SPONSORSHIP*PROSPECTUS*

Advocates for Good Government

Including the *Newly Elected Officials Course*, the Academy's comprehensive program for winners of local elections

Since 1983, the Local Government Academy (LGA) has maintained its mission of promoting excellence in local government by providing educational programs for newly elected and appointed officials, as well as municipal employees, citizens and community groups. The Academy operates as a non-partisan, non-profit, wholly educationally focused organization. A diverse board—representing academic, government, corporate and civic sectors—oversees LGA's activities and maintains the organization's responsiveness to the community.

Impact of Newly Elected Officials Course Participating Communities

▸ Annual Combined Expenditures:	$743 million
▸ Geographic Area Served:	678.7 square miles
▸ Total Populations Served:	846,318

Why be an Advocate for Good Government?

Support of the Local Government Academy and the *Newly Elected Officials Course* will net results for your organization and the community:

- Help public officials and local governments gain a solid knowledge base in all facets of local government
- Position your organization as a supporter of LGA, a trusted resource promoting good government in southwestern Pennsylvania for more than 25 years
- Spotlight your organization and its offerings in several Academy publications, marketing/PR materials and acknowledgements
- Interact directly with local officials as part of the Academy's unique programs and events

Who Attends LGA Programs?

As an Advocate for Government, your organization will be known to a large diverse targeted group...people who are looking for excellent resources:

- 2/3 of LGA participants are from government and 1/3 are from private or non-profit organizations; of the public sector participants, 2/3 are elected officials and 1/3 are appointed
- The *Newly Elected Officials Course* successfully attracts a bipartisan audience, with the most recent course comprised of 45% Democrats, 35% Republicans and 20% Independent or other.
- Participants in the most recent *Newly Elected Officials Course* were 34% female, 7% African American, 92% had collegiate to post-collegiate education and 43% worked in management or professional occupations.

Praise for LGA from Program Participants

"LGA has done a tremendous job of pulling together experts in their fields to give local elected officials a solid foundation for their service to the public. The information, personal contacts, and experiences gained have been invaluable."

"LGA is the one stop shop for acquiring the foundational knowledge and skills critical for newly elected officials to become effective leaders and collaborative team players in their communities."

"They expose to you to the tools and information you need to do this job. Every topic was covered thoroughly. LGA gives 100%."

LOCAL GOVERNMENT ACADEMY

Promoting Excellence in Local Government

Who Should be an Advocate for Good Government?

Individuals and organizations with an interest in good government and a concern for Southwestern Pennsylvania. Some frequent supporters of LGA include:

- Attorneys/Law Firms
- Engineers, Planners and Architects
- Equipment Suppliers
- Charitable Foundations and Non-Profit Groups
- Financial Service Providers
- State and Federal Officials
- Universities and Colleges

How to Become an Advocate for Good Government—in 3 Easy Steps

1. ***Get to know LGA:*** Learn how the Academy's outreach and educational programs impact your community, your organization and you. See the value of what we provide. For more details, go to www.localgovernmentacademy.org or contact us at 412.586.5659 or info@localgovernmentacademy.org.

2. ***Determine your level of support:*** Review the sponsorship options in this prospectus—there are opportunities for any budget, including:

   - Course and Event Sponsorships
   - Event Tickets
   - Advertisements

3. ***Complete the Form:*** Complete and submit the enclosed form to be a sponsor.

Advocates for Good Government Sponsorship Levels

Benefactor [$3,000+]
- Sponsorship of Newly Elected Officials Course*/*Contemplating Governing*
- Recognition as Newly Elected Officials Course/*Contemplating Governing* sponsor via signage at event
- Recognition as an Advocate for Good Government
- Two (2) Tickets—Opening Day Luncheon
- Two (2) Tickets Newly Elected Officials Course Graduation Dinner
- Opportunity to facilitate "Third Thursdays," a monthly roundtable discussion focusing on a current issue of importance to local government
- Participate in quarterly program planning meetings
- Logo and written recognition via announcements, courses, program brochure, Recognition Luncheon program and signage
- Logo included on quarterly (4) "Upcoming Programs" postcards
- Full-page resource Guide ad
- Advocate for Good Government certificate
- Link, with your logo, to your website from LGA website
- Recognition and Link to your website in Academy Notes—LGA's monthly e-newsletter with over 4,000 subscribers
- Recognition in Advocates Update—LGA's newsletter featuring the efforts the Advocates for Good Government to promote excellence in local government
- One (1) Ticket—Recognition Luncheon

