



ALCA Member Mixers | Sponsor Benefits & Guidelines

1. Sponsor Benefits

Member Mixers provide sponsors with a variety of valuable benefits and promotional opportunities, including:

- Prior to the event, sponsors receive promotion through ALCA social media channels, the ALCA website, membership email communications, and the ALCA Influence Magazine calendar of events.
- A speaking opportunity of up to 15 minutes during the event.
- The opportunity to submit a company article, along with event photos, for publication in the ALCA Influence Magazine.
- A framed, ALCA Certificate of Appreciation for your Member Mixer Sponsorship.
- A post-event attendee list for networking and follow-up purposes.

2. Choosing a Location

ALCA is happy to assist sponsoring members with venue selection. If desired, ALCA can provide recommendations for venues within your preferred area and help identify locations that align with attendance goals, budget considerations, and overall event objectives.

- To maximize participation and engagement across the Valley, sponsoring members are encouraged to select mixer venues in different regions throughout the year. For example, if the previous month's mixer was held in Tempe, consider hosting the next event in another area, such as North Phoenix or Arcadia.

We recommend selecting a venue in one of the following areas, which represent a higher concentration of ALCA members within our service region:

1. Tempe
2. Scottsdale
3. Arcadia
4. North Phoenix
5. Glendale



Venue Selection Considerations - When evaluating potential venues, keep the food and beverage budget in mind. Menu pricing can vary significantly among venues, and selecting a location with reasonably priced food and beverage options will help maximize attendee value while remaining within reasonable costs.

3. Food & Beverage

ALCA will cover half (up to \$1,200) of the food and non-alcoholic beverage costs for Member Mixers. A total budget of approx. \$2,000-\$2,400 is typically sufficient to provide a variety of hors d'oeuvres, appetizers, and non-alcoholic beverage options for attendees.

- The sponsoring member is responsible for any food and beverage expenses that exceed the \$1,200 contribution from ALCA.
- **Alcoholic beverages are not covered by ALCA** and must be purchased individually by attending members and prospective members.

4. Prize Raffle

The sponsor will provide raffle prize items to be awarded during the event. It is recommended that sponsors supply between four and six raffle items to encourage attendee participation and engagement.

Additional Helpful Information

- ALCA will manage attendee registrations and event check-in.
- The ALCA team will be responsible for event set-up and tear-down activities at the selected venue.
- ALCA will coordinate venue communications, scheduling, and overall event logistics directly with the host location to ensure a seamless experience for attendees and partners.

For more information and availability on sponsoring an ALCA Member Mixer, please contact Events & Membership Manager, Cameron Beck, at Cameron@alca.org, or at 602.626.7091.