

W.B.C.



Association of Oregon Counties

January 26, 2011

Ms. Liane Richardson  
Lane County  
Administrator  
125 E Eighth Ave  
Eugene OR 97403

Dear Administrator Richardson:

As the Association of Oregon Counties' representatives on the National Association of Counties (NACo) Board of Directors, we are very enthusiastic about the NACo annual conference coming to Multnomah County July 15-19, 2011. This is a great opportunity to highlight Oregon and all of its counties. When Oregon hosted the 1998 NACo conference a record number of attendees came early, stayed late and made a sizable contribution to Oregon's economy.

Multnomah County, as the host, has shouldered the responsibility to raise the funds necessary to hold this conference. Even with several cost-saving innovations (such as the use of mass transit instead of private bus service between hotels and the convention center) the host's commitment is \$600,000. Multnomah County, under the admirable leadership of Commissioner Diane McKeel, is actively seeking corporate sponsorships. However, there is still a ways to go to reach the financial goal.

We seek assistance from all Oregon counties to help Multnomah County sponsor this event. AOC's goal is for each county to become a supporter through a joint Oregon counties sponsorship. This proposal was introduced to the membership at the 2010 AOC annual conference; the specifics of the plan are attached. Two counties - Umatilla and Benton - have already committed to contribute \$2,000 to the Oregon Counties fund. Additionally, Umatilla County has committed to contribute an additional \$10,000 as a direct conference sponsor.

We know county budgets are extremely tight but hope you and your board will consider a meaningful contribution to the Oregon counties sponsorship fund. You may want to consider using some of your video lottery revenue, which is dedicated to economic development.

Thank you for your consideration; we will be following up with a phone call to answer any questions you might have. We hope you plan to attend the NACo conference July 15-19 in Multnomah County.

Sincerely,

Bill Hansell  
Commissioner  
Umatilla County

Tony Hyde  
Commissioner  
Columbia County

Tim Josi  
Commissioner  
Tillamook County



**NACo 2011 Annual Conference in Multnomah County, Oregon**  
**Oregon County Support**

- Goal:** Oregon's counties individually and through AOC become an event sponsor.
- How:** County boards commit to participate at one of three levels:
- Pine \$500-\$999
  - Fir \$1,000- \$1,999
  - Cedar \$2,000 +
- Board:** AOC commits Business Partner revenue of \$5,000 (Base sponsor level).
- Fund:** AOC aggregates contributions and selects which event it wishes to sponsor. Possible options for sponsorship include being a co-sponsor of the conference-wide event or sponsoring a general session or speaker.
- Rationale:** This conference is good for Oregon's economy. Many attendees will come early, stay late and travel around the state spending money. Oregon attendees will save on travel to the annual conference, so the contribution could come from county travel budgets.
- History:** Oregon last hosted a NACo annual conference in 1998. Clackamas, Marion, Multnomah and Washington counties co-sponsored the 1998 conference. The remaining 32 Oregon counties all made financial contributions of varying amounts, giving the co-sponsors bragging rights to call NACo '98 an "All Oregon Event."
- Many NACo members still speak glowingly of their wonderful memories of that Oregon conference and look forward to another visit to our state. A NACo attendance record for annual conferences was set at the '98 event.

# NACo '11

O R E G O N

July 15-19, 2011

## 2011 Annual Conference of the National Association of Counties

### HOST COMMITTEE

Commissioner Jim Bernard  
Clackamas County

Commissioner Marc Boldt  
Clark County

Chair Jeff Cogen  
Multnomah County

Judge Steven E. Grasty  
Harnoy County

Commissioner Bill Hansell  
Umatilla County

Commissioner Anthony Hyde  
Columbia County

Michael Jordan, COO  
Metro

Commissioner Deborah Kafoury  
Multnomah County

Mike McArthur, Executive Dir.  
Association of Oregon Counties

Commissioner Diane McKeel  
Multnomah County

Commissioner Linda Modrett  
Benton County

Commissioner Paul Pearce  
Skamania County

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Washington County

Commissioner Judy Shipraek  
Multnomah County

Commissioner Dan Shoun  
Lake County

Commissioner Pete Sorenson  
Lane County

Sheriff Daniel Staton  
Multnomah County Sheriff's Office

Commissioner Mary P. Stern  
Yamhill County

Judge Terry K. Tallman  
Morrow County

Judge Gary Thompson  
Sherman County

NACo '11  
c/o Metropolitan Group  
519 Southwest 3rd Avenue  
Portland, OR 97204-2519

Multnomah County will be hosting the National Association of Counties Annual Conference this summer, July 15-19, 2011, providing us with an incredible opportunity to showcase Oregon – our innovation, our beauty, and our can-do spirit.

