



2020 SPONSORSHIP PACKAGES



**GREATER PHOENIX
CHAMBER**

ARIZONA BUSINESS INDEX

Investment Opportunities

■ ABOUT THE ARIZONA BUSINESS INDEX:

ARIZONA BUSINESS INDEX (ABI) Project is an extensive statewide consumer sentiment survey providing an accurate pulse on the key indicators that drive the economy and

expert insight into consumer confidence to help aid in decision making.

■ WHY INVEST?

The ABI Project will provide information that is not currently available in the marketplace. For example, it is easy to collect survey responses, but it is difficult to separate the relevant public opinion data from other noise that is available.

For example, due to recent events, a section regarding the impacts of COVID-19 has been added to the survey to measure and track the effects.

The Project will provide the most comprehensive consumer sentiment polling in the State of Arizona to help distinguish fact from fiction. The project methodology is modeled after the University of Michigan's Consumer Sentiment Index, which has proven to be a leading indicator of upward and downward economic trends. The Project will be able to adapt as quickly as the business cycle and political climate change, which is a unique aspect of this particular product: it adapts to your needs.

The Project will also be managed by experts in public opinion polling, data science, and public policy to provide the most accurate report. A short profile of the project principles is included below.

Investors in the Arizona Business Index Project will have exclusive access to this valuable insight, as well as personalized opportunities to have the information presented to their companies on an individual basis. Sponsoring companies will also receive recognition on the report and at any Forums presenting the findings.

MEET THE EXPERTS



PUBLIC OPINION MIKE NOBLE

Having conducted hundreds of public opinion surveys, Noble will apply his expertise on the Arizona Business Index providing insights into consumer spending and confidence.



DATA SCIENTIST MICHAEL LIEBERMAN

With over 25 years of experience, Lieberman will apply his statistical expertise ensuring dependable and reliable methodology for the Arizona Business Index Project.

ANNUAL INVESTMENT OPTIONS

PRESENTER SPONSOR: \$50,000

- Company featured as the presenting sponsor of the Arizona Business Index (with the Greater Phoenix Chamber and OH Predictive Insights)
- Company logo featured on the cover of each quarterly report and on all forum collateral, promotional materials, and any email communications announcing the findings
- Exclusive, first-access to the data and summary report prior to being released to the public, with opportunity to have personalized findings presented to company (for each quarter) along with access to data following each quarterly update
- Monthly topline survey report and index banner for all Indices
- Quarterly survey report delivered with toplines + demographics
 - Level of Data Access: Toplines + Basic Demographics + Advanced Demographics + Premier Demographics
- All demographic (crosstabs) and combinations of demographic categories are available for request ie; Suburban Millennials with a HH income of 50k to 100k
- Insights Presentation Deck tailored to client's organization and stakeholder priorities with emphasis on survey findings and economic conditions (for each quarter)
- Three (3) customized question slots per quarter available
- Up to fifteen (15) discounted questions per year
- Three (3) logins to view deliverables listed above

PLATINUM SPONSOR: \$30,000

- Company logo featured on the cover of each quarterly report and on all forum collateral and promotional materials
- Access to press releases prior to being released to the public
- Monthly topline survey report and index banner for all Indices
- Quarterly survey report delivered with toplines + demographics
 - Level of Data Access: Toplines + Basic Demographics + Advanced Demographics + Premier Demographics
- Bi-annual presentations by Chief of Research, Mike Noble
- One (1) customized question slot per quarter available
- Up to twelve (12) discounted questions per year
- Two (2) logins to view deliverables listed above

ARIZONA BUSINESS INDEX

GOLD SPONSOR: \$20,000

- Company logo included in each quarterly report, on all forum collateral and promotional materials, and on any email communication announcing the findings
- Access to press releases prior to being released to the public
- Monthly topline survey report and index banner for all Indices
- Quarterly survey report delivered with topline + demographics
Level of Data Access: Toplines + Basic Demographics + Advanced Demographics
- Up to eight (8) discounted questions per year
- One (1) login to view deliverables listed above

BRONZE SPONSOR: \$10,000

- Company logo included in each quarterly report, on all forum collateral and promotional materials, and on any email communication announcing the findings
- Access to press releases prior to being released to the public
- Monthly topline survey report and index banner for all Indices
- Quarterly survey report delivered with topline + demographics
Level of Data Access: Toplines + Basic Demographics + Advanced Demographics
- Up to two (2) discounted questions per year
- One (1) login to view deliverables listed above