* *Newly Elected Officials Course sponsors are included on a formal invitation to all winners of the general election on November 8, 2011*

Partner [$1,500 - $2,999]
- Opportunity to facilitate "Third Thursdays," a monthly roundtable discussion focusing on a current issue of importance to local government
- Participate in quarterly program planning meetings
- Written recognition via announcements, courses, program brochure, Recognition Luncheon program and signage
- Half-page Resource Guide ad
- "Advocate for Good Government" certificate
- Link to your website from LGA website
- Recognition and Link to your website from Academy Notes—LGA's e-newsletter with over 4,000 subscribers
- Recognition as an "Advocate for Good Government"
- One (1) Ticket—Recognition Luncheon

Donor [$500 - $1,499]
- Written recognition via announcements, courses, program brochure, Recognition Luncheon program and signage
- Quarter-page Resource Guide ad
- "Advocate for Good Government" certificate
- Link to your website from LGA website
- Recognition and Link to your website from Academy Notes—LGA's e-newsletter with over 4,400 subscribers
- Recognition as an "Advocate for Good Government"
- One (1) Ticket—Recognition Luncheon

Michael P. Lynch Scholarship Fund [Donation of Any Amount]
Directly benefits financially distressed communities by awarding Newly Elected Officials Course scholarships that reduce the cost of tuition. Donations are recognized in the LGA annual report and at the Recognition Luncheon. Contributions are tax deductible and can be made at any time.
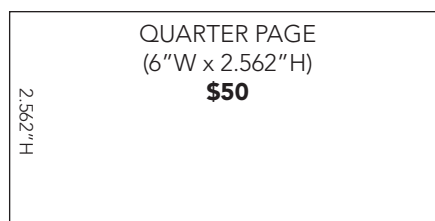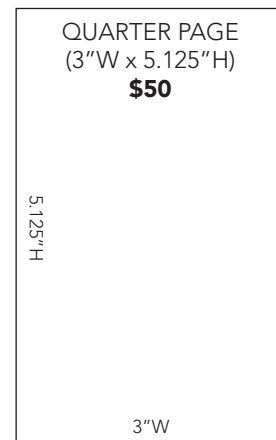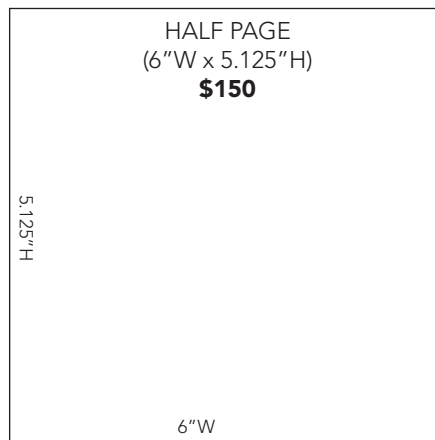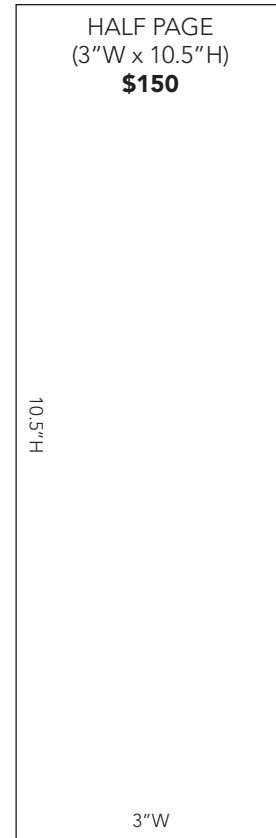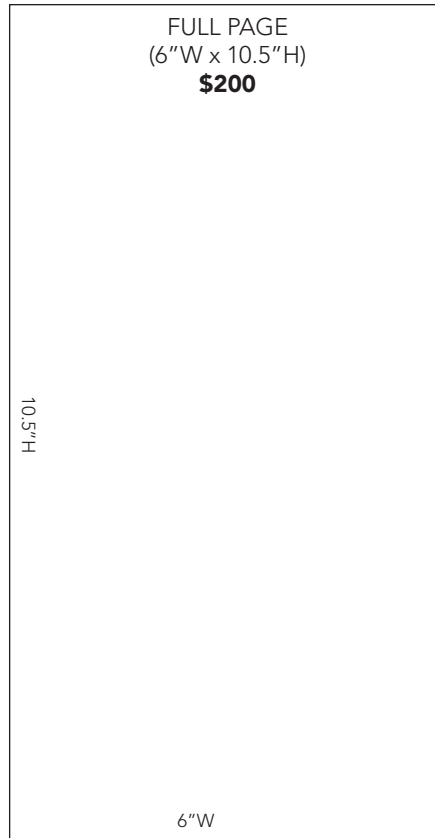
SPECIFICATIONS FOR ALL ADS:

