



*Chester County Association of Township Officials
Affiliate Membership Program*

The Affiliate Membership Program

At the Fall 2013 Conference the CCATO membership approved revised bylaws formally authorizing the creation of an Affiliate Membership Program recognizing the organizations which support and enable CCATO programs and activities.

The Executive Board created a study team in 2012 to meet with teaming partners and define their concerns, develop a program and present it to the partners. This document is the result of that study.

Key elements defined by the study team included:

- Providing an annual budget embracing the CCATO activities supported *à la carte* with a tiered dues structure.
- Providing additional networking opportunities between CCATO municipalities and Affiliates.
- Providing a program which continually identifies Affiliates and their support to CCATO
- Providing a structure which allows Affiliates to collectively recommend programs to the Executive Board.
- Provide a forum where Affiliates can develop joint program concepts.
- Provide an opportunity to develop and publish White Papers.

Becoming a CCATO Affiliate member is as easy as completing the attached form and forwarding it to the CCATO Executive Board.

Should your organization have already committed to elements of the program we will credit those commitments to your membership in the next calendar year.

Chester County Association of Township Officials
Affiliate Program Benefits Description



Sponsorship of Hospitality Suite at the PSATS Annual Conference in Hershey, PA (P, G, S, B)

Affiliate Members will have full access to the hospitality suite at the PSATS Annual Conference in the Hotel Hershey. The hospitality suite is organized by CCATO for the benefit of Chester County Officials that are attending the conference. The hospitality suite serves lunch on Monday and Tuesday along with a relaxing cocktail and social setting each afternoon/evening after the daily classes. Affiliate members will have their name displayed on a large banner above the refreshment area. This is the perfect opportunity to socialize with the leaders and financial decision makers of the municipalities in Chester County. The hospitality suite is attended by approximately 150 Township Officials representing over 57 municipalities.

Full Page Directory Advertising in the CCATO Official Directory (P, G)

Affiliate Members will have the opportunity to advertise using a full-page display advertisement in the Annual CCATO Official Township Directory of Chester County. The directory is a full color, high quality document, published annually and delivered to all municipalities in Chester County in addition to all Chester County Boards and Commissions. Approximately 2100 directories are produced and distributed annually.

Half Page Directory Advertising in the CCATO Official Directory (S)

The Affiliate Member will have the opportunity to advertise using a half-page display advertisement in the Annual CCATO Official Township Directory of Chester County. The directory is a full color, very high quality document, published annually and delivered to all municipalities in Chester County along with all Chester County Boards and Commissions. Approximately 2100 directories are produced and distributed annually.

Quarter Page Directory Advertising in the CCATO Official Directory (B)

Affiliate Members will have the opportunity to advertise using a quarter-page display advertisement in the Annual CCATO Official Township Directory of Chester County. The directory is a full color, very high quality document, published annually and delivered to all municipalities in Chester County along with all Chester County Boards and Commissions. Approximately 2100 directories are produced and distributed annually.

Exhibit Booth at the CCATO Spring Convention (P, G)

Affiliate Members will be provided a booth at the annual CCATO Spring Convention. The Spring Conference is attended by approximately 200 Chester County Township Officials. The booth provides an unmatched opportunity for Affiliate Members to display and explain their services to a focused group of Chester County Municipal Officials.

The following denotes applicability to membership levels: P = Platinum; G = Gold; S = Silver; B = Basic

Permission to use the CCATO logo (P, G, S, B)

Affiliate members will be permitted to use the CCATO logo on their website, letterhead and promotional material. This provides Affiliate Members with a great branding opportunity to display their support for local municipalities located in Chester County.

Attendance* at the CCATO Spring and Fall Conventions (P, G, S, B)

Affiliate Members will be given complimentary attendance to CCATO's Spring and Fall Conventions. The Spring Convention includes access to the vendor areas and lunch. The Fall Convention includes access to a cocktail party followed by a formal dinner. Both conventions provide an exceptional opportunity to network with local public officials from across Chester County. *Attendance is limited to two (2) representatives for Platinum and Gold members, and one (1) representative for Silver and Basic members.

