

## 2025 PWX Chicago

## **Sponsorship and Support Opportunities**

# Chicago, II

#### August 17-20, 2025



Photo Credit: Ranvestel Photographic

Revised 11-11-2024

## A Message from the 2025 PWX Management Committee







## "PWX in the Most Beautiful City"

The Chicago Metro Chapter of APWA has always embraced the philosophy of the late, great Daniel Burnham to "Make no little plans they have no magic to stir man's blood ... " As a result, we've earned a reputation as one of the largest and most active chapters in the association.

This reputation has served us well. In 2013, we were honored to host the forerunner to PWX, the APWA International Congress and Exposition. We are delighted to tell you that Chicago will host this incredible event for the fifth time, as our chapter has once again been selected to host PWX 2025, August 17 - 20, 2025, at McCormick Place.

We have a strong management team in place and our vision for PWX is clear, but a lot needs to be done to execute our plan. Our budget requires us to raise about **\$600,000**. A large portion of the budget will go to-ward the Get Acquainted Party. The Chapter and its five branches have already committed to raise **\$250,000**.

This is where you come in. Individuals and organizations that are strong supporters of the Chicago Metro Chapter and APWA can be recognized during PWX through various sponsorships and donations. The information in this brochure explains the types and levels of recognition available. Pricing has been structured to make supporting this event appealing to everyone, including individuals and smaller organizations.

Thank you for your continued support of the Chicago Metro Chapter and your help in making PWX 2025 a "Chicago-Style Success."

Sincerely,

2025 PWX Management Committee

General Co-Chairs

Jennie Mithughers

Jennifer Hughes Village of Oswego

Mike Millette Village of South Elgin

## Welcome to Chicago! $\Delta$ $\bigstar$



 $\bigstar$ 



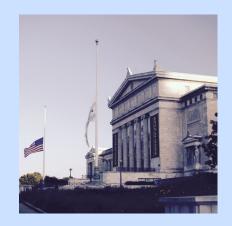














## How to Contribute







## Act NOW! 2025 will be here before you know it!

#### The 2025 PWX Chicago Metro Chapter Committee is making it easy

for you to get involved and make a contribution:



#### 1. Contribute securely and safely using Zelle

Zelle is used by banks and credit unions to make it fast, free, and easy to send money. Check with your financial institution.

Zelle® is already in over a thousand banking apps. To find out if Zelle® is in yours, search the list via the Zelle website. If your bank does not use Zelle, you can send money by downloading the Zelle® app.

https://www.zellepay.com/

Zelle e-mail for payments: aschattke@goplainfield.com

Email the complete form once payment is made to Arlan Schattke.

Questions? Contact Arlan at 815.230.2036 or via the email above.

#### 2. Set up a payment plan:

Contact Arlan Schattke aschattke@tinleypark.org

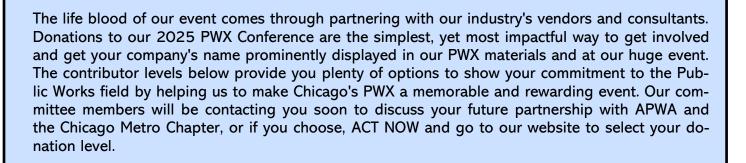
#### 3. Send a check:

Make your check payable to **American Public Works Association 2025 PWX** and indicate, on the enclosed form, the donation level or specific event or tangible goods you would like to sponsor.

Mail the check and completed form to:

Arlan Schattke Lead Engineer 14400 Coil Plus Drive Plainfield, IL 60544

# Partnerships and Donations





#### **Skyline Contributor**

- Corporate Materials in Delegate Gift Bags provided at Registration
- Back cover recognition on Special Chapter Publication
- Logo and Company Recognition at Get Acquainted Party
- Logo and Company Recognition at Hospitality Area
- Logo and Company Recognition at Chicago Booth in Atlanta and Chicago
- Logo and Company Recognition on Chicago 2025 PWX Website main page
- Logo and Company Recognition on contributor page in PWX Program

#### **Buckingham Fountain Contributor**

- Back cover recognition on Special Chapter Publication
- Logo and Company Recognition at Get Acquainted Party
- Logo and Company Recognition at Hospitality Area
- Logo and Company Recognition at Chicago Booth in Atlanta and Chicago
- Logo and Company Recognition on Chicago 2025 PWX Website main page
- Logo and Company Recognition on contributor page in PWX Program

#### \$15,000

\$25,000

- Logo and Company Recognition at Get Acquainted Party
- Logo and Company Recognition at Hospitality Area
- Logo and Company Recognition at Chicago Booth in Atlanta and Chicago
- Logo and Company Recognition on Chicago 2025 PWX Website scroll bar
- Logo and Company Recognition on contributor page in PWX Program

(Partners at all contribution levels will receive acknowledgement at all PWX Chapter events.)

