



# SPONSORSHIP OPPORTUNITIES & BENEFITS BROCHURE

AMERICAN PLANNING ASSOCIATION  
IDAHO CHAPTER



The Idaho Chapter of the American Planning Association (APA Idaho) Annual Sponsorship Program is for agencies, firms, organizations, and individuals who support and share APA Idaho's mission of advocating for effective planning programs, practices, and legislation statewide. APA Idaho provides resources, education, training, monitoring, mentoring, communications, networking, and other services for all Idaho professional, student, and citizen planners. APA Idaho also partners with other organizations throughout the state to provide education and training, legislative support, and resources for Idaho communities.

As a sponsor, it's important to know how your contributions are being used. The Chapter supports a variety of resources and programs that could not be possible without sponsor contributions.

## SPONSORSHIP IMPACT

Fall APA ID Annual  
Conference

Monthly Networking and  
Education Opportunities

AICP Certification Study  
Groups and Materials

Monthly Email Newsletter

Job and RFP Board

Legislative Committee

APA ID Board Representation  
at National Events

- President- National APA Conference
- Legislative Committee- APA Policy & Advocacy Conference
- Western Planner Representative - Western Planners Conference

# OUR INNOVATIVE ORGANIZATION

As a sponsor, it's also important to know how the chapter is evolving to support members in new ways! Key projects and statistics include:

- In 2022 we had 294 members which were approximately 64% public agency planners, 17% private sector planners, 4% local government officials, and 5% students
- APA UT/ID Fall Conference will be held on September 28-29, 2023 at the Eccles Conference Center in Ogden, Utah. This joint conference offers a unique opportunity to share best practices and discuss solutions with [Utah](#) communities that have faced similar challenges
- AICP Study Group continues to provide support and information for planners advancing their career and commitment to the profession. Participants have a 80% pass rate on the AICP exam
- In collaboration with the Association of Idaho Cities, a video library is under development. The videos will be available to all on the both organization's websites to be used for training and education across the state. The first six videos will be released in 2023 with more planned as additional funding becomes available
- The 2022 Membership/Outreach Campaign produced an expansion of membership information on our [website](#) and identification of potential new members
- View our [2022 Strategic Plan](#) which outlines the chapter goals and membership benefits.
- View our monthly [Newsletters](#) which keeps our 647 subscribers in the know.



## HELP SUPPORT APA IDAHO

Please consider one of the sponsorship opportunities listed in the brochure and contact Nicolette Womack at [nicolette.womack@kimley-horn.com](mailto:nicolette.womack@kimley-horn.com) or (208) 207-8477 for more information. If our current packages do not meet your organization's goals, please contact us to discuss custom sponsorship options.

We look forward to working with you to support excellent planning in Idaho!



# ANNUAL SPONSORSHIP PACKAGE OPTIONS

AMERICAN PLANNING ASSOCIATION  
IDAHO CHAPTER

	Platinum \$2,000	Gold \$1,500	Silver \$750	Bronze \$500
<b>Chapter Benefits</b>				
Logo Placement: Chapter Website	Large	Medium	Medium/Small	Small
Social Media Welcome (1x)	✓	✓	✓	✓
Monthly Newsletter Feature (1x if requested)	✓	✓		
Social Media Feature (1x if requested)	✓	✓		
<b>Conference Benefits</b>				
Free Conference Registrations	2	1		
Session Sponsor with Opening Comments (if requested)	✓			
Meal Sponsor	✓	✓		
Exhibit Space at Conference	✓	✓	✓	
Program Logo Placement	Large	Medium	Medium/Small	Small
Promotional Material in Conference Bag	✓	✓	✓	✓
Idaho Gem Award Sponsor	✓			
<b>A La Carte</b>				
APA ID Board Representation Scholarship for National Events	\$250			
Video Library Support	\$250			
Paid APA ID Chapter Staff Support	\$250			
Newsletter/Social Media Sponsor (logo/link appears 1x)	\$100			
Custom Chapter Event/Program	Call Us!			

CONTACT : NICOLETTE WOMACK AT NICOLETTE.WOMACK@KIMLEY-HORN.COM OR  
(208) 207-8477 FOR MORE INFORMATION REGARDING SPONSORSHIP.  
VISIT IDAHOAPA.ORG FOR ALL CHAPTER UPDATES AND MORE INFORMATION