- All files need to be either grayscale or black and white ONLY
- Acceptable formats are: high resolution (300 dpi/150 lpi) .pdf (broken out into black or screens of black, NO RGB, CYMK or PMS colors, and no crop marks); .tif, .eps or .psd.
- No bleeds; files to exact size
- Outlined/rasterized fonts
- All graphics to be embedded
- Please provide all contact info in case of problems with files
- Unacceptable file formats are: .jpg, .gif or MS Word and Publisher files
- Artwork deadline: *refer to deadlines on Sponsor Form.*
- Email artwork along with any questions to: Traci Borsch: 412-894-8600 or traci@localgovernmentacademy.org.

SPECIFICATIONS FOR COLOR LOGOS:

- Preferred format: vector art, saved as .eps or .ai version CS3 or less, full color.
- OTHER acceptable formats are: high resolution (300 dpi/150 lpi) .pdf (no crop marks); .tif, .eps or .psd.
- Unacceptable file formats are: .jpg, .gif or MS Word and Publisher files
- Outlined/rasterized fonts
- All graphics to be embedded
- Please provide all contact info in case of problems with files
- Artwork deadline: *refer to deadlines on Sponsor Form.*
- Email artwork along with any questions to: Traci Borsch: 412-894-8600 or traci@localgovernmentacademy.org.

FULL PAGE
(6"W x 10.5"H)
$200
10.5"H
6"W

HALF PAGE
(3"W x 10.5"H)
$150
10.5"H
3"W

HALF PAGE
(6"W x 5.125"H)
$150
5.125"H
6"W

QUARTER PAGE
(3"W x 5.125"H)
$50
5.125"H
3"W

QUARTER PAGE
(6"W x 2.562"H)
$50
2.562"H

"It was good to meet other elected officials and plant some seeds for future collaboration."

"This program came highly recommended, and the commitment of LGA to programming was apparent. A lot of effort went into the program, and we were exposed to a lot of the complexities of local government."

