



Sponsor and exhibit
at the 2022 Public Power
Lineworkers Rodeo



**CONNECT WITH 500+ ELECTRIC
SUPERINTENDENTS, LINEWORKERS,
AND SAFETY PERSONNEL**

March 25 – 26 | Austin, Texas



March 25 – 26
2022

PUBLIC POWER

Lineworkers Rodeo

Austin, Texas

What is the American Public Power Association (APPA)?

We are the voice of not-for-profit, community-owned utilities that power 2,000 towns and cities nationwide. We represent public power before the federal government to protect the interests of the more than 49 million customers that public power utilities serve, and the 93,000 people they employ. Our association advocates and advises on electricity policy, technology, trends, training, and operations. Our members strengthen their communities by providing superior service, engaging citizens, and instilling pride in community-owned power.

Why sponsor the Public Power Lineworkers Rodeo?

Hosted by Austin Energy, the 2022 Public Power Lineworkers Rodeo is the place for journeyman and apprentice lineworkers to compete for professional recognition and to learn about the latest safety products and services.

As a sponsor and vendor, you'll:

- Interact with 500+ electric superintendents, lineworkers, and safety personnel.
- Create brand awareness with more public power utilities throughout the United States.
- Meet with decision-makers and influencers.
- Network with customers and prospects who need your products and services.
- Get a leg up on your competition.



How do we participate in the expos?

The only way to secure a spot in the Indoor and Outdoor Sponsor Showcases is through sponsorship.

Indoor Sponsor Showcase (Table-top only show)

March 25 from 11:30 a.m. to 3:30 p.m.

Austin Hilton, Austin, Texas

Outdoor Sponsor Showcase (Tent and trailer space show)

March 26 from 7:30 a.m. to 2 p.m.

Capitol City BMX, Pflugerville, Texas

Get additional exposure at the Engineering & Operations Conference

Extend your stay in Austin! Sponsor and exhibit at APPA's Engineering & Operations Conference, where you'll meet decision-makers who design, develop, and maintain the nation's electric system.

Learn more at PublicPower.org/EandO.

Save money on this event! Become a corporate associate member.

Corporate associate membership distinguishes your company as a lead supporter of public power and provides tangible benefits that get your name in front of the nation's 2,000 community-owned electric utilities. We offer two levels -Elite and standard - to fit your needs and budget. Both options provide your employees with significant benefits, but with an Elite membership you are given extensive branding and networking opportunities. Learn more at PublicPower.org>Join.

Questions?

Sponsorship@PublicPower.org



EXCLUSIVE OPPORTUNITIES

Competition Sponsor

One sponsor. Must commit by January 21 to guarantee all benefits.

Elite Corporate Associate Member: \$20,000

Corporate Associate Member: \$22,000

Nonmember: \$35,000

Benefits

- Two social posts on APPA's Twitter, Facebook, and LinkedIn feeds. One per platform one week before the Rodeo and one per platform post-Rodeo. Graphics, text, and click-through links provided by you (APPA will provide specs). You can include a one- to two-minute video or a static image.
- Opportunity to do a live, one-minute welcome during the Rodeo Competition Opening Ceremony
- One mobile app push notification to conference attendees acknowledging your sponsorship
- Logo featured on competitor bags and t-shirts, and judge shirts and:
 - on Rodeo website
 - in marketing emails (starting two weeks after your commitment)
 - in participant logistics emails
 - in Rodeo mobile app
 - in printed onsite program
 - on signage on Rodeo grounds stage
 - on a thank you slide at the Rodeo banquet
- VIP table with eight tickets for the Rodeo Awards Banquet (subject to COVID protocols)
- Verbal recognition during the Rodeo Awards Banquet
- Table-top exhibit space at the Indoor Sponsor Showcase

- Tent or trailer exhibit space at the Outdoor Sponsor Showcase
- Rodeo participant lists in Excel (name, title, organization, U.S. postal address). APPA policy prevents the sharing of emails and phone numbers without consent.

Celebration Sponsor

One sponsor. Must commit by January 21 to guarantee all benefits.