#### \$35,000

#### Partnerships and Donations





#### Millennium Park Contributor

#### \$10,000

- Logo and Company Recognition at Hospitality Area
- Logo and Company Recognition at Chicago Booth in Atlanta and Chicago
- Logo and Company Recognition on Chicago PWX 2025 Website scroll bar
  - Logo and Company Recognition on contributor page in PWX Program

#### **Chicago Water Tower Contributor**

#### \$5,000

- Logo and Company Recognition on Chicago PWX 2025 Website scroll bar
- Logo and Company Recognition on contributor page in PWX Program



#### **River Walk Contributor**

#### \$1,000

Logo and Company Recognition on contributor page in PWX Program

	Contributor Level							
	Skyline	Buckingham Fountain	Cloud Gate	Millennium Park	Chicago Water Tower	River Walk		
Partnerships and Donations	\$35,000	\$25,000	\$15,000	\$10,000	\$5,000	\$1,000		
PWX Partner Status	Х							
Corporate Materials in Delegate Gift Bags provided at Registration	х							
Logo and Company Recognition at Get Acquainted Party	х	x	x					
Logo and Company Recognition at Hospitality Area	х	x	х	x				
Logo and Company Recognition at Chicago Booth in San Diego and Chicago	х	x	x	x				
Logo and Company Recognition on Chicago 2024 PWX Website main page	х	x	x	x	x			
Logo and Company Recognition on contributor page in PWX Program	х	x	х	х	x	x		

(Partners at all contribution levels will receive acknowledgement at all PWX Chapter events.)

## **Tangible Goods and Mementos**



#### **Delegate Bags**

Approximate Qty: 5,000

Help the APWA Chicago Metro Chapter send PWX 2025 delegates, presenters and dignitaries back to their homes and places of business with lasting reminders of a great event in a world-class city. As a tangible goods and mementos sponsor, you agree to fund the purchase of an item or group of items, such as door prizes, volunteer shirts or delegate bags. Depending upon your level of commitment and the item selected, you may be able to imprint the item with your organization's logo, letting PWX attendees know just how much your company supports Public Works. Tangible Goods and Mementos sponsorships range in price and quantity, giving you plenty of choices to fit your budget. You may sponsor an entire item, or a portion of an item depending on your budget. If you are interested, a committee member will contact you to discuss your future partnership with APWA and the Chicago Metro Chapter, or you can grab the best opportunities now by visiting our web site to select your preferred Tangible Goods and Mementos sponsorship.

Total Value: \$20,000



Total Value: \$30,000 Storight Sponsorships Available: 3 @ \$10,000

A travel bag with the PWX logo and the logo of the sponsor(s) is given to each individual and exhibitor who registers for the PWX. The bag contains information about the conference, the special publication (see below), maps, trinkets and other donated items. Attendees carry the bag the entire week and use them to store brochures and other take-aways collected during their visits to the PWX exhibit floor. Only companies exhibiting on the show floor or local consulting firms are eligible for this sponsorship.

#### Special Chapter Publication (Available after January 1, 2025)

#### Approximate Qty: 6,000

Every attendee and exhibitor will receive this four-color booklet in their delegate bag. The publication will be a handy reference for first -time and return visitors to Chicago, as it will include a welcome to the city from the Mayor of Chicago and not-to-be-missed recommendations from Chicago Chapter members for local attractions and restaurants. It may include ads from select Chicago merchants and a discount coupon for attendees to use during PWX. Also featured will be a message from the co-chairs and the Chapter President, a listing of Past Chapter Presidents and current Chapter and Branch Officers, a summary listing of the Host committee members, and a listing of the main PWX events.

