: Elected Officials Roles and Responsibilities in Public Safety	PM Only (1)
Saturday, February 9, 2008	Duquesne University: Planning, Zoning and Community Development	AM and PM (2)
Thursday, February 21, 2008	Shaler Township: Building Intergovernmental Relationships	PM Only (1)
Saturday, March 1, 2008	Carnegie Mellon University: Public Communications and Use of Technology	AM and PM (2)
Thursday, March 6, 2008	California University, Southpointe: Ethical Decision Making	PM Only (1)
Thursday, March 20, 2007	NEOC Graduation Dinner Reception — Sheraton Station Square Pittsburgh	4 Sponsorships Available (see page 3)

## LOCAL GOVERNMENT ACADEMY KEY DATES

*“These sessions have been a Master’s Class! Well worth the investment for any municipality.”*

*—Kay Downey-Clark, Collier Township Commissioner*

<b>October 2007</b>	
<b>1</b>	NEOC Sponsorship Form Submitted
<b>November 2007</b>	
<b>1</b>	Deadline for Purchasing NEOC Exhibit Space and Opening Day Luncheon Tickets
<b>17</b>	NEOC Opening Day — Sheraton Station Square Pittsburgh
<b>January 2008</b>	
<b>1</b>	NEOC Resource Guide and Follow Up Training Sponsorship Form Submitted
<b>March 2008</b>	
<b>3</b>	Deadline for NEOC Graduation Dinner Reception Sponsor Form and Payment Submitted
<b>14</b>	Deadline for NEOC Graduation Dinner Tickets Purchased
<b>20</b>	NEOC Graduation Dinner Reception — Sheraton Station Square Pittsburgh
<b>April 2008</b>	
<b>18</b>	Golf Outing Sponsorship Benefiting the Michael P. Lynch Scholarship Fund Ads Due
<b>24</b>	Golf Outing Sponsorship Benefiting the Michael P. Lynch Scholarship Fund Sponsorship Form Submitted and Early Bird Registration Due
<b>May 2008</b>	
<b>8</b>	Michael P. Lynch Scholarship Fund Golf Outing
<b>July 2008</b>	
<b>25</b>	Recognition Luncheon Program Ads Due
<b>August 2008</b>	
<b>14</b>	Recognition Luncheon — Engineers Society of Western Pennsylvania

# RECOGNITION LUNCHEON PROGRAM AND NEOC RESOURCE GUIDE ADVERTISING

"I can't image the task of learning this on my own without this resource."

—Barbara Nicholas, Wilkinsburg Councilwoman

## SPECIFICATIONS FOR ALL ADS:

- All files need to be either grayscale or black and white ONLY
- Acceptable formats are: high resolution (300 dpi/150 lpi) .pdf (broken out into black or screens of black, NO RGB, CYMK or PMS colors, and no crop marks); .tif, .eps or .psd.
- No bleeds; files to exact size
- Outlined/rasterized fonts
- All graphics to be embedded
- Please provide all contact info in case of problems with files
- Unacceptable file formats are: .jpg, .gif or MS Word and Publisher files
- Artwork deadline: *refer to Key Dates page on 5.*
- Email artwork along with any questions to: Traci Borsch: 412-894-8600 or [traci@localgovernmentacademy.org](mailto:traci@localgovernmentacademy.org).

## SPECIFICATIONS FOR LOGOS:

- Preferred format: vector art, saved as .eps or .ai version CS2 or less, 1 color.
- OTHER acceptable formats are: high resolution (300 dpi/150 lpi) .pdf (broken out into black or screens of black, NO RGB, CYMK or PMS colors, and no crop marks); .tif, .eps or .psd.
- Unacceptable file formats are: .jpg, .gif or MS Word and Publisher files
- Outlined/rasterized fonts
- All graphics to be embedded
- Please provide all contact info in case of problems with files
- Artwork deadline: *refer to Key Dates page on 5.*
- Email artwork along with any questions to: Traci Borsch: 412-894-8600 or [traci@localgovernmentacademy.org](mailto:traci@localgovernmentacademy.org).



