

afi

tlg

APR. 20-22

2026

Dallas, TX

Sponsorship Prospectus



About TLG

AFI's **Transforming Local Government Conference** is an annual event that brings together local government professionals to share innovative ideas and best practices for creating more efficient, effective, and sustainable communities.

The annual conference provides a platform for local government professionals to learn from experts and peers, and to explore new solutions to the challenges facing local government.



Why Sponsor

The Annual Conference offers you an exceptional opportunity to enhance your company's brand and solutions to a diverse audience made up of individuals who are passionate about driving positive change and innovation in their communities, including: innovation professionals and change agents, City Managers and Administrators, leaders from various departments and agencies within local government, and representatives from nonprofit organizations and industry partners/solution providers. This conference focuses on case study sessions, thought leadership sessions, interactive workshops, and networking opportunities that focus on the latest trends and strategies for transforming local government.

250+
attendees

Over
110
serving almost
37 million residents

Conference app for Maximum Reach

As a sponsor, you'll have the chance to create a customized profile on the conference app, keeping your brand conveniently highlighted in the hands of attendees.

250+ app downloads & views

85% click rate on sponsor profiles

Annual Conference Packages

		Title Sponsor (1 available) \$10,000	Premier Sponsor \$2,500	Collaborative Sponsor \$1,500
Pre-Conference Marketing	Conference Provided Digital Media Package	✓	✓	✓
	Vendor Registrations with Table Display	5	3	1
Attendee Access & Networking Opportunities	Digital Sponsor Profile on Conference App	✓	✓	✓
	Welcome Video on Conference App	✓		
	Pre-Recorded Opening Remarks Video for each Conference Room (3)**	✓		
	Logo Inclusion on AFI Website, Conference Website & Conference App	✓	✓	✓
	Social Media Post to AFI's Platforms Featuring Logo & Tag	✓	✓	✓
Marketing & Brand Elevation	Logo Inclusion in Conference Email Communication	✓	✓	✓
	Logo Inclusion on Sponsor Signage	✓	✓	✓
	Logo Inclusion on Conference Slide Deck Loop	✓	✓	✓
	Raffle Donation	✓	✓	
	Push Notification on Conference	✓	✓	
	Push Notification on Conference App (custom link)	✓	✓	
	Logo Inclusion on Conference Logo (featured on all conference graphics)**	✓		
	Collateral / Promo Items Displayed	✓		
	Attendee List (attendees must opt-in to share their information)	✓	✓	✓



Additional Packages Add-ons

Promotional Item	A La Carte
Off-Site Happy Hour Sponsor (1 available) Customizable** Marketing & Brand Elevation: Premier Sponsor benefits	\$5,000
WiFi (1 available) Marketing & Brand Elevation: WiFi network*, attendee name badge*, conference website, conference app	\$2,000
Lunch (2 available) Marketing & Brand Elevation: conference website, conference app, conference emails, buffet signage, collateral/promo items on lunch tables	\$2,000
Breakfast (2 Available) Marketing & Brand Elevation: conference website, conference app, conference emails, buffet signage, collateral/promo items on breakfast tables	\$1,500
Lanyard (1 available) Marketing & Brand Elevation: conference website, conference app, conference emails, bev & break display signage	\$1,500
Beverage & Break (2 available) Marketing & Brand Elevation: Logo on attendee lanyard*, conference website, conference app	\$1,000
Hospitality Desk (1 available) Marketing & Brand Elevation: conference website, conference app, conference email, Hospitality desk signage	\$500

Secure your sponsorship by March 20, 2026

Maximize Your Impact

Elevate your brand by sponsoring two premier events in local government: AFI's Transforming Local Government Conference and SGR's Servant Leadership Conference. Partner with us to engage with visionary leaders, showcase your commitment to community transformation and connect with decision-makers shaping the future of public service. Join us in driving innovation and servant leadership for more robust, more resilient communities. Secure your sponsorship today and be a catalyst for positive change!

For further questions on conference sponsorship packages or to discuss year-round partnerships, please email claypearson@governmentresource.com



All sponsorship packages and year-round partnerships are customizable depending on the goals of the sponsor.

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