Principal sponsors of the Special Chapter Publication will get ad placement on either the inside front cover or the outside back cover. All other PWX donors and sponsors will be recognized with a complimentary listing (major sponsors will be recognized with their logo). Depending upon the level of commitment, some sponsors will also be eligible for a complimentary 1/8 page, 1/2 page or fullpage ad. Upgrades are available for an additional fee. Low cost ads will be offered to local municipalities and ads will be available to non-sponsors. Sponsors are responsible for furnishing all ad copy and artwork.

\* Restrictions may apply.

#### Speakers' Gifts

Approximate Qty: 350

Total Value: \$8,400

#### Sponsorships Available: 3 @ \$2,800

Sponsorships Available: 4 @ \$5,000\*

The primary goal of PWX is to gather the foremost Public Works, Engineering and Management experts to share their knowledge and experience across a wide range of disciplines. For their efforts and commitment, speakers are each given a gift or token of appreciation. The gift will be a high-quality item that the speakers can use in their daily work or display proudly in their office.

#### National APWA Board and Spouse Gifts

Approximate Qty: 30

Total Value: \$1,250

Sponsorships Available: 1

It is customary for the host chapter to offer modest gifts to the Board and their spouses upon their arrival in the host city. These commemorative gifts are often symbolic of the city.

#### **Committee Gifts**

Approximate Qty: 75

It is customary for the host chapter to provide appreciatio ize and execute the production of an International Confere

#### Exhibit Floor Daily Prizes

Approximate Qty: 15

Total Value: \$4,000

Sponsorships Available: 2 @ \$2,000

Sponsorships Available: 2 @ \$1,200

utive Committee volunteers for their hard work to organ-

"Passport to Prizes" is a very popular daily event that helps attract delegates, APWA members and vendors to the main exhibition hall for general prize drawings. Drawings for these valuable prizes are held once each afternoon when the exhibit floor is open.



#### Tangible Goods and Mementos Continued

Total Value: \$12,000

Sponsorships Available: 6 @ \$2,000

Sponsorships Available: 2 @ \$2,250

titude for over three years of planning and preparing for

to advertise our upcoming event, as well as three to be

ninently displayed on the shirts.

que Committee-wear. Each Committee member will be given

A great event like PWX takes a lot of hard work and requires a lot of volunteers. We want our volunteers to be recognized and recognizable on the floor in sharp-looking shirts. Volunteer shirt sponsors will have their logos imprinted on the sleeve of these finequality shirts, which will have a "Chicago" flare.

#### Committee Shirts

Volunteer Shirts Approximate Qty: 300

Approximate Qty: 88

Total Value: \$4,500

The 2025 PWX Executive Committee members deserve PWX. We want delegates to easily recognize these inc shirts; one to be worn proudly at each of the 2023 an worn each day at the 2025 Chicago PWX. Logos of sput

#### **VIP Transportation**

Approximate Qty:

Total Value: \$2,500

Transportation will be provided from O'Hare International and Midway airports and from Union Station and Ogilvie Transportation Center for visiting dignitaries, including the APWA Board of Directors, key APWA Executives and staff, general session speakers and others. VIP transportation is usually provided via personal automobile or van. The sponsor's logo will be prominently featured in all dignitary vehicles.

#### **Bus Transportation**

Approximate Qty: 1

Total Value: \$40.000

Sponsorships Available: 4 @ 10,000

Charter buses to and from Chicago's commuter train stations will run on Sunday, Monday, Tuesday and Wednesday morning for municipal employees, APWA members volunteers and attendees. The buses will arrive at McCormick Place one hour before the exhibit floor opens and leave 30 minutes after the exhibit floor closes. Sponsors can place their corporate logo and name inside the bus and have their employees serve as hosts on the bus. There is also an opportunity to sponsor the bus that takes golfers to the golf outing.

#### Volunteer Recognition Certificates and Sponsor Recognition Plagues Total Value: \$2,500

Approximate Qty: 600

Sponsorships Available: 1 @ \$2,500

It is critical to recognize those who make it all happen at PWX, most notably our volunteers and sponsors. In recognition of their time and effort, volunteers will be issued certificates of participation that they can proudly display in their office. Our wonderful sponsors also will receive a handsome plaque to display commemorating their dedication to the field of Public Works .

