WHO WE ARE

The North Carolina League of Municipalities is a non-profit organization with 90+ employees that communicate, advocate, coordinate, train, coach, support, insure, and advise municipalities on a daily basis.

NCLM exists as an extension of and in support to our municipal members - 538+ towns and cities, across the state.

We have more than a 100-year history with these towns and cities. These relationships are built on trust and respect with municipal staff leaders and elected officials.
SHARE YOUR MESSAGE WITH OUR AUDIENCE

We produce Southern City, a magazine published quarterly and mailed directly to 5,000+ elected officials and towns.

We average 10,000+ impressions each month and have 6,100 followers.

We actively support 18 government related affiliate groups.

Our website averages 10,000 visits/month and attracts approximately 2,600 monthly users.

We average 25,000 Twitter impressions monthly and have 3,200 followers.
BENEFIT FROM OUR WORK

We host many meetings and large-scale events each year for our members and affiliate organizations. CityVision, our annual conference, brings 600-700 elected and appointed municipal officials together each spring.

Our field consultants, grassroots advocacy, lobbyists and other staff maintain strong relationships with members and other stakeholders.
BE A PARTNER

Cities and towns make investments that attract businesses to North Carolina, grow jobs, and create unmatched quality of life.

Cities and towns are the economic engine of North Carolina with 80 percent of all jobs and 75 percent of all retail sales in the state occurring within municipal limits.

Revenues from sponsorships will enable us to continue to grow and develop new, innovative, strategic tools to help our communities.

We are a full-service association—working for our member cities and towns.

WHY YOU?

You Provide a Product or Service that Municipalities Need or Could Utilize

You Want to Increase Your Client Base to Increase Your Sales & Revenues

You Care About North Carolina and the Towns & Cities In It.
SPONSORSHIP PROGRAM

The NCLM Sponsorship Program is an annual commitment on our part to our supporters.

Sponsors will benefit throughout the year with advertising, access, networking and support opportunities. We have five levels of sponsorship packages available.

1. VISIONARY - $40,000
2. INNOVATOR - $25,000
3. LEADER - $10,000
4. ADVOCATE - $5,000
5. PARTNER - $2,500
VISIONARY - $40,000

This package is for the company that really wants to make an impression. Availability is limited to 12 partners.

- Video shared to our various webpages, including www.nclm.org, our online university, and others as available. Your branded video can be up to 30 minutes and provide information about your products or services.
- Video introduction of an educational session housed on our online university.
- Recognition as CityVision conference sponsor in meeting materials, signage, and more depending on venue and format.
- Live introduction of yourself, your company and a guest speaker during our Annual Conference.
- Sponsorship recognition of a Municipal Equation podcast episode.

MORE VISIONARY
VISIONARY - $40,000

- Company logo in print and electronic documents produced by NCLM, including the weekly League Letter, Annual Report, quarterly Southern City Magazine, and other member handouts.
- A 1/2 page advertisement in one Southern City Magazine
- Digital advertisement on Southern City’s website.
- Direct email to members that provides a summary of your services, link to your website and contact information
- Digital banner image on the new NCLM website.
- Logo and link to your website on the Annual Sponsor section of the NCLM website.
- Access to our weekly League Letter mailing and other general communications to keep you informed about our efforts and opportunities.

NEXT SPONSOR
INNOVATOR - $25,000

This package is great for the company wanting to make a splash and learn more about the NCLM effect.

- Video shared to our various webpages, including www.nclm.org, our online university, and others as available. Your branded video can be up to 10 minutes and provide information about your products or services.
- Sponsorship of a Municipal Equation podcast episode.
- Company logo in print and electronic documents produced by NCLM, including the weekly League Letter, Annual Report, quarterly Southern City Magazine, and other member handouts.
- A 1/3 page advertisement in one Southern City Magazine
- Digital banner image on the new NCLM website.

MORE INNOVATOR
INNOVATOR - $25,000

• Logo and link to your website on the Annual Sponsor section of the NCLM website.
• Direct email to members that provides a summary of your services, link to your website and contact information.
• Access to our weekly League Letter mailing and other general communications to keep you informed about our efforts and opportunities.
LEADER - $10,000

This package is an opportunity to learn more about what we do and be introduced to our member towns and cities.

- Digital banner image on the new NCLM website.
- Logo and link to your website on the Annual Sponsor section of the NCLM website.
- Company logo in print and electronic documents produced by NCLM, including the weekly League Letter, Annual Report, quarterly Southern City Magazine, and other member handouts.
- Discounted advertising rate (25%) for one advertisement in Southern City Magazine.
- Direct email to members that provides a summary of your services, link to your website and contact information.
- Access to our weekly League Letter mailing and other general communications to keep you informed about our efforts and opportunities.

NEXT SPONSOR
ADVOCATE- $5,000

This package is a great way to show you care.

- Company listing and link to your website on the Annual Sponsor section of the NCLM website.
- Company logo in print and electronic documents produced by NCLM, including the weekly League Letter, Annual Report, quarterly Southern City Magazine, and other member handouts.
- Access to our weekly League Letter mailing and other general communications to keep you informed about our efforts and opportunities.

NEXT SPONSOR
PARTNER - $2,500

This package is a great way to quietly support NCLM.

- Company listing and link to your website on the Annual Sponsor section of the NCLM website.
- Access to our weekly League Letter mailing and other general communications to keep you informed about our efforts and opportunities.

NEXT STEPS
NEXT STEPS?

Send any questions to Diane Godwin. We are excited to establish a new partnership with you!

www.nclm.org  919-733-2635  dgodwin@nclm.org