2010 Program Participants *Is your community represented?*

Ambridge Borough
Aspinwall Borough
Avalon Borough
Baldwin Borough
Baldwin Township
Beaver Borough
Bellevue Borough
Ben Avon Borough
Bethel Park Municipality
Big Beaver Borough
Blairsville Borough
Borough of Canonsburg
Brackenridge Borough
Braddock Hills Borough
Bradford Wood Borough
Breakneck Creek Regional Authority
Brentwood Borough
Bridgewater Borough
Bridgewater Police Department
Buffalo Township
Butler Area Sewer Authority
Butler Township
California Borough
Callery Borough
Carnegie Borough
Carroll Township
Castle Shannon borough
Cecil Township
Center Township
Chalfant Borough
Cheswick Borough
Chippewa Township Sanitary Authority
Churchill Borough
Aliquippa City
Connellsville City
Duquesne City
Farrell City
Fort Wayne City
Lower Burrell City
Monessen City
Monongahela City
New Castle City
Pittsburgh City
Warren City
Washington City
Collier Township
Conway Borough
Cook Township
Coraopolis Water & Sewer Authority
Crafton Borough
Cranberry Township
Crescent Township
Cross Creek Township
Deer Creek Drainage Basin Authority
Derry Borough
Donegal Township
Donora Borough
Dormont Borough
Dover Township
East Rochester Borough
Economy Borough
Edgewood Borough
Elizabeth Borough

Elizabeth Township
Emsworth Borough
Etna Borough
Evans City Borough
Evans City Water and Sewer Authority
Fallston Borough
Findlay Township
Forest Hills Borough
Fox Chapel Authority
Fox Chapel Borough
Franklin Park Borough
Girty's Run Joint Sewer Authority
Glen Osborne Borough
Greater Greensburg Sewage Authority
Green Tree Borough
Greene Township
Greensboro Borough
Greenville Borough
Grove City
Hanover Township
Harmar Township
Harrison Township
Heidelberg Borough
Hempfield Township
Hermitage
Independence Township
Jackson Township
Jefferson Hills Borough
Kennedy Township
Kilbuck Township
Lancaster Township
Leetsdale Borough
Lincoln Borough
Marshall Township
McDonald Borough
McKees Rocks Borough
Midland Borough
Monaca Borough
Monroeville Municipal Authority
Moon Township
MoonTownship Municipal Authority
Mt. Lebanon
Mt. Oliver Borough
Mt. Pleasant Township
Munhall Borough
Monroeville Municipality
Penn Hills Municipality
North Versailles Township Sanitary Authority
Neville Township
New Brighton Borough
New Kensington City
New Sewickley Township
New Stanton Borough
North Belle Vernon Borough
North Fayette Township
North Huntingdon Township
North Strabane Township
North Versailles Township
Oakdale Borough
O'Hara Township
Ohio Township
Penn Hills Municipality
Penn Township

Penn Township Sewage Authority
Peters Township
Peters Twp Sanitary Authority
Pine Township
Pitcairn Borough
Pittsburgh City
Pittsburgh Water and Sewer Authority
Pleasant Hills Borough
Plum Borough
Potter Township
PSU Extension
Raccoon Township
Rayburn Township
Richland Township
Robinson Township
Ross Township
Rosslyn Farms Borough
Saxonburg Borough
Scott Township
Scottdale Borough
Sewickley Borough
Sewickley Heights Borough
Sewickley Township
Shaler Township
Sharpsburg Borough
Slippery Rock Borough
Slippery Rock Township
South Fayette Municipal Authority
South Fayette Township
South Franklin Township
South Park Township
South Strabane Township
Springdale Borough
Stowe Township
Swissvale Borough
Tarentum Borough
The Pittsburgh Water and Sewer Authority
Town of McCandless
Hampton Township
Indiana Township
Pine Township
Rochester Township
Upper St. Clair
Uniontown City
Verona Borough
Versailles Borough
Washington Township
Washington Township (Greene Co)
Wayne Township
West Beth Township
West Finley Township
West Mifflin Sanitary Sewer Municipal Authority
West Newton Borough
West View Borough
Whitaker Borough
White Oak Borough
White Township
Whitehall Borough
Widmer Engineering, Inc.
Wilkins Township
Wilkinsburg Borough

In addition to these municipalities, more than 250 private businesses, academic institutions and non-profit organizations attended Local Government Academy programs in 2010.

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Promoting Excellence in Local Government

901 Western Avenue
Pittsburgh, PA 15233
P.412.586.5659
F.412.904.4928
www.localgovernmentacademy.org