Elite Corporate Associate Member: \$20,000
 Corporate Associate Member: \$22,000
 Nonmember: \$35,000

Benefits

- Two social posts on APPA's Twitter, Facebook, and LinkedIn feeds. One per platform one week before the Rodeo and one per platform post-Rodeo. Graphics, text, and click-through links provided by you (APPA will provide specs). You can include a one- to two-minute video or a static image.
- Opportunity to do a live or video, one-minute welcome during the Rodeo Awards Banquet
- One mobile app push notification to conference attendees acknowledging your sponsorship
- Logo featured prominently throughout the hall and on cocktail napkins at the Rodeo Awards Banquet and:
 - on Rodeo website
 - in marketing emails (starting two weeks after your commitment)
 - in participant logistics email
 - in Rodeo mobile app
 - in printed onsite program
- VIP table with eight tickets for the Rodeo Awards Banquet (subject to COVID protocols)
- Verbal recognition during the Rodeo Awards Banquet

- Table-top exhibit space at the Indoor Sponsor Showcase
- Tent or trailer exhibit space at the Outdoor Sponsor Showcase
- Rodeo participant lists in Excel (name, title, organization, U.S. postal address). APPA policy prevents the sharing of emails and phone numbers without consent.

Event Sponsor

One sponsor/event listed below. Must commit by January 21 to guarantee all benefits.

- Journeyman 4kV Crossarm Change Out
- Apprentice 90-degree Crossarm Relocation
- Journeyman Hurtman Rescue
- Apprentice Double Dead-End Bell Change Out
- Journeyman Obstacle Course
- Apprentice Hurtman Rescue
- Journeyman Suspension Insulator Change Out
- Apprentice Pole Top Pin Change Out
- Journeyman Transformer Banking
- Apprentice Written Test

Elite Corporate Associate Member: \$5,000
 Corporate Associate Member: \$6,000
 Nonmember: \$12,000

Benefits

- Logo featured at your sponsored event and:
 - on Rodeo website
 - in participant logistics email
 - in Rodeo mobile app
 - in printed onsite program
- Verbal recognition at your sponsored event (incorporated into the script that's read to all teams and apprentices)

- Two VIP tickets for the Rodeo Awards Banquet (subject to COVID protocols)
- Table-top exhibit space at the Indoor Sponsor Showcase
- Tent or trailer exhibit space at the Outdoor Sponsor Showcase
- Rodeo participant lists in Excel (name, title, organization, U.S. postal address). APPA policy prevents the sharing of emails and phone numbers without consent.

Hotel Keycard Sponsor

One sponsor. Must commit by February 7 to guarantee all benefits.

Elite Corporate Associate Member: \$4,000
 Corporate Associate Member: \$5,000
 Nonmember: \$10,000

Benefits

- Logo featured on hotel keycards distributed to Rodeo participants and:
 - on Rodeo website
 - in Rodeo mobile app
 - in printed onsite program
- Two VIP tickets for the Rodeo Awards Banquet (subject to COVID protocols)
- Table-top exhibit space at the Indoor Sponsor Showcase
- Tent or trailer exhibit space at the Outdoor Sponsor Showcase
- Rodeo participant lists in Excel (name, title, organization, U.S. postal address). APPA policy prevents the sharing of emails and phone numbers without consent.

