



# SPONSORSHIP OPPORTUNITIES

2024

EDCC's Full Season of  
Events & Programming

## Contact

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# ABOUT EDCC

The Economic Development Council of Colorado (EDCC) is a state-wide, non-profit organization dedicated to successful and responsible economic development across the state. As the state's premier economic development resource, EDCC represents the interests of public and private sectors while connecting with our communities. We provide high-quality educational opportunities and trusted resources, and advocate for sound policies and programs that support a vibrant economy and enhance quality of life for all Coloradans.



EDCC's events and programming aim to provide the knowledge, tools, and connections that are vital to fostering a growing Colorado economy. We gather the industry's top influencers to share their knowledge and answer tough questions that challenge our communities.



There is something for everyone in this year's events. Economic development stakeholders will be in attendance representing cities across the state, businesses and corporations, non-profit organizations, government agencies, universities, utilities, and more.

We invite you to participate and sponsor our annual signature events!

# SEASON LINE UP

EDCC is excited to announce our 2024 season of events and programming. This year we are focused on the ever-changing economic landscape, our professionals, and fostering the connections needed to support our growing economy.

ADVOCACY DAY  
@ THE CAPITOL &  
LEGISLATIVE LUNCHEON

**JANUARY 31  
DENVER**

FIRST BAPTIST CHURCH OF DENVER  
1373 GRANT ST. DENVER

**January 31, 2024**

Our legislative luncheon is an opportunity to connect with our fellow professionals in the industry, connect with our prospective legislators, and highlight the importance of educated and sound policy around critical issues that help shape our robust economy.



**Drive | Lead | Succeed**  
VIRTUAL SERIES  
Economic Development Council of Colorado

*virtual!*

An annual series bringing top speakers,  
content, and resources closer to our  
statewide professionals

**March 20: Topic | Construction Defects**

Sponsorship helps elevate EDCC's mission in being the industry leader in Economic Development by bringing top economic issues & finding solutions. Sponsorship visibility will be placed on all media resulting from the event and will live into perpetuity in the Knowledge Vault.



**EDCC  
KNOWLEDGE  
NETWORK**

*Virtual Series & Podcasts*

**April 17: Topic | TBD  
December 11: Topic | TBD**

Sponsorship helps support our professionals with the intent to create high performing EDO's & professionals by connecting them with the resources & tools necessary for success. Sponsorship visibility will be placed on all media & will live into perpetuity in the Knowledge Vault.

**EDCC'S REGIONAL  
ECONOMIC  
DEVELOPMENT  
FORUM**

**Location and date to be determined**

EDCC's Regional Economic Development Forums are designed to look at our communities across the state and learn what attributes they have and what challenges they face. Topics range from infrastructure, small business development, workforce challenges, economic resiliency and more.

TITLE SPONSOR



**PARK HYATT,  
BEAVER CREEK**

October 13-16, 2024

**October 13 - 16, 2024  
Beaver Creek, CO**

Our Annual Drive | Lead | Succeed Conferences aim to provide the knowledge, tools, and connections that are vital to foster a growing Colorado economy. We gather the industry's top influencers and thought leaders to share knowledge and answer questions that no one else can.



**October 15, 2024  
In coordination with conference**

Every year, at EDCC's Annual Drive | Lead | Succeed Conference, EDCC recognizes the outstanding economic development achievements by our members, organization volunteers, communities, companies, & legislators. Help recognize exemplary work being done across Colorado.

## SPONSOR OPPORTUNITIES



### Community Champion | \$1,500

- 5 Complimentary Luncheon Registrations
- Logo included in all luncheon branding & marketing collateral including all print/online event marketing, social media, press release, follow up presentations, & resources.
- Display table & company banner to promote your company. (We will provide a 2' x 6' table with two chairs & electricity)
- Opportunity to place sponsor promotional materials on luncheon tables.
- Right to First Negotiation for sponsorship up to 2 years.
- Welcome and introduction of a keynote speaker.



### Advocacy Partner | \$1,000

- 4 Complimentary Luncheon Registrations
- Logo included in all luncheon branding and marketing collateral including all print/online event marketing, social media, press release, and follow up presentations & resources.
- Display table & company banner to promote your company.



### Community Promoter | \$500

- 3 Complimentary Luncheon Registrations
- Logo included in all luncheon branding and marketing collateral including all print/online event marketing, social media, press release, and follow up presentations & resources.
- Display table & company banner to promote your company.



### Community Supporter | \$250

- 2 Complimentary Luncheon Registrations
- Logo included in all luncheon branding and marketing collateral including all print/online event marketing, social media, press release, and follow up presentations & resources.



