



Sponsorship Prospectus

Advocates for Good Government

Become an Advocate for Good Government and help promote excellence in local government in southwestern PA communities

Slated to be offered in the first quarter of 2017, in advance of the Primary Election filing deadline, **Contemplating Governing** is a **non-partisan**, independent program that introduces citizens to local government and provides participants with the chance to consider the opportunities, challenges, requirements and reasons to **serve in local office**.

The program **empowers** citizens to become more involved in local government and improves the campaign process by increasing the knowledge of candidates. Then, in Fall 2017, the **Newly Elected Officials Course** is offered immediately following the election.



2015-2016 Newly Elected Officials Course

Available in **both online and in-person**, Contemplating Governing covers filing requirements, ethics and financial disclosures, powers and duties of elected officials, taxation, understanding municipal meetings, and civility in politics. Coming on the heels of a national presidential election, this course **generates interest and enthusiasm** for positive political engagement.

*Become a named sponsor of Contemplating Governing with your support as an Advocate for Good Government at the **Benefactor Level**.*

Between 2010 and 2015, more than 5,000 individuals representing 500 unique municipalities and organizations in 14 Pennsylvania counties attended programs offered by Local Government Academy. Participants from local governments have a tremendous impact on the communities they serve:



Responsible for
\$1.3 billion
in public spending



Stewards of
2,500 square miles
of land



More than
1.9 million
citizens served

New Opportunities, Expert Knowledge to be found at Local Government Academy

Local Government Academy develops programs and training to address the skills and services municipal officials and employees use every day, including new opportunities or the application of new technologies — although, LGA also understands the strengths of networking and making new contacts as well.



NEOC Alumni met at Carnegie Mellon University's Robotics Institute-NavLab to learn about smart phone applications in road maintenance.



Rising Professionals in Local Government & Municipal Intern Program interns spend an evening at LGA offices talking about the future of local government.



At a Moment's Notice: Rail Transportation Emergencies, Community Response and Health, at Allegheny County Emergency Services to discuss rail safety.

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 & Architects
- Equipment Suppliers
- Charitable Foundations and Non-Profit Groups
- Financial Service Providers
- State and Federal Officials
- Universities and Colleges



Scan the QR Code to hear LGA Board Members talk about the importance of LGA to southwestern PA

Become an Advocate for Good Government in 3 Easy Steps

- 1. Get to know LGA:** Learn how the Academy's outreach and education 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 LGA Executive Director Susan Hockenberry at 412-586-5659 or shockenberry@localgovernmentacademy.org.
- 2. Determine your level of support:** Review the sponsorship options in this prospectus — there are opportunities for any budget.
- 3. Complete the Form:** Complete and submit the enclosed form to be a sponsor.

Advocates for Good Government

Sponsorship Benefits

Benefactor
\$3,000 and above

Partner
\$1,500 to \$2,999

Donor
\$500 to \$1,499

Sponsorship of Contemplating Governing with your renewal of support for 2016-2017.	●		
Recognition as a Contemplating Governing Sponsor through signage at event.	●		
Opportunity to facilitate <i>Third Thursdays</i> , a monthly roundtable discussion focusing on a current topic of interest to local governments.	●		
Logo displayed on announcements, program brochures, special event signage and website, which will link back to your site.	●		
One complimentary advertisement in Recognition Luncheon program.	●		
Opportunity to facilitate <i>Webinar Wednesdays</i> , a free monthly webinar focusing on a topic of interest to local governments.	●	●	
Opportunity to participate in quarterly program planning meetings.	●	●	
Written recognition via announcements, program brochures, special event signage and website—which will link back to your site.	●	●	
Advocates for Good Government Certificate.	●	●	●
Recognition and link to your website in Academy Notes and Advocates Update, LGA's two monthly e-newsletters with more than 4,000 subscribers.	●	●	●
One Ticket to the Annual Recognition Luncheon.	●	●	●

Donations to the Michael P. Lynch Scholarships for Good Government Fund

Donations of any amount may be made to the Michael P. Lynch Scholarship Fund, which directly benefits communities by awarding scholarships that reduce the cost of tuition to the Newly Elected Officials Course and other Academy programs. Donations are recognized in LGA's Annual Report and at the Recognition Luncheon.