Attendance* at the CCATO North and South Breakfasts (P, G, S, B)

Affiliate Members will be given complimentary attendance at breakfast meetings - one in Southern Chester County and one in Northern Chester County. These breakfasts include a discussion/presentation by an informative guest about a relevant topic. This venue is a more intimate setting and allows focused interaction with attendees. *Attendance is limited to two (2) representatives for Platinum and Gold members, and one (1) representative for Silver and Basic members.

Affiliate logo displayed on the CCATO website with a hyperlink to affiliate's homepage (P)

Affiliate Members will have their logo displayed on the CCATO website with a hyperlink to the affiliate's homepage. This is a fantastic way to increase traffic to an affiliate's homepage and each individual clicking on your link will be a potential client that is a decision maker.

Opportunity to attend and participate at CCATO Executive Board Meetings (P)

Affiliate Members will have the privilege of having one person attend all CCATO Executive Board Meetings. While the attendee will be a non-voting member, the Affiliate Member gains insight into the issues that are facing Municipal Officials. This insight provides the Affiliate Member the ability to tailor specific services to the municipal marketplace.

Membership to the Affiliate Council (P, G, S, B)

All Affiliate Members have the opportunity to participate in the Affiliate Council. The Affiliate Council is attended and maintained by all Affiliate Members. The Council can present ideas to the CCATO Executive Board for educational sessions at CCATO's Spring and Fall Conventions, along with potential guest speakers for the Northern and Southern Breakfasts. The Council will have direct access to CCATO's Executive Committee, providing recommendations and guidance pertaining to important issues. The Council will also provide input into the type of functions and venues that CCATO sponsors.

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Email sponsorship of e-blast sent by CCATO to all registered participants (P, G, S)

Affiliate Members will be entitled to have sole sponsorship of 2 e-blasts sent from CCATO to all of its registered email recipients. Currently there are over 500 recipients including Township Supervisors, Township Managers, Township Secretaries, Township Treasurers, Township Solicitors and a variety of support staff. The Affiliate Members logo, a hyperlink to their homepage, and one line of customized text will be included in the email.

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2014 Membership Levels

Platinum Level - \$2000

	Value
Sponsorship of Hospitality Suite @ PSATS	\$325
Directory Advertising (Full Page)	\$650
Exhibit @ Spring Conference	\$150
Attend Spring @ Fall Conventions (2 people)	\$260
Attendance @ North & South Breakfast (2 people)	\$120
Permission to use CCATO logo	\$500
Company logo on CCATO website	\$1,000
Opportunity to Participate at CCATO Executive Board Meetings (Non-voting)	\$120
Affiliate Council	\$500
Email Sponsorship (2 email blasts)	\$100
<i>Package Value</i>	\$3,725

Gold Level - \$1500

Sponsorship of Hospitality Suite @ PSATS	\$325
Directory Advertising (Full Page)	\$650
Exhibit @ Spring Conference	\$150
Attend Spring & Fall Conventions (2 people)	\$260
Attendance @ North & South Breakfast (2 people)	\$120
Permission to use CCATO logo	\$500
Affiliate Council	\$500
Email Sponsorship (2 email blasts)	\$100
<i>Package Value</i>	\$2,605

Silver Level - \$1250

Sponsorship of Hospitality Suite @ PSATS	\$325
Directory Advertising (Half Page)	\$440
Attend Spring & Fall Conventions (1 person)	\$130
Attendance @ North & South Breakfast (1 person)	\$120
Permission to use CCATO logo	\$500
Affiliate Council	\$500
Email Sponsorship (2 email blasts)	\$100
<i>Package Value</i>	\$2,115

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Basic Level - \$1000

Sponsorship of Hospitality Suite @ PSATS	\$325
Directory Advertising (Quarter Page)	\$260
Attend Spring & Fall Conventions (1 person)	\$130
Attendance @ North & South Breakfast (1 person)	\$120
Permission to use CCATO logo	\$500
Affiliate Council	\$500
<i>Package Value</i>	\$1,835

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