## Event Objectives

Strategically place your company or organization at the forefront of the most relevant issues impacting businesses in Colorado.

Engage with our network of professionals and Colorado's legislature, advocating for sound policies and programs that support Colorado's robust economy.

Shape business-friendly policy to support economic and workforce development.

# 125

Estimated Attendance

# virtual!

An annual series bringing top speakers, content, and resources closer to our professionals

## SPONSOR OPPORTUNITIES

### 1 Title Sponsorship Available | \$2,500

An opportunity to be the subject matter expert in a 30 min podcast. This podcast will be used to market the Virtual Series and Thought-leadership paper.

An opportunity to moderate or to lead breakout room discussions.

Utilization of the polling function to draw specific data points important to the sponsor and topic.

Sponsored Q&A session.

A video response by sponsor to be posted on EDCC's website and shared through social media leading up to the event. This can include sound-bites pertaining to specific industry insights, trends, or data pertaining to topic of choice.

Contact list of attendees from both series.

Participate in the final content package by including topic specific information and resources. The content package will be posted to EDCC's content library known as the Knowledge Vault. Resources will live into perpetuity and accessed by members for free, and "on-demand" for non-members. The final package will be marketed to EDCC's network of more than 2,000 economic development stakeholders in Colorado.

Media tool kit provided to help distribute content to sponsors constituents; this can include sound-bites pertaining to specific industry insight, trends, or data.

Inclusion in Thought-leadership paper that will be published following the event & will live into perpetuity in EDCC's Knowledge Vault.

Logo included in all Virtual Series marketing collateral (*all online event marketing, social media, & follow up marketing*).

Logo included in all event branding. Prominent placement for topic of choice. (*webpage dedicated to events, power point title slide presentations & branding, virtual backgrounds used by moderators & speakers*).



## Event Objectives

Lead the effort of engagement of our vast community of economic development stakeholders including local, regional, & state leaders.

Harness the knowledge and expertise of our contingency along with extensive research & thought-leader input.

Educate, inform, and advocate for near and long-term resiliency applications to help spur economic recovery.

## 125

Estimated attendance per event.

## 1000+

Estimated page views per event in Knowledge Vault.

# SPONSOR OPPORTUNITIES

## 2 Title Sponsorships Available:

*(Title sponsors will have a topic of choice to have prominent naming. Both sponsors will be included in both Virtual Series marketing throughout the year.)*

- **KNSeries I: \$2,500 – Exclusive**
- **KNSeries II: \$2,500 – Exclusive**

An opportunity to be the subject matter expert in a 30 min podcast. This podcast will be used to market the Knowledge Network Series.

An opportunity to moderate or to lead breakout room discussions.

Utilization of the polling function to draw specific data points important to the sponsor and topic.

Sponsored Q&A session.

A video response by sponsor to be posted on EDCC's website and shared through social media leading up to the event. This can include sound-bites pertaining to specific industry insights, trends, or data pertaining to topic of choice.

Contact list of attendees from both series.

Participate in the final content package by including topic specific information and resources. The content package will be posted to EDCC's content library known as the Knowledge Vault. Resources will live into perpetuity and accessed by members for free, & "on-demand" for non-members. The final package will be marketed to EDCC's network of more than 2,000 economic development stakeholders in Colorado.

Media tool kit provided to help distribute content to sponsors constituents; this can include sound-bites pertaining to specific industry insight, trends, or data.

Logo included in all Knowledge Network Series marketing collateral (*all online event marketing, social media, & follow up marketing*).

Logo included in all event branding. Prominent placement for topic of choice. (*webpage dedicated to events, power point title slide presentations & branding, virtual backgrounds used by moderators & speakers*).



## Event Objectives

Cultivate high-performing Economic Development Organizations & professionals.

Strengthen Colorado's network of Economic Development Organizations across the state.

Build a professional development network that nurturer's well-educated and engaged professionals.

# 75

Estimated attendance per event.

# 1000+

Estimated page views per event in Knowledge Vault.

# SPONSOR OPPORTUNITIES

## Presenting Sponsor \$5,000 – Exclusive

- Welcome & introduction of a Keynote Speaker. (*Welcome should include who you are, why Economic Development is important to your organization, & why you support EDCC*)
- Two (2) reserved tables eight (8) located in a prominent location with sponsor signage.
- Promotional material you provide to pass out to the registrants along with a display table at registration to promote your company. We will provide a 2' x 6' table with two chairs.
- Prominent acknowledgement on all marketing materials.