Previous Sponsors

3 Rivers Wet Weather
 ABM Building Solutions
 A&H Equipment
 Allegheny County
 Allegheny County & Western PA
 Assoc. of Township Commissioners
 Allegheny League of Municipalities
 Babst Calland
 Bankson Engineers
 Bruce E. Dice & Associates
 Buchanan, Ingersoll & Rooney
 Campbell, Durrant, Beatty, Palombo &
 Miller, P.C.
 Citizens Bank
 Cohen Law Group
 Comcast
 Community College of Allegheny County
 Consolidated Communications
 Delta Development
 Dickie, McCamey, Chilcote, P.C.
 Dominion
 Duquesne Light
 Eckert Seamans
 First Commonwealth Bank
 Gateway Engineers
 General Code
 Goehring, Rutter & Boehm
 Government Finance Officers Association
 Governor's Center for Local Government
 Services
 Grogan Graffam, P.C.
 HDH Group
 Hefren-Tillotson
 Herbert, Rowland & Grubic
 Hosack, Specht, Muetzel & Wood
 Janney, Montgomery, Scott, LLC
 Law Offices of Patricia McGrail
 Law Offices of Wayne D. Gerhold
 Lennon, Smith, Souleret Engineering
 Maher Duesel CPA
 Meyer, Darragh, Buckler, Bebenek & Eck
 Michael Baker Corporation
 Mockenhaupt Benefits Group
 Pashek Associates
 People's Natural Gas
 PFM Asset Management
 Pittsburgh Quarterly Magazine
 PLGIT
 PNC Bank
 Reed Smith
 Robinson Pipe Cleaning Co.
 Tetra Tech NUS, Inc.
 Three Rivers Workforce Investment Board
 Trans Associates
 Tucker Arensberg
 Waste Management
 Westmoreland County
 West Penn Allegheny Health System

Local Government Academy Sponsor Form

First Name _____
 Last Name _____
 Organization _____
 Website _____
 Address _____
 City _____
 State _____
 Zip Code _____
 Phone Number _____
 Email Address _____

Newly Elected Officials Course/ Contemplating Governing Sponsorship Levels

(Refer to Sponsorship Level Descriptions on Page 2)

Benefactor	\$3,000+	_____
Partner	\$1,500 — \$2,999	_____
Donor	\$500 — \$1,499	_____
Scholarship Fund	Any Amount	_____

Additional Sponsorship Opportunities

Contact LGA for information on how to support these events.

Refreshment Break Sponsor

Support a program and receive recognize via signage at the event

Road to Excellence Conference

Bi-Annual Intergovernmental Cooperation Conference

Webinar Wednesday Series

Sponsor webinars hosted monthly throughout the year

Sustainable Development Academy Series

A series of programs offered in partnership with Sustainable Pittsburgh

Pillars of Good Government

Promote excellence in the eight core areas of local government

TOTAL _____

Thank you for your support.
Good Government depends on you!

Be sure to visit:

www.localgovernmentacademy.org

to sign up for our e-newsletter and to look for upcoming program and other announcements.

Local Government Academy
 1501 Preble Ave., Suite 202
 Pittsburgh, PA 15233

Advertising Specifications

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

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

FULL PAGE
(6"W x 10.5" H)

HALF PAGE
(3"W x 10.5"H)

HALF PAGE
(6"W x 5.125"H)

QUARTER PAGE
(3"W x 5.125"H)

QUARTER PAGE
(6"W x 2.562"H)



WHY BECOME AN ADVOCATE FOR GOOD GOVERNMENT

Why be an Advocate for Good Government?

Support of the Local Government Academy, *Contemplating Governing* 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 PA for more than 30 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 Good Government, your organization will be known to a large diverse targeted group...people who are looking for excellent resources:

- Two-thirds 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* continually attracts a bi-partisan audience, with the most recent courses comprised of 65 percent Democrats and 35 percent Republicans.
- Participants in *Contemplating Governing* were 28 percent female, 74 percent hold a Bachelor's degree or higher and 82 percent worked in management or professional occupations.

Impact of LGA Programs in 2015

In 2015, Local Government Academy held more than 40 in-person programs and 20 online webinars, which were attended by more than 1,800 participants. More than 400 municipalities and organizations attended from 12 Pennsylvania counties. Top 10 participating municipalities-organizations were:

1. Mt. Oliver Borough (34)
2. Cecil Township (23)
3. Town of McCandless (20)
4. Robinson Township, Washington Co. (18)
5. Etna Borough (14)
6. Brentwood Borough (13)
7. McKees Rocks Borough (13)
8. Munhall Borough (13)
9. Crafton Borough (12)
10. Dormont Borough (12)

Praise for LGA

"The NEOC exposed me immediately to the wide scope of responsibilities and topics in which local officials must become proficient. Fortunately, it also introduced me to a network of capable, interested people who would support me as I learned."

"LGA had 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."

"As an elected official, my job is to work with a diverse group of stakeholders on wildly divergent issues, from sewers to public art. LGA helped me navigate this new terrain by providing clear, objective information about municipal law, as well as a network of fellow elected officials with whom to share stories and insights."

"If enough officials take the time and make the commitment [to training], the communities of western PA will reap the long-term benefits of better educated, better informed and more effective local governments."