Tangible Goods and Mementos	Delegate Bags	Special Publication	Speakers' Gifts	National APWA Board and Spouse Gifts	Committee Gifts	Exhibit Floor Daily Prizes	Volunteer Shirts 2024	Committee Shirts	VIP Transportation	Bus Transportation	Volunteer Recognition Certificates and Sponsor Recognition Plaques
Listing on 2024 PWX Website and Listing in Special Chapter Publication	х	х	х	х	х	х	х	х	х	х	х
Banner & Company Link on Chapter Website	х	х					х			х	
Logo and Name on Products(s)	х	х		х		х	Х	Х			
Listing or Ad in Special Chapter Publication	х	х	х	х	х	х	х	х	х	х	х
Recognition at Thank You Party & in Chapter Newsletter	х	х	х	х	х	х	х	х	х	х	x
Logo and Signage at Event				Х	Х					Х	
Others, as Negotiated			х		Х	Х				Х	

Sponsorships Available: 1 @ \$2,500

# Event Sponsorships



See and be seen at one of the high-profile events planned for PWX 2025 in Chicago. Fun, education, and networking with other public works professionals and vendors are all on the agenda during our dinners, fabulous parties and other events. Branding one of these great occasions with your organization's name shows delegates just how important your organization is in the Public Works arena.

Event sponsorships range widely in price, opportunity and variety, giving you plenty of choices.

You can sponsor an entire event or a specific amenity depending on your budget. A committee member will contact you to discuss your future partnership with APWA and the Chicago Metro Chapter, or you can grab the best opportunities now by visiting our web site to select your Event Sponsorship.

#### Get Acquainted Party

Are you ready to paaaaaaaaaaaty???!!!!! We had a rockin' party in 2013 and will stun the Public Works world again in 2025 with a Chicago-style bash that our guests will be talking about for years to come. The committee is planning to invite all attendees, their families and exhibitors for an event at an iconic Chicago venue with breathtaking views of the City.

You can look forward to live music compliments of some of the best bands in Chicago. Come hungry because we will offer a wide range of Windy-City fare through buffet-style appetizers and food stations. And to quench your thirst there will be plenty of signature cocktails, beer, wine and soft drinks. You will not want to miss this once-in-a-decade opportunity to be a part of the BEST Get Acquainted Party APWA has ever thrown!

Party sponsors will be recognized throughout the venue. A limited number of employees from sponsor's organizations may attend.

### Fund Raising Goal \$480,000

S	ponsorsh	ip Op	portunities

Description Qu	uantity	Amount (\$)	Company Recognition
Gold	5	20,000	Prominent recognition at venue and all printed
			materials
Silver	5	. 15,000	Prominent recognition at venue and all printed
			materials
Bronze	5	10,000	Prominent recognition at venue and all printed
			materials
Main Stage/Entertainment Sponsor	1 Jones	<b>/</b> 10,000	Large banner at entertainment stages
Main Stage/Entertainment Sponsor	5. Clif	5,000	Recognition at outdoor stage
Bar Sponsor			
			Recognition on banners at each hotel and
			McCormick
Photo Booth Sponsor	1	5,000	Company logo printed on the photo
VIP Lounge Sponsor			
Napkin/Barware			

#### **Board Reception and Dinner**

#### Total Value: \$7,500

Sponsorships Available: 3 @ \$2,500

On Friday evening prior to PWX, the local host committee traditionally sponsors a welcoming dinner for the National APWA Board, key staff and the Host Management Committee. Normally, it is held in a well-known local venue; however, it has also been held in the headquarters hotel, if suitable space is available and consists of a cocktail hour and a plated dinner. Normal attendance is around 50 to 75 people. Simple entertainment may be provided. Transportation, if needed, may be negotiated with APWA National. In 2013, this event was held at the Art Institute.

#### International Guest Reception

#### Total Value: \$15,000

#### Sponsorships Available: 3 @ \$5,000

This invitation-only, two-hour event for all international delegates begins shortly after the conclusion of the Awards Ceremony on Monday evening. It is normally held at a venue close to or within the convention center. Attendees enjoy light snacks and a dessert table, and cocktails, wine, beer and soft drinks are served. The invitation list includes international delegates and their guests, the APWA Board, selected APWA staff, the International Affairs Committee and Partnership Task forces, Host Chapter Management Committee and other distinguished guests. A short welcome and program is part of the affair. Light background music is usually featured. Total attendance is around 200 people. In 2013, this event was held at Buddy Guys Legends.