## Gold Sponsor \$2,500 – Limit 3

- Introduction of a Keynote Speaker.
- Two (1) reserved tables eight (8) located in a prominent location with sponsor signage.
- Display table at registration to promote your company. We will provide a 2' x 6' table with two chairs.
- Secondary acknowledgement on all marketing materials.

## Breakfast Title Sponsor \$1,500

- Three (3) registrations (\$165 value).
- Acknowledgement in program & signage by food & drink display.
- Third-tier acknowledgement on all printed and online materials.

## Lunch Title Sponsor \$1,500

- Three (3) registrations (\$165 value).
- Acknowledgement in program & signage by food & drink display.
- Third-tier acknowledgement on all printed and online materials.

## Platinum Sponsor \$1,000 – Unlimited

- Three (3) registrations (\$165 value).
- Third-tier acknowledgement on all printed and online materials.

## Regional Partner Sponsor \$500 – Unlimited

- Two (2) registrations (\$165 value).
- Fourth-tier acknowledgement on all printed and online materials.



## Event Objectives

The event is designed to look at our communities across the state & learn what attributes they have & what challenges they face.

Gain knowledge, acquire tools & resources to better the economy as a whole.

Topics range from infrastructure, small business development, workforce challenges, economic resiliency and more.

# 150

Estimated attendance



## VISIBILITY & TESTIMONIALS

"EDCC's conferences provide an opportunity for learning from policy leaders and economic development experts, and networking with ED leaders from across the state. The strength of the network means I have a local contact in nearly every county in the state as I strive to stay informed about economic issues facing local communities around Colorado."

*Brian Lewandowski, Executive Director,  
Business Research Division, University  
of Colorado*

"Colorado Housing and Finance Authority (CHFA) has a long-standing partnership with EDCC and has been a strong supporter of EDCC's mission to serve Colorado's business communities. CHFA greatly values this partnership, not only because we share a mission to strengthen economic development in Colorado, but EDCC also helps CHFA grow our connections to businesses and organizations across the state."

*Wyatt K. Jones, Finance Manager,  
Colorado Housing and Finance Authority*



"What a great event! It generated some ideas for me, some reminders, and some great reinforcement of information. The EDCC conferences and events always give me a dose of energy for what I do."

*Paula Mehle, Director of Economic Development, &  
FURA, Town of Firestone*



## Event Objectives

Gather the industry's top influencers & thought leaders together to share knowledge & answer questions that no one else can.

Offer new and vital tools and solutions to pressing economic issues facing Colorado's professional economic development community.

Facilitate quality collaboration & opportunity to exchange fresh, new ideas among Colorado's leading Economic Development professionals, business & non-profit leaders, government officials & more.

## 300+

Estimated attendance

# DRIVE | LEAD | SUCCEED CONFERENCE

SPONSOR OPPORTUNITIES	Title Sponsor	Platinum Sponsor	Gold Sponsor	Opening Reception
	\$15,000 Exclusive	\$10,000 Limit 4	\$5,000 Limit 5	\$5,000 Exclusive
Complimentary Conference Registrations	x5 \$2,000 value	x4 \$1,600 value	x3 \$1,200 value	x3 \$1,200 value
Logo included in all conference marketing collateral: <ul style="list-style-type: none"> <li>Inclusion in all online event marketing</li> <li>Social media campaign beginning four weeks before and during the event</li> <li>Press release</li> <li>Inclusion in all print/online media advertising</li> <li>Follow up marketing with links to the presentations and resources</li> </ul>				
Logo included in event branding: <ul style="list-style-type: none"> <li>Conference event signage</li> <li>Title slides</li> <li>Printed program and/or conference app</li> </ul>	+ personally brand plenary session conference room	+ personally brand breakout room		+ branded food & beverage displays
A pre-recorded video response by sponsor to be posted on EDCC's website and shared through social media leading up to the event. This can include sound-bites pertaining to specific industry insights, trends, or data.				
Display table & company banner in registration lobby to promote your company. (We will provide a 2' x 6' table with two chairs and electricity)				
Right to First Negotiation for sponsorship up to 2 years.				
Welcome and introduction of a keynote speaker or panel moderator.				
Breakfast Title Sponsor for Thursday or Friday morning; Lunch Title Sponsor for Thursday; opportunity to welcome attendees and say a few words on behalf of the sponsors' company/organization.				
An opportunity to brand and co-produce opening session's inspirational/promotional video with conference theme.				
Participate in the final distribution of content package by including topic specific information and resources: the content package will be both emailed to the attendees and posted online in Knowledge Vault and will live into perpetuity.				