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

About Local Government Academy

Since 1983, 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.

Program Participants 2010-2015 *Is your community represented?*

Aleppo Township
Aliquippa
Allegheny Township
Allegheny County
Altoona
Antis Township
Arnold
Avalon Borough
Baldwin Borough
Baldwin Township
Beaver Borough
Beaver County
Beaver Falls
Bellevue Borough
Ben Avon Borough
Bentleyville Borough
Bethel Park Borough
Braddock Borough
Braddock Hills Borough
Bradford Woods Borough
Brentwood Borough
Bridgeville Borough
Buffalo Township, Butler County
Buffalo Township, Washington County
Burgettstown Borough
Butler
Butler County
Butler Township
California Borough
Callery Borough
Canonsburg Borough
Carnegie Borough
Castle Shannon Borough
Cecil Township
Chalfant Borough
Charleroi Borough
Chartiers Township
Cheswick Borough
Churchill Borough
Clairton
Clarksville Borough
Claysville Borough
Clearfield Township
Clinton Township
Collier Township
Connellsville
Connoquenessing Borough
Coraopolis Borough
Crafton Borough
Cranberry Township
Crescent Township
Cross Creek Township
Derry Borough
Derry Township
Donegal Borough
Donegal Township
Donora Borough
Dormont Borough
Dover Township
Duquesne
East Finley Township
East McKeesport Borough
East Pittsburgh Borough
East Washington Borough
Economy Borough
Edgewood Borough
Edgeworth Borough
Elizabeth Borough
Elizabeth Township
Emsworth Borough
Etna Borough
Evans City Borough
Fallowfield Township
Fallston Borough

Farrell
Fayette County
Findlay Township
Forest Hills Borough
Forward Township
Fox Chapel Borough
Franklin Park Borough
Green Township
Green Tree Borough
Greene Township
Greensburg
Hampton Township
Harmar Township
Harrison Township
Heidelberg Borough
Hempfield Township
Homestead Borough
Hopewell Township, Washington County
Houston Borough
Independence Township
Indiana Township
Irwin Borough
Jackson Township
Jeannette
Jefferson Hills Borough
Johnstown
Kane Borough
Kennedy Township
Kilbuck Township
Kittanning Borough
Lancaster Township
Latrobe
Leetsdale Borough
Ligonier Township
Lincoln Borough
Marianna Borough
Marshall Township
Masontown Borough
McCandless Township
McDonald Borough
McKees Rocks Borough
McKeesport
Mechanicsburg Borough
Menallen Township
Middlesex Township
Midland Borough
Millvale Borough
Monaca Borough
Monongahela
Monroeville
Moon Township
Mt. Lebanon
Mount Oliver Borough
Mt. Pleasant Borough
Munhall Borough
Murrysville Borough
Neville Township
New Brighton Borough
New Castle
New Kensington
New Sewickley Township
New Stanton Borough
North Braddock Borough
North Fayette Township
North Franklin Township
North Belle Vernon Borough
North Fayette Township
North Huntingdon Township
North Strabane Township
North Versailles Township
Oakdale Borough
Oakmont Borough
O'Hara Township
Ohio Township

Oil City
Parker
Penn Hills
Penn Township
Peters Township
Pine Township
Pitcairn Borough
Pittsburgh
Plain Grove Township
Pleasant Hills Borough
Plum Borough
Port Vue Borough
Potter Township
Raccoon Township
Rankin Borough
Rayburn Township
Reserve Township
Richland Township
Robinson Township, Allegheny County
Robinson Township, Washington County
Rochester Borough
Rochester Township
Ross Township
Rostraver Township
Saxonburg Borough
Scott Township
Sewickley Borough
Sewickley Heights Borough
Shaler Township
Sharon
Sharpsburg Borough
Slippery Rock Borough
Slippery Rock Township
South Fayette Township
South Franklin Township
South Park Township
South Strabane Township
Springdale Borough
Springdale Township
Stonycreek Township
Stowe Township
Summit Township
Swissvale Borough
Tarentum Borough
Titusville
Trafford Borough
Uniontown
Upper Burrell Township
Upper St. Clair Township
Verona Borough
Versailles Borough
Wall Borough
Warren
Washington
Washington County
Washington Township, Washington County
Washington Township, Greene County
Waynesburg Borough
West Bethlehem Township
West Deer Township
West Finley Township
West Homestead Borough
West Newtown Borough
West View Borough
Wheatland Borough
Whitaker Borough
White Oak Borough
White Township
Whitehall Borough
Wilkins Township
Wilksburg Borough
Wilmerding Borough
Winfield Township
Zelienople Borough

In addition to these municipalities, more than 400 private businesses, academic institutions, non-profit organizations and other government agencies attend Local Government Academy programs each year.