



**Let ICMA Connect You
to the Right Players.**



A benefit of being a Corporate Partner is working with ICMA staff to conduct focus groups with their members. The information learned about specific local government needs, as it relates to our wireless solutions, has been invaluable.

Arlene King, Market Relations Manager, Motorola

Strengthen Your Alliance with Local Government

Founded in 1914, the International City/County Management Association (ICMA) is the professional and educational organization for more than 8,500 appointed administrators and managers serving cities, counties, other local governments and regional entities worldwide.

As the world's leading local government management organization, ICMA has a *unique* position in the municipal marketplace. For over 87 years, ICMA has worked to strengthen the quality of local government through professional management and is the only national organization that focuses on the needs of appointed local government managers. To that end, the association provides technical assistance, training, and publications for local government professionals and serves as a clearinghouse for the collection, analysis, and dissemination of local government information and data.

The Role of Local Government

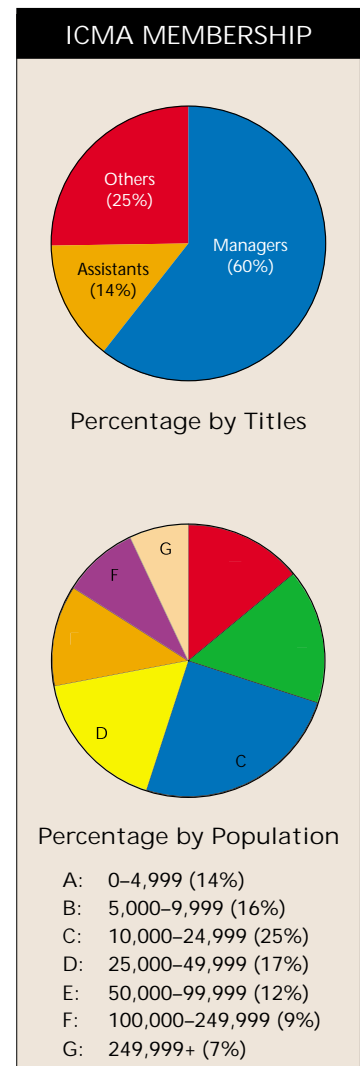
Local governments are responsible for a wide range of oversight activities for daily operations that affect almost every citizen in a community. These include public safety, education, health care, transportation, housing and community development, solid waste and recycling, smart growth and economic development, planning and zoning, public finance, and telecommunications—among many other services.

Membership Profile

One of ICMA's greatest strengths is its network of members; representing over 5,000 U.S. jurisdictions. ICMA Corporate Partners have ready access to 25 percent of the well-established and comprehensive U.S. municipal market! ICMA members are the *key* decision makers who are currently serving in local governments.



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DEAR MEMBERS OF THE CORPORATE COMMUNITY:

During the past decade, a growing number of local governments—both nationally and internationally—have recognized the value of public-private partnerships. Often these partnerships are an effective means of introducing greater effectiveness, efficiency, innovation, civic awareness, and additional resources into a variety of local government services.

As the world's leading local government management organization, ICMA recognizes the need to facilitate and support the relationship between local governments and their private-sector partners. In response to that need, and to foster greater technical, management, and financial support, ICMA created the Corporate Partnership Program.

Since 1997, the Corporate Partnership Program has successfully entered into partnerships with over 40 companies, including technology, consulting, financial, insurance and risk management, transportation, engineering, energy and environmental, and law firms.

Current partners have been involved with joint research projects, focus groups, training, grant programs, publications, pilot projects, and additional educational opportunities with and for local governments. These projects have benefited local governments by increasing their knowledge and capacity, and they provide partners with current trends in local government, direct market research and timely feedback from the local government market, and stronger relationships with potential and current clients.

Perhaps most important, the Corporate Partnership Program is distinguished from other similar programs in that it is based on the same high standards of honor and integrity as subscribed to by professional local government managers through ICMA's Code of Ethics. A Corporate Code of Ethics, adopted by the ICMA Executive Board in April 1996, ensures that all Corporate Partner activities continually reaffirm the dignity and worth of public administration.

As the Executive Director of ICMA, I encourage local government management professionals and members of the corporate community to continue their exploration of innovative ways to improve local government services. In light of the increasing demands and greater expectations for service delivery placed on local governments by citizens, businesses, and other stakeholders, we must make every effort to ensure that these partnerships work for our communities.

We look forward to working with you to do just that!