# DRIVE | LEAD | SUCCEED CONFERENCE

SPONSOR OPPORTUNITIES	Silver Sponsor \$3,000 Unlimited	Market Place Presenter \$2,500 Limit 4	Session Break Sponsor \$1,750 Limit 3	EDCC Partner Sponsor \$1,000 Unlimited	EDCC Supporter \$500 Unlimited
Complimentary Conference Registrations	x3 \$1,200 value	x2 \$800 value	x2 \$800 value	x2 \$800 value	x1 \$400 value
Logo included in all conference marketing collateral: <ul style="list-style-type: none"> <li>Inclusion in all online event marketing</li> <li>Social media campaign beginning four weeks before and during the event</li> <li>Press release</li> <li>Inclusion in all print/online media advertising</li> <li>Follow up marketing with links to the presentations and resources</li> </ul>					
Logo included in event branding: <ul style="list-style-type: none"> <li>Conference event signage</li> <li>Title slides</li> <li>Printed program and/or conference app</li> </ul>					
Vendors get a chance to present two (2) 45 min presentations to attendees in a round robin of vendor spotlights.	Tours provided by Silver Sponsors		a brief sponsor highlight from company rep		
Display table & company banner in registration lobby to promote your company. (We will provide a 2' x 6' table with two chairs and electricity)					
Right to First Negotiation for sponsorship up to 2 years.					
Welcome and introduction of a keynote speaker or panel moderator.					
Breakfast Title Sponsor for Thursday or Friday morning; Lunch Title Sponsor for Thursday; opportunity to welcome attendees and say a few words on behalf of the sponsors' company/organization.					
An opportunity to brand and co-produce opening session's inspirational/promotional video with conference theme.					
Participate in the final distribution of content package by including topic specific information and resources: the content package will be both emailed to the attendees and posted online in Knowledge Vault and will live into perpetuity.					



## SPONSOR OPPORTUNITIES

### Title Sponsor \$7,500 – Exclusive

Four (4) Drive | Lead | Succeed Conference Registrations (a \$1,600 value)

A pre-recorded or live video response by sponsor to be posted on EDCC's website and shared through social media leading up to the event. This can include sound-bites pertaining to specific industry insights, trends, or data.

Display table & company banner in registration lobby to promote your company. (We will provide a 2' x 6' table with two chairs and electricity)

Sponsor representative to co-present with Master of Ceremonies.

Right to First Negotiation for sponsorship up to 2 years.

Logo included in all Drive | Lead | Succeed Conference marketing collateral:

- Inclusion in all online event marketing
- Social media campaign beginning four weeks before and during the event
- Inclusion in all print/online media advertising
- Follow up marketing with links to the presentations and resources

Logo included in event branding:

- Branded nomination process
- Conference event signage
- Title slides
- Printed program
- Branded Dinner and Awards Ceremony

### Reception Sponsor \$3,500 – Exclusive

Three (3) Conference Registrations (a \$1,200 value)

Display table & company banner in registration lobby to promote your company. (We will provide a 2' x 6' table with two chairs and electricity)

Right to First Negotiation for sponsorship up to 2 years.

Logo included in all Drive | Lead | Succeed Conference marketing collateral:

- Inclusion in all online event marketing
- Social media campaign beginning four weeks before and during the event
- Inclusion in all print/online media advertising
- Follow up marketing with links to the presentations and resources

Logo included in event branding:

- Branded nomination process
- Conference event signage
- Title slides
- Printed program
- Branded food and bar displays



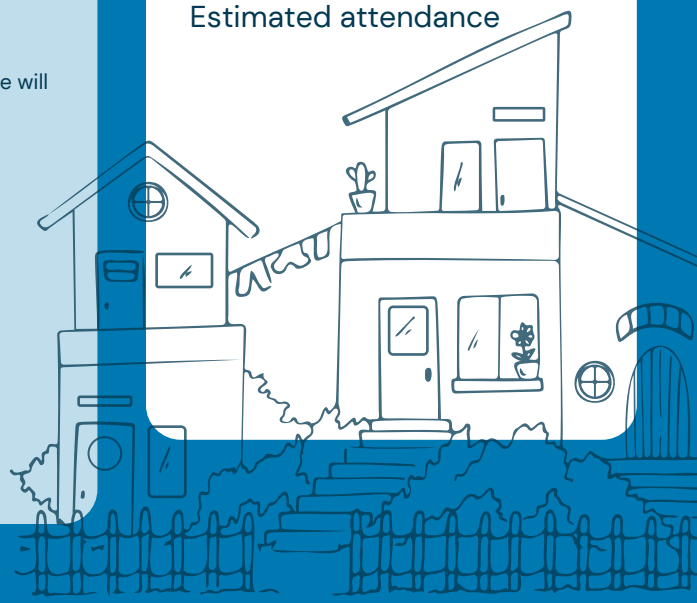
## Event Objectives

Recognize the outstanding economic development achievements by our members, organization volunteers, communities, companies and legislators.