NON-EXCLUSIVE OPPORTUNITIES

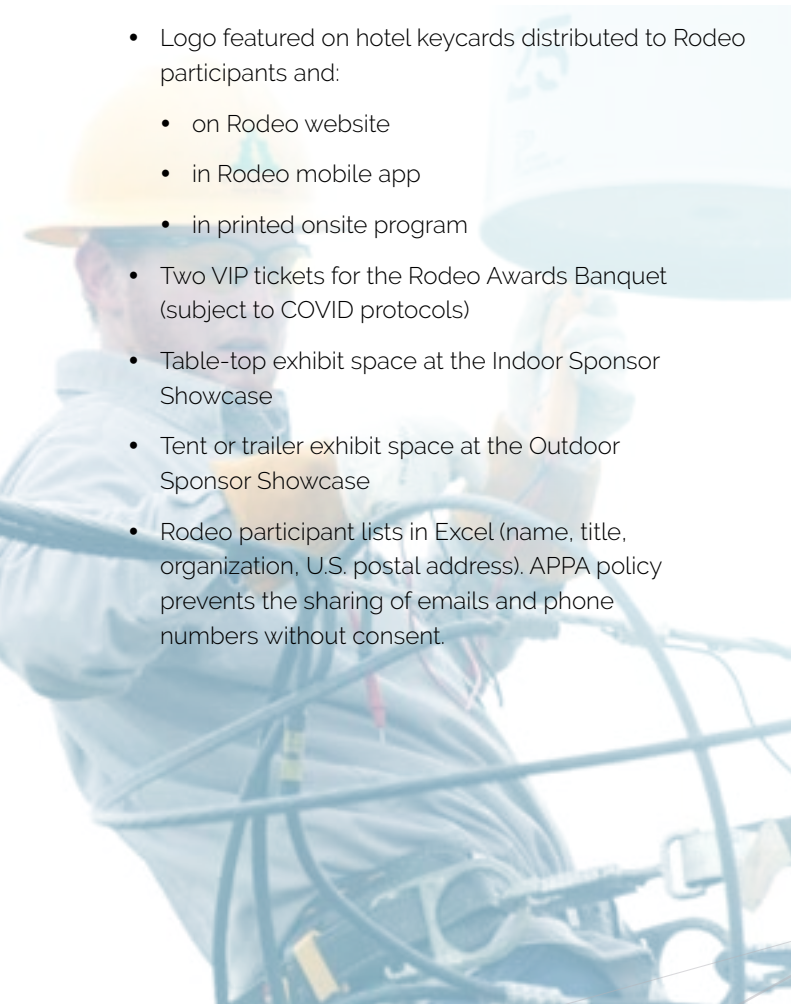
Awards Banquet Drink Sponsor

Two sponsors. Must commit by February 7 to guarantee all benefits.

Elite Corporate Associate Member: \$3,500
 Corporate Associate Member: \$4,500
 Nonmember: \$9,000

Benefits

- Logo featured on signage at bars and drink tickets at the Rodeo Awards Banquet and:
 - on Rodeo website
 - in Rodeo mobile app
 - in printed onsite program
- One VIP ticket for the Rodeo Awards Banquet (subject to COVID protocols)
- Table-top exhibit space at the Indoor Sponsor Showcase
- Tent or trailer exhibit space at the Outdoor Sponsor Showcase
- Rodeo participant lists in Excel (name, title, organization, U.S. postal address). APPA policy prevents the sharing of emails and phone numbers without consent.





Golf Cart Sponsor

Four sponsors. Must commit by February 7 to guarantee all benefits.

Elite Corporate Associate Member: \$2,000

Corporate Associate Member: \$3,000

Nonmember: \$6,000

Benefits

- Logo featured on golf carts used during the Rodeo Competition and:
 - on Rodeo website
 - in Rodeo mobile app
 - in printed onsite program
- One VIP ticket for the Rodeo Awards Banquet (subject to COVID protocols)
- Table-top exhibit space at the Indoor Sponsor Showcase
- Tent or trailer exhibit space at the Outdoor Sponsor Showcase
- Rodeo participant lists in Excel (name, title, organization, U.S. postal address). APPA policy prevents the sharing of emails and phone numbers without consent.

ADDITIONAL OPPORTUNITIES

Participant Bag Insert

Sponsor & Elite Corporate Associate Member: \$1,000

Sponsor & Corporate Associate Member: \$1,100

Sponsor & Nonmember: \$2,200

Non-Sponsor & Elite Corporate Associate Member: \$1,500

Non-Sponsor & Corporate Associate Member: \$1,600

Non-Sponsor & Nonmember: \$3,200

Banner for Rodeo Grounds*

Sponsor & Elite Corporate Associate Member: \$1,000

Sponsor & Corporate Associate Member: \$1,100

Sponsor & Nonmember: \$2,200

Non-Sponsor & Elite Corporate Associate Member: \$1,500

Non-Sponsor & Corporate Associate Member: \$1,600

Non-Sponsor & Nonmember: \$3,200

*Your banner will be displayed on the metal fencing surrounding the Rodeo grounds. Banners can be up to 3 feet high x 8 feet wide and should include grommets in four corners. You are responsible for supplying and shipping the banner to the Rodeo grounds. (instructions will be provided after payment is received). Banners will not be returned.