**Event Sponsorships Continued** 



Total Value: \$15,000



#### Chicago Chapter Promotional Booth

2024 - Atlanta, CA

This sponsorship covers the design, shipping, staffing and supplice omotional booth at the 2024 PWX in Atlanta, Georgia. We will use the booth to distribute information and giveaways about Chicago and the 2025 PWX. Chapter volunteers (approximately 50) staff the booth during PWX open hours, answering quest grand provide the booth during materials and giving away light snacks and refreshments. They wear an attractive and unique shirt grand provide the state of the booth during th booth signage.

2025 - Chicago

Total Value: \$20.000

Sponsorships Available: 4 @ \$5,000

Sponsorships Available: 3 @ \$5,000

This booth is normally located outside the exhibit floor and near the registration area and entrance to the floor. It is operational from Saturday through Wednesday (5 days) and staffed (approximately 100 people) during open hours. Typically, light morning and afternoon foods and beverages are available in an informal area for people to meet and relax. As a sponsor, you are recognized with signs and banners in and around the booth.

A separate set of tables is staffed by volunteers to provide literature and directions to local attractions, restaurants, etc. and to provide directions as needed. This event also includes setup, signage and volunteer staffing of a table in the lobby of each of the main hotels (5) to provide similar services between 8:00 a.m. and 4:00 p.m. each day.

#### Volunteer Office - Friday to Wednesday Straffable Total Value: \$5,000

This sponsorship covers the management and operation of the Volunteer Office, which is open and fully staffed from 7:00 a.m. to 6:00 p.m. each day. The Volunteer Office includes the check-in desk, assignment area and a rest area with beverages and snacks. The sponsorship also covers distributing shirts to each volunteer (est. 350) and the cost of reimbursing volunteers who must park at McCormick Place.

#### **Opening Session**

Total Value: \$6.000

The Opening Session consists of two separate events: the posting of colors and a ribbon-cutting ceremony following the opening General Session. A color guard from Naval Station Great Lakes or the Chicago Police or Fire Department will be hired at minimal cost and a local high school band, tumbling team or marching society (Shannon Rovers, etc.) would lead the procession to the Exhibit Hall and play the anthems of the United States and Canada prior to the ribbon cutting. The sponsorship may also cover flag rentals of visiting nations, which can also be used at the International Reception.

#### Board & Delegate Spouse Program

Total Value: \$2,500

Spouses or partners of Board Members can register for a tour and theme lunch. The program is a nice opportunity for spouses to escape PWX and explore all that Chicago has to offer, from the finest eateries to Michigan Avenue boutiques. Sponsorship offsets the cost of transportation and tour fees and encourages delegates to bring their wives, husbands, significant others and children to PWX.

#### Exhibitor's Lounge

Total Value: \$2,500

#### Sponsorships Available: 1 @ \$2,500

The exhibit floor would be nothing without our valued vendors and exhibitors, who work long hours demonstrating products and educating delegates on the merits of their organization's products and services. Sponsorship covers a nice lounge that allows exhibitors to relax, enjoy a snack and a cool drink and catch up on e-mail from home and work.

Sponsorships Available: 2 @ \$3,000

Sponsorships Available: 2 @ \$2,500

#### Sponsorships Available: 1 @ \$2,500

#### **Event Sponsorships Continued**



other. The three-hour evening event is a pizza, pasta or fa

#### **Special Interest Events**

Total Value: \$10,000

Sponsorships Available: 4 @ \$2,500

For delegates who want to try their hand at a favorite sport Chicago-style, PWX offers a variety of outings, including golf, tennis and fun-runs. We also feature a couple of benevolent events during PWX, in the convention center and local aid relief programs. Watch for details in upcoming 2025 PWX Chicago literature. Sponsorships cover staffing and help to offset the cost of these events.

#### Thank You Party

Total Value: \$1 Several weeks following PWX, a low-key party will be held Several weeks following PWX, a low-key party will be held WX will be invited, along with their spouse or significant be the 200 with an open bar. Music and/or en-Trapproximately 200, with an open bar. Music and/or en-

#### Futures Program

tertainment may be included.

#### Total Value: \$4,000

Sponsorships Available: 2 @ \$2,000

This is an opportunity for students from area engineering colleges and universities to experience PWX and consider a career in public works. It's a one-day educational event focused on local engineering students and includes an educational component, lunch, time on the exhibit floor, and a technical tour in the afternoon.