We invite all EDIE Award Winners, their families, friends & colleagues to celebrate with us at our annual conference. This event is in conjunction with the Drive | Lead | Succeed Conference on Thursday evening.

## 350+

Estimated attendance



# SPONSOR AGREEMENT

EDCC greatly appreciates your support for the 2024 Events & Programming season. We strive to bring the most timely information and resources closer to our professionals. Please choose from the menu of options. A la carte and full season sponsorships are available.

## Legislative Luncheon – January 31, 2024

- ☐ \$1,500 | Community Champion
- ☐ \$1,000 | Advocacy Partner
- ☐ \$500 | Community Promoter
- ☐ \$250 | Community Supporter

## Knowledge Network Series

- ☐ \$2,500 | KNS Series I:  
April 17, 2024
- ☐ \$2,500 | KNS Series II:  
December 11, 2024

## Drive | Lead | Succeed Conference – October 13 – 16, 2024

- ☐ \$15,000 | Title Sponsor
- ☐ \$10,000 | Platinum Sponsor
- ☐ \$5,000 | Gold Sponsor
- ☐ \$5,000 | Opening Reception
- ☐ \$3,000 | Silver Sponsor
- ☐ \$2,500 | Market Place Presenter
- ☐ \$1,750 | Session Break Sponsor
- ☐ \$1,000 | EDCC Partner
- ☐ \$500 | EDCC Supporter

## Drive | Lead | Succeed Virtual Series

- ☐ \$2,500 | Virtual Series I:  
Construction Defects  
March 20, 2024

## Regional Forum – Date/Location TBD

- ☐ \$5,000 | Presenting Sponsor
- ☐ \$2,500 | Gold Sponsor
- ☐ \$1,500 | Breakfast Title Sponsor
- ☐ \$1,500 | Lunch Title Sponsor
- ☐ \$1,000 | Platinum Sponsor
- ☐ \$500 | Regional Partner

## EDIE Awards Dinner & Ceremony – October 15, 2024

- ☐ \$7,500 | Title Dinner & Ceremony
- ☐ \$3,500 | Reception Sponsor

## Full Season Sponsorship – *Exclusive*

*A great opportunity to showcase your company or organization by receiving top naming rights on all our events*

- ☐ \$30k | Full Season Sponsor

# WITH GRATITUDE

We would like to take this moment to thank our dedicated and loyal sponsors for their continued support of EDCC's pursuit in tackling Colorado's most perplexing economic development issues and finding solutions that can be utilized at the local level. Their generous support also provides the necessary resources, tools, and connections needed to build a robust and vital economic development ecosystem across Colorado.

## Legislative Luncheon Sponsors



## Knowledge Network Series



## Drive | Lead | Succeed Conference Sponsors

### Platinum Sponsors



### Title Sponsor



### Gold & State Partners



### Media Sponsor



### Opening Reception Sponsor



### EDIE Awards Nominations Dinner Sponsor



### EDIE Awards Reception Sponsor



## Silver Sponsors



## Marketplace Sponsors



## Session Break Sponsor



## Economic Development Partners

Arvada EDA, City of Centennial, CORE Electric, CU Leeds School of Business, Denver Office of Economic Development, Denver South, City of Durango, FCI Constructors, Inc., Grand Junction Econ Partnership, Jefferson County EDC, Lightcast, City of Loveland, Pueblo Community College, Pueblo EDC, Region 9, Southeast Colorado Enterprise Development/SEBREA, City of Thornton

## Economic Development Supporters

Aurora EDC, Black Hills Energy, Castle Rock EDC, Longmont EDP, PuebloPlex

# SPONSOR AGREEMENT

EDCC greatly appreciates your support for the 2024 Events & Programming season. We strive to bring the most timely information and resources closer to our professionals.

## PAYMENT DETAILS

Sponsor Name: .....

Address: .....

Phone: .....

Email: .....

Credit Card: .....

Expiration: .....

Billing Address: .....

Total \$: .....

Signature: .....

Date: .....

Contact responsible for  
sponsorship: .....

Position: .....

**Make checks to & mailing address:**  
Economic Development Council of Colorado  
PO Box 816, Palisade, CO 81526





**We appreciate  
your thoughtful  
consideration!**

## **Contact**

<b>Phone</b>	720.371.8997
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<b>Email</b>	<a href="mailto:edcc@edcconline.org">edcc@edcconline.org</a>
<b>Address</b>	PO Box 816, Palisade, CO 81526