Sincerely,



Robert J. O'Neill Jr.
Executive Director
ICMA



AN ACTIVE PARTNERSHIP

ICMA's Corporate Partnership Program—an active partnership between the corporate community and ICMA and its members—represents an exciting opportunity for companies to work directly with local governments. Through this unique partnership, companies can help promote and encourage the development and exchange of creative ideas, improved communications, and innovative products and services. ICMA's Corporate Partnership Program opens important lines of communication and provides a vehicle for sharing the expertise, resources, and experience held by the professionals and organizations in the public and private sectors.

Corporate Partnership Program Mission

The primary mission of ICMA's Corporate Partnership Program (CPP) is to develop and maintain private sector technical, financial, and management support for ICMA and its members. The CPP mission supports ICMA's overall mission to enhance the quality of local government management and the professionalism of local administrators.

Corporate Code of Ethics

ICMA's Corporate Partnership Program is also distinguished from other, similar programs in that it is based on the same high standards of honor and integrity as subscribed to by professional managers through ICMA's Code of Ethics. A Corporate Code of Ethics, adopted by the ICMA Executive Board in 1996, ensures that all Corporate Partner activities reaffirm the dignity and worth of professional management as a key component of democratic local government, support competitive bidding, and maintain a commitment to provide fair value for monies received. **See additional information on the reverse side.**

Who Is Eligible to Become an ICMA Corporate Partner?

Any company, corporation, or organization that has an interest in reaching out to communities, keeping abreast of emerging local government trends, and sharing ideas and management techniques with key local government decision makers.



Who Are ICMA Corporate Partners?

Current ICMA Corporate Partners include Fortune 500 companies, small businesses, and other organizations that offer products and services to local governments. They represent many industries, including consulting, technology, energy and environment, transportation, finance, insurance and risk management, and law. For a current list of Corporate Partners, please visit ICMA's Web site at icma.org/partners.

CORPORATE PARTNER CODE OF ETHICS

To further the mission and goals of the ICMA Corporate Partnership Program and to reinforce ICMA's continuing commitment to enhancing the quality and professionalism of local government, a corporate code of ethics (mirroring the ideals embodied in ICMA's Member Code of Ethics) was adopted by ICMA's Board in April 1996, to guide Corporate Partners in their activities with ICMA and its members.

These principles shall govern the conduct and actions of ICMA Corporate Partners, who shall:

- Be dedicated to the concepts of effective and democratic local government by responsible elected officials and believe that professional management is essential to achieving these goals.
- Affirm the dignity and worth of the services rendered by government and maintain a constructive, creative, and practical attitude toward local government affairs.
- Be dedicated to the highest ideals of honor and integrity in all facets of the relationship, so that the partners merit the respect and confidence of members of the corporate organization and members of ICMA, local government elected officials and employees, and the public.
- Recognize that the chief function of local government at all times is to serve the best interests of the public.
- Recognize and support ICMA members' commitment to career-long learning and improvement of local government management techniques.
- Encourage communication and participation in information-sharing among the private sector, local government, and the public.
- Resist any encroachment on local government managers' professional responsibilities, believing that professional local government managers should be free to carry out official policies without outside interference or influence.
- Respect the open, competitive purchasing process of local governments, and provide full value in any goods or services for which public funds are accepted.
- Neither seek nor grant favors; believe that aggrandizement or profit secured by the use of confidential information, abuse of trust, or the promise of personal enrichment is dishonest.



BENEFITS AND ADVANTAGES TO BENEFITS AND ADVANTAGES TO ICMA CORPORATE PARTNERS

A Competitive Advantage

Gain exposure and direct access to ICMA's membership of over 8,500 key local government decision makers nationwide and around the world. Corporate partners are invited to participate with local government officials in training forums, seminars, and open ICMA meetings.

A Networking Advantage

Develop and strengthen professional relationships with key local government decision makers as you share ICMA's goals and objectives in improving service delivery and the quality of local government management. Partners build valuable relationships through access to key local government officials, ICMA's Executive Board, and state association leaders and members. Many partners also take advantage of the opportunity to network with other business leaders who are corporate partners.

A Strategic Planning Advantage

Interact with local government professionals through ICMA events and other tailored projects that will increase your knowledge of local government management and provide timely news and trends regarding local government. Corporate Partners are encouraged to take advantage of the many valuable publications offered through ICMA. They are also encouraged to submit best practice case studies to ICMA's eLibrary.

