

# WANT TO SUPPORT ECONOMIC DEVELOPMENT IN ANCHORAGE?

## SPONSORSHIP OPPORTUNITIES

### **Why Support AEDC?**

For nearly 30 years AEDC has been helping businesses grow a prosperous, sustainable and diverse economy for our community. By supporting AEDC you are investing in Anchorage's economy and supporting the AEDC mission to grow and diversify the Anchorage economy.

### **AEDC MISSION**

To grow a prosperous, sustainable and diverse economy

### **AEDC VISION**

By 2025, Anchorage is the #1 city in America to live, work and play.

*"CIRI values the opportunity to interface with other business leaders in our community to pursue and protect a common interest – economic development."*

*-Sophie Minich, President & CEO, CIRI and AEDC Board Member*



**AEDC**  
Anchorage Economic  
Development Corporation

## AEDC SIGNATURE EVENTS

- AEDC attracts the **nation's best public speakers** and authors as keynote speakers at our luncheons. Past speakers include Steve Forbes, Robert Reich, Stephen Dubner and Richard Florida.
- AEDC signature events provide a **first look** for attendees at special reports on the Anchorage economy.
- More than 1,500 of Anchorage's top business leaders attend the AEDC luncheons, making them **the largest business luncheons in Alaska**.

### ECONOMIC FORECAST WEDNESDAY, FEB. 1, 2017 • DENA'INA CENTER

**KEYNOTE SPEAKER BRAD TILDEN**  
Chairman & CEO of Alaska Air Group

### 3-YEAR OUTLOOK WEDNESDAY, JUL. 26, 2017 • DENA'INA CENTER

**KEYNOTE SPEAKER TO BE ANNOUNCED**  
AEDC CELEBRATES 30 YEARS!

## SPONSORSHIP OPPORTUNITIES AVAILABLE FOR AEDC LUNCHEONS

### Keynote Speaker Co-Sponsors\*

- Seat at the Speaker Table
- 10 complimentary signed copies of the speaker's book
- Company logo on all marketing material - both print and electronic, including AEDC website and social media
- Display of logo at the luncheon behind the stage
- Enhanced logo display with link to company site on AEDC website and e-news
- Enhanced logo display at the luncheon
- Opportunity to meet and socialize with the keynote speaker
- Complimentary table of 10 at the luncheon

### Keynote Speaker Reception Sponsor\*

- Opportunity to invite 50 people to private event
- Enhanced logo display with link to company site on AEDC website and e-news
- Enhanced logo display at the luncheon
- Opportunity to meet and socialize with the keynote speaker
- Complimentary table of 10 at the luncheon

### Exhibit Hall Sponsor\*

- Company logo displayed at Exhibit Hall
- Enhanced logo display with link to company site on AEDC website and e-news
- Enhanced logo display at the luncheon
- Complimentary table of 10 at the luncheon

### Gift Bag Sponsor\*

- Display of logo on the gift bag given to every participant
- Logo with link to company site on AEDC website and e-news
- Logo display at the luncheon
- Complimentary table of 10 at the luncheon

### Book Sponsor\*

- Two complimentary signed copies of the speaker's book
- Opportunity to have a bookmark with company logo at each table with the speaker's book
- Logo with link to company site on AEDC website and e-news
- Logo display at the luncheon
- Complimentary table of 10 at the luncheon

### \$5,000 • Primary Sponsor

- Logo with link to company site on AEDC website and e-news
- Logo display at the luncheon
- Complimentary table of 10 at the luncheon

### \$2,500 • Contributing Sponsor

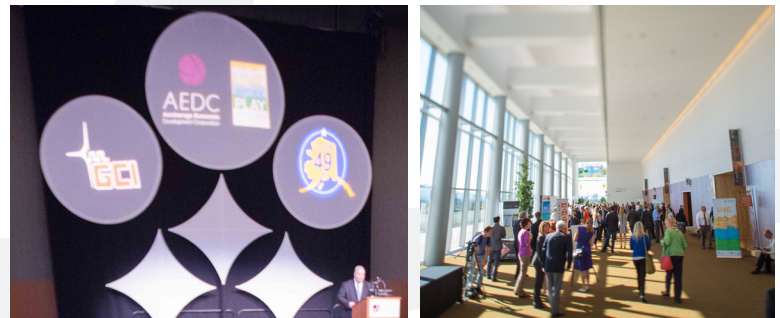
- Recognition with link to company site on AEDC website and e-news
- Display of name at luncheon
- Five complimentary seats at the luncheon