Program Ads

Outside Back Cover

Sponsor & Elite Corporate Associate Member: \$1,000

Sponsor & Corporate Associate Member: \$1,100

Sponsor & Nonmember: \$2,200

Non-Sponsor & Elite Corporate Associate Member: \$1,500

Non-Sponsor & Corporate Associate Member: \$1,600

Non-Sponsor & Nonmember: \$3,200

Front Inside Cover

Sponsor & Elite Corporate Associate Member: \$800

Sponsor & Corporate Associate Member: \$900

Sponsor & Nonmember: \$1,800

Non-Sponsor & Elite Corporate Associate Member: \$1,200

Non-Sponsor & Corporate Associate Member: \$1,300

Non-Sponsor & Nonmember: \$2,600

Back Inside Cover

Sponsor & Elite Corporate Associate Member: \$800

Sponsor & Corporate Associate Member: \$900

Sponsor & Nonmember: \$1,800

Non-Sponsor & Elite Corporate Associate Member: \$1,200

Non-Sponsor & Corporate Associate Member: \$1,300

Non-Sponsor & Nonmember: \$2,600

Full-Page Interior

Sponsor & Elite Corporate Associate Member: \$500

Sponsor & Corporate Associate Member: \$600

Sponsor & Nonmember: \$1,200

Non-Sponsor & Elite Corporate Associate Member: \$800

Non-Sponsor & Corporate Associate Member: \$900

Non-Sponsor & Nonmember: \$1,800



March 25 – 26
2022

Lineworkers
Rodeo
Austin, Texas

Sponsor Commitment Form

Company Information

Please make sure your representative-in-charge handles all behind the scenes arrangements. All sponsor logistics information will be emailed to this person.

Representative-in-charge

Title

Company

Address

City

State

Zip

Telephone

Email

Website

Fees

	Elite Corporate Member	Corporate Member	Nonmember
<input type="radio"/> Competition Sponsor	\$ 20,000	\$22,000	\$35,000

Please indicate the items you want:

- VIP table with eight tickets for the Rodeo Awards Banquet (subject to COVID protocols)
- Table-top exhibit space at the Indoor Sponsor Showcase
- Space at the Outdoor Sponsor Showcase
- Access to electricity: breaker size _____ voltage requirement _____

- A complimentary 10x10 tent provided by APPA

Or

- Space for our own tent. Its dimensions are ____x ____ ft.

Or

- Space for our trailer. Its dimensions are ____x ____ ft.

If possible, please locate us away from these companies _____

<input type="radio"/> Celebration Sponsor	\$ 20,000	\$22,000	\$35,000
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Please indicate the items you want:

- VIP table with eight tickets for the Rodeo Awards Banquet (subject to COVID protocols)
- Table-top exhibit space at the Indoor Sponsor Showcase
- Space at the Outdoor Sponsor Showcase
- Access to electricity: breaker size _____ voltage requirement _____

- A complimentary 10x10 tent provided by APPA

Or

- Space for our own tent. Its dimensions are ____x ____ ft.

Or

- Space for our trailer. Its dimensions are ____x ____ ft.

If possible, please locate us away from these companies _____

Sponsor Commitment Form

<input type="radio"/> Event Sponsor	\$5,000	\$6,000	\$12,000
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Select Event:

<input type="checkbox"/> Journeyman 4kV Crossarm Change Out	<input type="checkbox"/> Apprentice 90-degree Crossarm Relocation
<input type="checkbox"/> Journeyman Hurtman Rescue	<input type="checkbox"/> Apprentice Double Dead-End Bell Change Out
<input type="checkbox"/> Journeyman Obstacle Course	<input type="checkbox"/> Apprentice Hurtman Rescue
<input type="checkbox"/> Journeyman Suspension Insulator Change Out	<input type="checkbox"/> Apprentice Pole Top Pin Change Out
<input type="checkbox"/> Journeyman Transformer Banking	<input type="checkbox"/> Apprentice Written Test

Please indicate the items you want:

- Two VIP tickets for the Rodeo Awards Banquet (subject to COVID protocols)
- Table-top exhibit space at the Indoor Sponsor Showcase
- Space at the Outdoor Sponsor Showcase

Access to electricity: breaker size _____ voltage requirement _____

A complimentary 10x10 tent provided by APPA

Or

Space for our own tent. Its dimensions are ____x ____ ft.

Or

Space for our trailer. Its dimensions are ____x ____ ft.

If possible, please locate us away from these companies _____

<input type="radio"/> Hotel Keycard Sponsor	\$4,000	\$5,000	\$10,000
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Please indicate the items you want:

- Two VIP tickets for the Rodeo Awards Banquet (subject to COVID protocols)
- Table-top exhibit space at the Indoor Sponsor Showcase
- Space at the Outdoor Sponsor Showcase

Access to electricity: breaker size _____ voltage requirement _____

A complimentary 10x10 tent provided by APPA

Or

Space for our own tent. Its dimensions are ____x ____ ft.