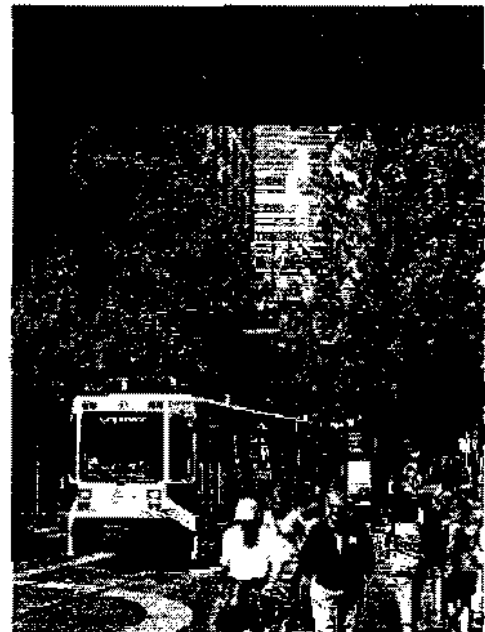
As the single largest gathering of county leadership and service organizations in the country, the NACo '11 Conference will draw more than 3,200 key county leadership and decision-makers, including elected and appointed county government executives, directors of departments and financial, information, technology and purchasing officers.

NACo '11 is expected to generate strong attendance and we anticipate that delegates of NACo will be bringing along their families for the five-day conference. They will come early and stay late and are being encouraged to visit other parts of Oregon. The conference will have an estimated economic impact to the region of at least \$9 million from lodging, food, transportation, entertainment, tourism and gifts.

Counties provide tremendous value in ensuring quality of life for residents of all ages in rural, suburban and urban areas. Our nation's counties rely on business leaders and partners who understand the critical challenges facing them, but who also clearly recognize the significant opportunities for growth and innovation that such turbulent times often present.

Multnomah County, along with our host committee partners, is seeking sponsors to help make this conference a success. This is a unique opportunity for Oregon to engage with county decision makers from all parts of the nation.

We're offering companies the unique opportunity to present their products and services to conference delegates; to cultivate and build relationships with key leaders and decision-makers; and to support the conference's economic impact on the region by becoming a sponsor of NACo '11.



## Sponsorship Opportunities and Benefits

Multnomah County serves as the host of NACo '11, and is pleased to provide a wide range of sponsorship opportunities, from sponsorship of a conference day to specific events and conference features.

The following is a summary of the sponsorship opportunities available:

- **Five (5) NACo '11 Conference-wide Day Sponsors—\$75,000**
- **Exclusive VIP Event Sponsor—\$60,000**
- **Three (3) Conference-wide Event Co-Sponsors—\$50,000**
- **Two (2) VIP Event Co-Sponsors—\$15,000**
- **Two (2) General Session Sponsors—\$25,000**
- **Five (5) Best of Portland/Oregon Tour Sponsors—\$5,000**
- **Three (3) NACo '11 Welcome Booth Sponsors at Portland Airport—\$5,000/day, 3 days**

Benefits, depending on the level, may include:

- Wide exposure throughout the conference
- Speaking opportunities
- Logo/name placement onsite signage, on select printed invitations, advanced publicity, and ad in the conference program.
- Event-specific ads and welcome messages
- Complimentary tickets to the conference and conference-wide events
- Opportunities to offer logo merchandise as gifts at event.
- Recognition as sponsor on the NACo '11 Web page.
- Other opportunities based on further exploration, and mutual benefit.

*For more information, please contact Sarah Granger at (503) 957-0424 or Soudary Kittivong-Greenbaum at (312) 628-1455.*

