



www.klc.org  
1.800.876.4552

## MARK YOUR CALENDAR

### 2017 KLC CONFERENCE & EXPO

October 3 - 6, 2017  
Covington, KY



Call today to reserve your exhibit booth!  
Jeri McCullough  
1.859.977.3780

Contact:  
Jeri McCullough  
Procurement & Project Support Manager  
jmccullough@klc.org  
859.977.3780 (direct)



**Kentucky League of Cities**

The Kentucky League of Cities serves as the united voice of cities by supporting community innovation, effective leadership and quality governance.

The **Kentucky League of Cities (KLC)** Cornerstone Partner Program provides businesses with a variety of opportunities to be visible among KLC members throughout the year.

# CORNERSTONE PARTNER Program

### Why become a Cornerstone Partner?

- ongoing exposure to municipal decision makers
- variety of marketing options
- combines advertising, direct mail, online marketing, social media and face-to-face opportunities
- discounts on advertising
- venues to share your municipal expertise with members
- recognition for your positive support of municipalities
- build personal relationships

**We are your one source.** KLC is Kentucky's most trusted resource for more than 20,000 city officials and employees and more than \$2.5 billion in annual purchasing power in Kentucky's 400-plus cities. And, we are the only organization that is specifically dedicated to serving cities. If you want to reach municipal customers, you need to reach our members.



Be visible. Get involved.  
**GENERATE NEW BUSINESS.**

For nearly 15 years, the Cornerstone Partner Program, which renews annually, has been the foundation of our business partner program and has helped KLC provide training, programs and events that benefit cities.

# Cornerstone Partner Program: ● be visible throughout the year.

### Limestone: \$1,500 Investment

- New Cornerstone Partner welcome announcements in KLC media and marketing
- Opportunity to select your complimentary exhibit booth (10x10) at the KLC Conference & Expo **OR** two (2) complimentary conference registrations
- One-time mailing list of current Kentucky city officials' database (upon request)
- Opportunity to sponsor KLC events, awards, publications and more
- Designation as a KLC Limestone Cornerstone Partner at KLC events
- Company listing with link on KLC website
- Complimentary subscriptions to *KLC DirectLine* (online) and *Kentucky City* magazine
- KLC member registration rates at KLC conferences and training sessions
- Rotating company listing in *KLC DirectLine* weekly e-newsletter
- Opportunity to exhibit at KLC events
- Use of KLC Cornerstone Partner logo on marketing materials
- Recognition during KLC Conference and other events



### Slate: \$2,500 Investment

- New Cornerstone Partner welcome announcements in KLC media and marketing
- Opportunity to select your complimentary exhibit booth (10x10) at the KLC Conference & Expo **plus** two (2) complimentary conference registrations
- One-time mailing list of current Kentucky city officials' database (upon request)
- Company **logo** in KLC Conference & Expo Program
- Opportunity to sponsor KLC events, awards, publications and more
- Designation as a KLC **Slate** Cornerstone Partner at KLC events
- Company listing with link on KLC website
- Complimentary subscriptions to *KLC DirectLine* (online) and *Kentucky City* magazine
- KLC member registration rates at KLC conferences and training sessions
- Rotating company listing in *KLC DirectLine* weekly e-newsletter
- Opportunity to exhibit at KLC events
- Use of KLC Cornerstone Partner logo on marketing materials
- Recognition during KLC Conference and other events

#### Plus:

- Receive a 15% discount on advertising in *Kentucky City* magazine
- Two (2) invitations to KLC City Night Legislative Reception

● \*We will honor requests on a first-come, first-served basis.

### Marble: \$5,000 Investment

- New Cornerstone Partner welcome announcements in KLC media and marketing
- Opportunity to select your complimentary **prime location** exhibit booth (10x10) at the KLC Conference & Expo including two (2) conference registrations
- **Unlimited** mailing list of current Kentucky city officials' database (upon request)
- Opportunity to sponsor KLC events, awards, publications and more
- Designation as a KLC **Marble** Cornerstone Partner at KLC events
- Company listing with link on KLC website
- Complimentary subscriptions to *KLC DirectLine* (online) and *Kentucky City* magazine
- A 15% discount on additional advertising in *Kentucky City* magazine\*
- Two (2) invitations to KLC City Night Legislative Reception
- KLC member registration rates at KLC conferences and training sessions
- Rotating company listing in *KLC DirectLine* weekly e-newsletter
- **First** Opportunity to exhibit at KLC events
- Use of KLC Cornerstone Partner logo on marketing materials
- Recognition during KLC Conference and other events

#### Plus:

- Opportunity to provide presenters at KLC workshops and training
- Complimentary advertising in the KLC Conference & Expo program
- Opportunity to submit educational articles on KLC social media

### Granite: \$10,000 Investment

- New Cornerstone Partner welcome announcements in KLC media and marketing
- Opportunity to select your complimentary **prime location** exhibit booth (10x10), **including four (4) conference registrations at the KLC Conference & Expo and one (1) complimentary room for two (2) nights during the KLC Conference & Expo based on availability**
- Unlimited mailing list of current Kentucky city officials data base (upon request)
- Complimentary **½-page ad** in the KLC Conference & Expo Program
- Opportunity to sponsor KLC events, awards, publications and more
- Designation as a KLC **Granite** Cornerstone Partner at KLC events
- Complimentary subscriptions to *KLC DirectLine* (online) and *Kentucky City* magazine
- A 15% discount on additional advertising in *Kentucky City* magazine\*
- **Four (4) invitations** to KLC City Night Legislative Reception
- KLC member registration rates at KLC conferences and training sessions
- Rotating company listing in *KLC DirectLine* weekly e-newsletter
- First opportunity to exhibit at KLC events
- Opportunity to provide presenters to KLC workshops and training
- Use of KLC Cornerstone Partner logo on marketing materials
- Opportunity to submit education articles on KLC social media.

#### Plus:

- Company listing on KLC website and first listing on the Cornerstone Partner homepage
- Opportunity to submit articles for consideration in *Kentucky City* magazine