Or

Space for our trailer. Its dimensions are ____x ____ ft.

If possible, please locate us away from these companies _____

<input type="radio"/> Awards Banquet Drink Sponsor	\$4,000	\$5,000	\$10,000
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Please indicate the items you want:

- One VIP ticket for the Rodeo Awards Banquet (subject to COVID protocols)
- Table-top exhibit space at the Indoor Sponsor Showcase
- Space at the Outdoor Sponsor Showcase

Access to electricity: breaker size _____ voltage requirement _____

A complimentary 10x10 tent provided by APPA

Or

Space for our own tent. Its dimensions are ____x ____ ft.

Or

Space for our trailer. Its dimensions are ____x ____ ft.

If possible, please locate us away from these companies _____

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Sponsor Commitment Form

Golf Cart Sponsor \$4,000 \$5,000 \$10,000

Please indicate the items you want:

- One VIP ticket for the Rodeo Awards Banquet (subject to COVID protocols)
- Table-top exhibit space at the Indoor Sponsor Showcase
- Space at the Outdoor Sponsor Showcase

Access to electricity: breaker size _____ voltage requirement _____

A complimentary 10x10 tent provided by APPA

Or

Space for our own tent. Its dimensions are _____x _____ ft.

Or

Space for our trailer. Its dimensions are _____x _____ ft.

If possible, please locate us away from these companies _____

ADDITIONAL OPPORTUNITIES

SPONSOR FEES

	Elite Corporate Member	Corporate Member	Nonmember
<input type="checkbox"/> Participant Bag Insert	\$1,000	\$1,100	\$2,200
<input type="checkbox"/> Program Ad - Outside Back Cover	\$1,000	\$1,100	\$2,200
<input type="checkbox"/> Program Ad – Front Inside Cover	\$800	\$900	\$1,800
<input type="checkbox"/> Program Ad – Back Inside Cover	\$800	\$900	\$1,800
<input type="checkbox"/> Program Ad – Full-Page Interior	\$500	\$600	\$1,200

NON-SPONSOR FEES

	Elite Corporate Member	Corporate Member	Nonmember
Participant Bag Insert	\$1,500	\$1,600	\$3,200
Banner for Rodeo Grounds	\$1,500	\$1,600	\$3,200
Program Ad - Outside Back Cover	\$1,500	\$1,600	\$3,200
Program Ad – Front Inside Cover	\$1,200	\$1,300	\$2,600
Program Ad – Back Inside Cover	\$1,200	\$1,300	\$2,600
Program Ad – Full-Page Interior	\$800	\$900	\$1,800

Sponsorship Eligibility

Sponsorship of the 2022 Public Power Lineworkers Rodeo is only for those entities that offer products and services to electric utilities. The American Public Power Association shall have the sole right to determine the eligibility of sponsors at this event.

Payment Information

Please return the commitment form to Sponsorship@PublicPower.org. APPA will email you an invoice and the details you need for the event. Fifty percent of the sponsorship fee is due upon commitment. Full payment must be received by February 11. All fees to be paid in U.S. funds. To qualify for the member rate on sponsorships, the sponsoring company must be an associate member. Individual associate members cannot receive the member discount on behalf of a sponsoring company that is not an APPA member.

Sponsorship Cancellation

Once APPA receives the sponsor commitment form and payment, benefits will start. Cancellation must be made in writing to Sponsorship@PublicPower.org. Sponsors who cancel by February 25 will be liable for 50% of the sponsorship fee. Sponsors who cancel after February 25 will be liable for 100% of the sponsorship fee. If full payment has not been received at the time of cancellation, an invoice for the appropriate amount will be issued.

Agreement

I understand and agree to comply with the sponsorship eligibility, payment, and cancellation policies. I understand that contributions or gifts made to this association are not deductible as charitable contributions for federal income tax purposes. I also understand that by providing my email and contact information that I am authorizing the American Public Power Association to send information to my organization about upcoming events, programs, and services via these means.

Representative-in-charge

Title

Signature

Date

PUBLIC POWER LINEWORKERS RODEO

March 25 – 26 | Austin, Texas