A Marketing Advantage

Build and enhance your company's corner of the local government market through active partnerships and increased exposure with ICMA and its members. The program offers exclusive opportunities to reach members through various programs and activities, and to attend ICMA events, meetings, and social functions held throughout the year. Corporate Partners are acknowledged and recognized as such on ICMA's Web site (<http://icma.org>) and at ICMA events.

A Public Relations Advantage

Establish your company's reputation as a well-respected organization committed to improving local government management and as a responsible corporate citizen that supports the goals and ethics of ICMA's membership and the local government profession.



"ICMA's Corporate Partner Program (CPP) give us one-on-one access to ICMA's leadership and members. Our relationship as a Corporate Partner provides valuable leads and general market insights that have improved our ability to serve the local government community."

**Rollie Waters, Founder & President,
The Waters Consulting Group, Inc.**

PARTICIPATION IN ICMA'S CORPORATE PARTNER PROGRAM PROVIDES THE FOLLOWING OPPORTUNITIES:

Executive Partner (\$10,000)

National and international recognition and visibility through ICMA communications

- Public Management (PM) magazine corporate profile (22,000 readers)
 - ICMA web site (more than 30,000 visits/month)
 - Recognition in signage and publications throughout the annual conference
 - Half-page space in the annual conference exhibitors' booklet
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Access to local government executives

- Six complimentary registrations to annual conference
 - Special invitations to leadership events
 - Priority placement and discount at annual conference exhibit hall
-

Access to valuable resources

- Pre- and post-annual conference registration lists
 - PM magazine and ICMA Municipal Year Book
 - Subscriptions to electronic newsletters (ICMA Newsletter, Management InSite, and InfoWire)
 - Ability to submit corporate case studies to ICMA's eLibrary as well as access to library documents
-

Priority opportunity for projects that help meet your business goals:

- National surveys
- National web casts
- Research projects
- Publications
- Training for local government managers
- New product initiatives

General Partner (\$5,000)

National and international recognition and visibility through ICMA communications

- ICMA web site (more than 30,000 visits/month)
 - Recognition in signage and publications throughout the ICMA annual conference
-

Access to local government executives

- Two complimentary registrations to annual conference
 - Special invitations to leadership events
 - Priority placement and discount at annual conference exhibit hall
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Access to valuable resources

- Pre- and post-annual conference registration lists
- Subscriptions to PM magazine and electronic newsletters (ICMA Newsletter, Management InSite, and InfoWire)
- Ability to submit corporate case studies to ICMA's eLibrary as well as access to library documents

ICMA's Corporate Partner Program is designed to meet the specific needs of corporations and organizations that reach out and do business in the municipal marketplace.

Corporate membership provides access to ICMA's membership and key municipal decision makers; opportunities to showcase your corporation to local governments; timely news and trends as they relate to the local government marketplace; discounts on publications and services; complimentary registration to ICMA conferences/meetings; and other valuable advantages and opportunities to reach out to the local government marketplace.

| | | |
|------------|--------------|----------|
| Company | | Web site |
| Mr. / Mrs. | Contact Name | Title |
| Address | | |
| City | State | Zip |
| Phone | Fax | E-mail |

Please provide us with a brief description of your company/organization and the services and/or products you provide to local governments. Enclosures are welcomed.

By enrolling my company, we agree to adhere to ICMA's Corporate Code of Ethics.

Yes, I would like to link my company's home page to ICMA's Web site. The exact URL is:

Annual Corporate Member Dues:

Yes, please enroll my company/organization as an ICMA Corporate Partner!

Executive Level Partner (\$10,000) General Level Partner (\$5,000)

Payment Section:

Enclosed is my check for \$_____.

Please invoice my company/organization for \$_____.

Please charge my credit card: Number: _____ Exp: _____

Signature

Please send this application to the attention of:
Phyllis Gail Shocket, Senior Corporate Relations Manager
ICMA, 777 North Capitol Street, NE, Suite 500 • Washington, DC 20002-4201

// After participating in ICMA's Best Practices Symposium, our company gained new business we could attribute directly to the meetings held there. The ICMA partnership has helped us bridge that crucial gap between finding new contacts and finding new clients. We are eager to see the list of new contacts from the Annual Conference! **//**

Kay Logsdon

Vice President of Communication and Marketing

Way2Bid, Inc.



International
City/County
ICMA
Management
Association
icma.org

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