### \$1,000 • Supporting Sponsor

- Recognition on AEDC website and e-news
- Display of name at luncheon
- Two complimentary seats at the luncheon

### All LUNCHEON sponsors receive:

- Recognition in printed program at the appropriate level
- Recognition during luncheon presentation
- Recognition on AEDC social media
- Opportunity to include material in gift bag



\* **EXCLUSIVE** sponsorship. Available to **ONLY** a sole sponsor or co-sponsors, depending on the sponsor item.

# LIVE. WORK. PLAY.

Live. Work. Play. (LWP) is a grassroots initiative working to develop Anchorage's economy through community collaborations. LWP's seven Area of Focus teams strive to improve targets identified by the community to make Anchorage the #1 place to Live, Work and Play by 2025. Achieving this goal is a critical factor in attracting and retaining businesses in Anchorage.

## LIVE. WORK. PLAY. AREAS OF FOCUS

**EDUCATION** Encompasses the entire spectrum from early learning to work-ready education and training.

**HOUSING** Addresses all issues affecting cost and accessibility of housing needs in Anchorage.

**WORKPLACE WELL-BEING** Establishes and cultivates a workplace culture in which total well-being is supported to increase higher performance, greater productivity and safety and to decrease costs associated with providing benefits to employees and their families.

**COMMUNITY SAFETY** Allows citizens to pursue and obtain the fullest benefits from their social and economic lives without fear or hindrance from crime and disorder.

**TRAILS INITIATIVE** Brings economic vitality to the community by revitalizing neighborhoods through increased property values and enhanced quality of life.

**CREATIVE PLACEMAKING** Strategically shapes the physical and social character of Anchorage around arts and cultural activities including local fairs, festivals and other events.

**ONE ANCHORAGE, ONE ECONOMY** Strives to make Anchorage a city that embraces all cultures and communities as a source of economic power.

### DENALI SPONSOR \$10,000

- Prominent logo placement on materials promoting LWP
- Primary logo placement on the LWP homepage with website link
- Recognition as Denali Sponsor at AEDC's Economic Forecast Luncheon, at the LWP Signature Event and in the LWP e-newsletter
- Prominent logo placement on LWP sponsorship banner
- Opportunity to be featured in the LWP monthly e-newsletter

### O'MALLEY SPONSOR \$5,000

- Logo placement on the LWP homepage with website link
- Recognition as O'Malley Sponsor at AEDC's Economic Forecast Luncheon, at the LWP Signature Event and in the LWP e-newsletter
- Logo placement on LWP sponsorship banner

### SUSITNA SPONSOR \$2,500

- Company name on the LWP homepage with website link
- Recognition as Susitna Sponsor at AEDC's Economic Forecast Luncheon, at the LWP Signature Event and in the LWP e-newsletter
- Company name on LWP sponsorship banner

### FLATTOP SPONSOR \$1,000

- Company name on the Live. Work. Play. homepage
- Recognition as Flattop Sponsor at AEDC's Economic Forecast Luncheon, at the LWP Signature Event and in the LWP e-newsletter

### MEMORANDUM OF UNDERSTANDING SIGNATORY FREE TO INVESTORS

- Company name on the LWP MoU web page with website link

By 2025, Anchorage will be the #1 city in America to Live, Work and Play.



[www.AEDCweb.com/live-work-play](http://www.AEDCweb.com/live-work-play)  
[Instagram.com/iloveanchorage](https://www.instagram.com/iloveanchorage)  
[facebook.com/AnchorageLWP](https://www.facebook.com/AnchorageLWP)



# YES!

We are excited to sponsor AEDC!

