

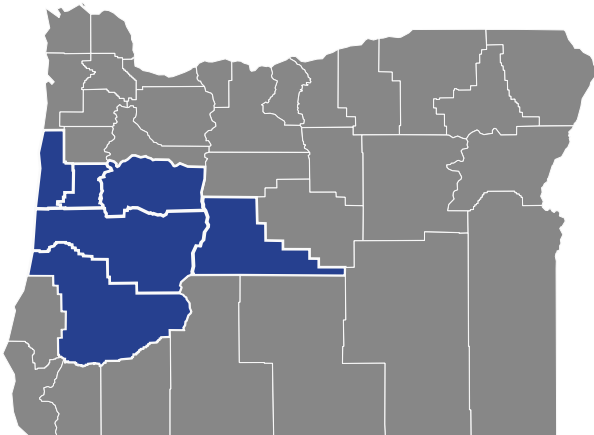
Our Value Proposition

Your sponsorship of the City Club of Eugene:

- Demonstrates your dedication to being an active corporate citizen
- Projects your presence over a six-county area
- Provides an opportunity to influence public policy through thoughtful questioning at forums
- Reaches our membership of 200
- Is visible to 1,000 individuals on a weekly basis via our e-communications
- Is seen by our live audience, which translates to approximately 3,250 annual attendees
- Is heard by our weekly listening audience (broadcast via KLCC), which ranges from 1,500 to 3,000 individuals
- Generates patronage among City Club's members and radio listeners
- Allows you to suggest forum topics relevant to your business

Our Influence

The City Club of Eugene can be heard across a six county area (Benton, Deschutes, Douglas, Lane, Lincoln, and Linn) via KLCC.



Why Sponsors Choose the City Club of Eugene

Sponsors include legal firms, commercial realtors, housing agencies, nonprofits, medical services, internet providers and more. Our platform for open discussion promotes our sponsors' involvement in the community and region. Here are some of our sponsors:



The City Club is a forum for airing divergent views, and learning about different perspectives, making Lane County a better place to live, work, and play. We work to:

- Produce credible analysis of community issues
- Foster creative problem-solving
- Forge new cooperative relationships
- Arouse a zeal for citizenship
- Discover commonly held civic values
- Stimulate informed community decision-making

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Sponsorship

OPPORTUNITIES

CITY CLUB

O F E U G E N E



The premier platform for reaching citizens who value civic involvement, enjoy learning about current issues, and want to make informed decisions.

Building Community Vision through Open Inquiry

Which Sponsorship is Right for You?

Sponsorships with the City Club of Eugene are available on several levels to address organizations' different needs:

Benefit	Features	Gold \$500-\$999	Sapphire \$1,000-\$2,499	Ruby \$2,500-\$4,999	Diamond \$5,000+	In-kind Variable
Memberships	2 Employee Memberships	✓	✓	✓	✓	
Weekly e-Announcement	Logo/Name	✓	✓	✓	✓	✓
City Club Website	Logo/Name (Linked to Sponsor)	✓	✓	✓	✓	✓
Future Newsletter	Name and Logo	✓	✓	✓	✓	✓
Special Events ²	Verbal Recognition			✓	✓	✓
Visibility at Friday Forums	Radio & TV Recognition ¹ (# of forums)	1 of 4	1 of 3	1 of 2	Every Forum	Every Forum
	Logo on Table Placard	“ ”	“ ”	“ ”	“ ”	“ ”
	Slide Deck	“ ”	“ ”	“ ”	“ ”	“ ”
	Printed Program	“ ”	“ ”	“ ”	“ ”	“ ”
	Pull-up Banner				✓	

Notes:

1. Sapphire, Ruby and Diamond sponsors have their KLCC-approved mission statements mentioned during broadcasts; all Sponsors have their name mentioned during broadcasts.
2. In-kind sponsors will be acknowledged when their contribution is relevant to the event; a sponsor of any amount will be acknowledged if there is a significant contribution made by them to sponsor an event.

“The value of being a City Club sponsor is twofold: we are well educated on issues that face our community, and we receive a benefit of promotion as well.”

- Reisa Maddex, Capella Market