

# THE ACADEMY

AMERICAN PUBLIC  
POWER ASSOCIATION

REACH PUBLIC POWER DECISION MAKERS •

## Be Seen.

Sponsor the Legislative Rally

**600+** UTILITY EXECUTIVES, POLICYMAKERS, & GOVERNMENT RELATIONS REPRESENTATIVES •  
**270+** UTILITIES • **40+** STATES

February 24 – 26, 2020 ○ Washington, D.C.

February 24 - 26

2020

# Legislative Rally

Mayflower Hotel  
Washington, D.C.

REACH PUBLIC POWER DECISION-MAKERS •

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Utility executives,  
policymakers, &  
government relations  
representatives

270+

Utilities

40+

States

## What is the Legislative Rally?

It's public power's event for utility executives, policy experts, and locally elected and appointed officials who come to Washington, D.C., to communicate public power's value, benefits, and needs to Congressional representatives. Learn more at [www.PublicPower.org/LegislativeRally](http://www.PublicPower.org/LegislativeRally).





## What is the American Public Power Association?

We're 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 should my company sponsor this event?

As a sponsor, you'll enjoy exclusive networking and branding opportunities with more than 600 senior public power decision-makers. Sponsorship of the Legislative Rally is an excellent marketing opportunity for investment banks/financial services companies, government relations firms, law firms, and management consulting firms. Please note: Due to the sensitive nature of the discussions at the Rally, investor-owned utilities may not sponsor or attend.



Thank you to our 2019 sponsors!



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 – standard and Elite – to fit your needs and budget. Both options provide your employees with significant benefits, but with an Elite membership, you get extensive branding and networking opportunities.

Questions?

**Sponsorship & Membership**  
Haley Herbst  
HHerbst@PublicPower.org

Learn more at [www.PublicPower.org/Join](http://www.PublicPower.org/Join).



# 2020 Legislative Rally Sponsor Opportunities

## Mobile App Sponsor

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

### Benefits

- Logo on the Legislative Rally Program page on [www.PublicPower.org](http://www.PublicPower.org)
- Pre- and post-conference attendee lists in Excel *Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee e-mails and phone numbers.*
- Logo in the Rally onsite program *Commit by October 1 to ensure inclusion.*
- Logo on the mobile app splash screen
- Logo and company description in the Rally mobile app *Identifying sponsor ribbon on your representatives' name badges*
- Verbal recognition of your sponsorship during the luncheon
- One complimentary, reserved table for 10 in the front of the luncheon banquet hall



## Legislative & Resolutions Committee Luncheon Sponsor

Elite Corporate Associate Member: \$3,000

Corporate Associate Member: \$4,000

Nonmember: \$8,000

### Benefits

- Logo on the Legislative Rally Registration page on [www.PublicPower.org](http://www.PublicPower.org)
- Pre- and post-conference attendee lists in Excel *Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee e-mails and phone numbers.*
- Logo in the Rally onsite program *Commit by October 1 to ensure inclusion.*
- Logo on signs at the luncheon
- Logo and company description in the Rally mobile app
- Identifying sponsor ribbon on your representatives' nametags
- Verbal recognition of your sponsorship during the luncheon
- One complimentary, reserved table for 10 in the front of the luncheon banquet hall

## Rally Breakfast Sponsor

Elite Corporate Associate Member: \$2,000

Corporate Associate Member: \$3,000

Nonmember: \$6,000

### Benefits

- Logo on the Legislative Rally Hotel page on [www.PublicPower.org](http://www.PublicPower.org)
- Pre- and post-conference attendee lists in Excel *Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee e-mails and phone numbers.*
- Logo in the Rally onsite program *Commit by October 1 to ensure inclusion*
- Identifying sponsor ribbon on your representatives' nametags
- Logo on signs at the breakfast
- Logo and company description in the Rally mobile app
- Verbal recognition of your sponsorship during breakfast
- One complimentary, reserved table for 10 in the front of the breakfast banquet hall

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## 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		

	Elite Corporate Associate Member	Corporate Associate Member	Nonmember
<input type="checkbox"/> <b>Mobile App Sponsor</b>	\$ 3,500	\$4,500	\$ 9,000
<input type="checkbox"/> We want one complimentary, reserved table for 10 at the luncheon. <input type="checkbox"/> Yes <input type="checkbox"/> No			
<input type="checkbox"/> <b>Legislative &amp; Resolutions Committee Luncheon Sponsor</b>	\$ 3,000	\$4,000	\$ 8,000
<input type="checkbox"/> We want one complimentary, reserved table for 10 at the luncheon. <input type="checkbox"/> Yes <input type="checkbox"/> No			
<input type="checkbox"/> <b>Rally Breakfast Sponsor</b>	\$ 2,000	\$3,000	\$ 6,000
<input type="checkbox"/> We want one complimentary, reserved table for 10 at the luncheon. <input type="checkbox"/> Yes <input type="checkbox"/> No			

### Sponsorship Eligibility

Sponsorship at the Legislative Rally is only for those entities that offer products and services to electricity and telecommunications utilities. The American Public Power Association shall have the sole right to determine the eligibility of sponsors at this event. Please note: Due to the sensitive nature of the discussions at the Rally, investor-owned utilities may not sponsor or attend.

### Sponsorship Cancellation

Once the American Public Power Association receives the sponsor commitment form, benefits will start. Cancellation must be made in writing to Haley Herbst at HHerbst@publicpower.org. Sponsors who cancel by January 12 will be liable for 50% of the sponsorship fee. Sponsors who cancel after January 12 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 that contributions or gifts made to this association are not deductible as charitable contributions for federal income tax purposes, and I agree to the cancellation terms. I also understand that by providing my email address 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

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## Sponsor Commitment Form

### Payment Information

Fifty percent of the sponsorship fee is due upon commitment. Full payment is due January 26. 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 Association member.

- Enclosed is a check payable to American Public Power Association.
- Please bill me for payment (Members only). PO# (optional) \_\_\_\_\_.
- I am paying via Wire/ACH payment. Please have an Association finance employee contact me.
- Please charge my:  Visa  MasterCard  American Express  Discover

Card number

Exp. date

Amount to charge to card \$

Name as it appears on card

Cardholder signature

### For Association use:

Order ID/Event

**If you're paying via credit card, Wire/ACH payment, or electing to be billed, please email** (Membership@PublicPower.org) **the completed sponsor commitment form.**

**If you're paying via check, please email** (Membership@PublicPower.org) **the completed sponsor commitment form and then mail a copy of it with your payment to** American Public Power Association • P.O. Box 418617 • Boston, MA 02241-8617