Event Sponsorships	Get Acquianted Party	Board Reception and Dinner	International Guest Reception	Chicago Chapter Promotional Booth 2023 San Diego	Chicago Chapter Promotional Booth 2024 Chicago	Volunteer Office	Opening Session	Board & Delegate Spouse Program	Exhibitor's Lounge	Special Interest Events	Thank You Party	Futures Program
Listing on 2024 PWX Website and Listing in Special Chapter Publication	х	х	х	х	х	х	х	х	х	х	х	
Banner & Company Link on Chapter Website	х		х	х	х	х		х			х	
Logo and Name on Products(s)	х				Х			х	х	х	х	
Listing or Ad in Special Chapter Publication	х	х	х	х	х	х	х	х	х	х	х	
Recognition at Thank You Party & in Chapter Newsletter	х	х	х	х	х	х	х	х	х	х	х	
Logo and Signage at Event	Х	Х	х	Х	Х	х		х	х	х	х	
Others, as Negotiated	Х		Х		Х	Х	Х	Х	Х	Х	Х	



Sponsorship & Donation Contributor Levels

Skyline Contributor\$35,000 (Includes Benefits 1-8)	
Buckingham Fountain Contributor\$25,000 (Includes Benefits 3-8)	
Cloud Gate Contributor\$15,000 (Includes Benefits 4-8)	
Millennium Park Contributor\$10,000 (Includes Benefits 5-8)	
Chicago Water Tower Contributor \$5,000 (Includes Benefits 7-8)	
River Walk Contributor	

Individual Contributor (enter \$\$) .....

Name:	
Company/Organization:	
Address:	
City:	
State: Zip:	
Phone:	
E-mail:	

Make Checks Payable to: American Public Works Association 2025 PWX

Mail Checks to: Arlan Schattke Lead Engineer 14400 Coil Plus Drive Plainfield, IL 60544

Partnerships/Donations Benefits:

- 1. PWX Partner Status
- 2. Corporate Materials in Delegates gift bags
- 3. Back Cover recognition on special Chapter publication
- 4. Logo and Company recognition at Get Acquainted Party
- 5. Logo and company recognition at Hospitality area
- 6. Logo and company recognition at Chicago Booth in Atlanta and Chicago
- 7. Logo and company recognition on Chicago PWX 2025 website 8. Acknowledgement at all PWX Chapter events

### **Event Sponsorship Opportunities (available)**

GAP Gold	5 @ \$20,000
GAP Silver	5 @ \$15,000
GAP Bronze	5 @ \$10,000
Main Stage/Entertainment	0 @ \$10,000
Outdoor Entertainment	0 @ \$5,000
Bar	6 @ \$5,000
Bus/Transportation	1 @ \$5,000
Photo Booth	1 @ \$5,000
VIP Lounge	5 @ \$2,500
Napkins/Specialty Glassware etc	5 @ \$2,000

BOARD RECEPTION	3 @ \$2,500
INTERNATIONAL GUESTS RECEPTION	3 @ \$5,000
CHICAGO CHAPTER PROMOTIONAL BOOTH	
2024 – ATLANTA	0 @ \$5,000
2025 - CHICAGO, IL	4 @ \$5,000
VOLUNTEER OFFICE-FRIDAY TO WEDNESDAY	1 @ \$2,500
OPENING SESSION	2 @ \$3,000
BOARD & DELEGATE SPOUSE PROGRAM	1 @ \$2,500
EXHIBITORS' LOUNGE	1 @ \$2,500
SPECIAL INTEREST EVENTS	4 @ \$2,500
THANK YOU PARTY	0 @ \$5,000
FUTURES PROGRAM	2 @ \$2,000

#### **Tangible Goods and Mementos**

Item	Ext. Qnty Sponsorships
Delegate Bags	
Special PWX Publication	
Speaker's Gifts	
National APWA Board & Spouse G	Gifts 25 1 @ \$1,250
Committee Gifts	
Exhibit Floor Daily Prizes	
Volunteer Shirts	
Committee Shirts	
VIP Transportation	
Bus Transportation	4

#### Volunteer Recognition

#### zelle payments to aschattke@goplainfield.com

and then email a copy of the completed form to the same email.

Please indicate the event or tangible goods you would like to Sponsor:

**\*Sponsor** - Company or individual that contributes a minimum of \$1,000 to sponsor a specific event or portion of an event.

**\*Donor** - Company or individual that contributes for tangible goods or mementos at a given level