## PLEASE CHECK OFF THE SPONSORSHIP OPPORTUNITIES YOUR COMPANY IS INTERESTED IN!

**ECONOMIC FORECAST LUNCHEON**

Sponsorship opportunities of interest:

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**LIVE.WORK.PLAY.**

Sponsorship opportunities of interest:

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**3-YEAR OUTLOOK LUNCHEON**

Sponsorship opportunities of interest:

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COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

E-MAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

## THANK YOU FOR SPONSORING AEDC EVENTS!



**AEDC**  
Anchorage Economic  
Development Corporation

Please email a logo (.ai is the preferred format) for your company  
to Karli Lopez at [KLopez@aedcweb.com](mailto:KLopez@aedcweb.com).  
Questions? Call Karli Lopez at 907-258-3700.

# #ILOVEANCHORAGE EXHIBIT

**@ILOVEANCHORAGE IS NOT YOUR AVERAGE INSTAGRAM ACCOUNT.** Every Monday and Thursday different Anchorage residents host the account, sharing photos of how they Live, Work and Play in Anchorage.

The first I Love Anchorage exhibit was created in 2014. The printed exhibit showcased every photo posted in the first year of the I Love Anchorage Instagram to 14 durable scrim panels. The photos were grouped together by week and host. The exhibit has generated so much interest over the past two years, we have expanded it, printing all three years of photos. This year, we will be displaying photos from years 2 and 3 (ending Sept. 11, 2016) on Nov. 4 at the Anchorage Museum's First Friday.

This year we are offering the opportunity for AEDC Investors to sponsor the exhibit. Each of the 20 new panels, showcasing photos from the third year of I Love Anchorage (Sept. 14, 2015-Sept. 11, 2016), will feature a sponsor. Companies can choose to sponsor one or multiple banners. Exhibit sponsorships support the AEDC LWP initiative to make Anchorage the #1 city in America to Live, Work and Play and shows commitment to the Anchorage community and economy.

## SPONSORSHIP BENEFITS INCLUDE:

Logo permanently featured on banner(s), which will be displayed at:

- Anchorage Museum during First Friday (1400+ attendees) Nov. 4, 2016
- Traveling exhibit throughout the spring and summer of 2017 at 10 public locations
- AEDC Economic Forecast Luncheon lobby (1500+ attendees)
- AEDC 3-Year Outlook Luncheon lobby (1500+ attendees)
- AEDC Holiday Party (up to 500 attendees)

Additional social media exposure throughout the year during banner displays

## SPONSORSHIP DETAILS:

- \$1,000 per panel
- 20 panels will be produced
- Sponsorship of multiple banners is encouraged
- Sponsors will be selected on a first come, first served basis



By 2025, Anchorage will be the #1 city in America to Live, Work and Play.

[www.AEDCweb.com/live-work-play](http://www.AEDCweb.com/live-work-play)  
[Instagram.com/iloveanchorage](https://www.instagram.com/iloveanchorage)  
[facebook.com/AnchorageLWP](https://www.facebook.com/AnchorageLWP)



# #ILOVEANCHORAGE EXHIBIT

Photos from our November 2015 LWP First Friday event at the Anchorage Museum:



Questions? Contact Live. Work. Play. Director Moira Sullivan at [msullivan@aedcweb.com](mailto:msullivan@aedcweb.com) for more information.



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[facebook.com/AnchorageLWP](https://www.facebook.com/AnchorageLWP)



# YES!

WE ARE SO EXCITED TO SPONSOR THE LWP I LOVE ANCHORAGE BANNERS!

OUR COMPANY, \_\_\_\_\_,

WOULD LIKE TO SPONSOR \_\_\_\_\_ (NUMBER OF BANNERS) IN 2016.

SPONSORSHIP IS \$1,000 PER BANNER.

Pay by Credit Card.  Please Invoice me.  Pay by Check. (Make payable to AEDC)

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

E-MAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

**THANK YOU FOR SUPPORTING AEDC'S LWP INITIATIVE!**

Please email a logo (.ai is the preferred format) for your company to Karli Lopez at [KLopez@aedcweb.com](mailto:KLopez@aedcweb.com).  
Questions? Call Karli Lopez at 907-258-3700.



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