BASIC: \$5,000

Quarterly survey report delivered with topline + demographics

Level of Data Access: Toplines

- Up to two (2) discounted questions per year
- One (1) login to view deliverables listed above
- Quarterly survey report delivered with topline + demographics

DEFINITIONS

Demographics refers to the depth of the data and based on level of sponsorship will determine your data level access which will be classified as Basic, Expanded, and/or Premier

Basic Demographics includes Geographic Region, Age, Ethnicity, and Gender data access

Advanced Demographics includes Income Level, Education Level, Population Density (suburban/Urban/Rural), Party Affiliation and Political Ideology

Premier Demographics includes Children Under 18 Living at Home, Employment Status, Length of Residency, Marital Status, and any new demographics added in the future to the Arizona Business Index

Included in Package/ Annual Investment Option and Cost	Basic \$5,000	Bronze \$10,000	Gold \$20,000	Platinum \$30,000	Presenter \$50,000
Access to press releases prior to releasing to the public		x	x	x	x
Quarterly topline and crosstab reports (including basic demographics such as Geographic Region, Age, Ethnicity, and Gender)	x	x	x	x	x
Company Name included on each quarterly report, on all forum collateral and promotional materials, and on any email communication announcing the findings		x	x	x	x
Company Name included on each quarterly report, on all forum collateral and promotional materials, and on any email communication announcing the findings			x	x	x
Quarterly executive summary	x	x	x	x	x
Monthly topline report			x	x	x
Advanced Demographics on Crosstab Reports (Income Level, Education Level, Population Density (suburban/Urban/Rural), Party Affiliation, and Political Ideology)			x	x	x
Premier demographics on crosstab reports (Children Under 18 Living at Home, Employment Status, Length of Residency, Marital Status, and any new demographics added in the future to the Arizona Business Index)				x	x
Presentation by Chief of Research, Mike Noble Quarterly				Bi-annually	Quarterly
Customized question slots per quarter (includes custom presentation)				1	3
Discount on question adds (includes custom presentation)		1	1	2	3
\$2,000 per question per quarter	Up to 2 discounted per year	Up to 4 discounted per year	Up to 8 discounted per year	Up to 12 discounted per year	Up to 15 discounted per year

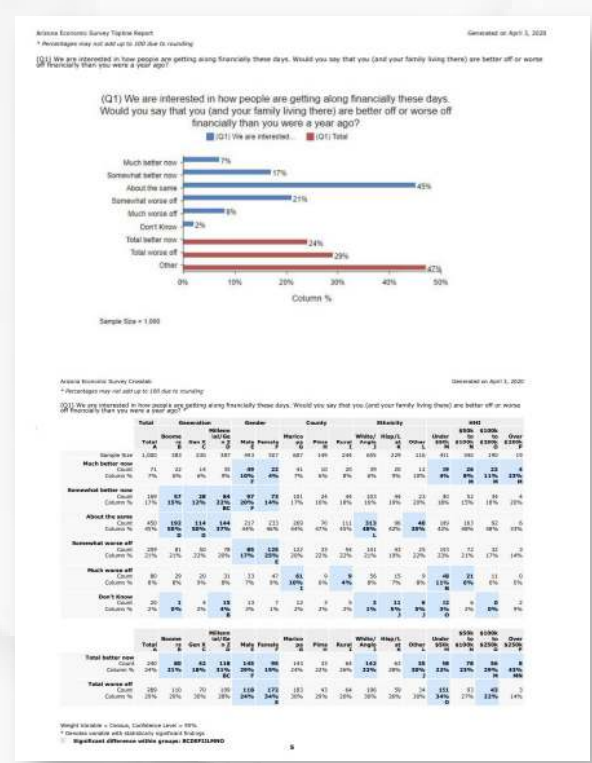
EXAMPLES OF COLLATERAL

INDEX BANNER

Index Banner

	2019					E-Month Change	Q1	Q2	Quarterly Change
	Jul	Aug	Sep	Oct	Nov				
Consumer Confidence Index	95.1	95.7	106.4	95.4	97.1	97.0	95.4	97.0	(1.6)
Current	95.0	95.3	106.6	95.8	95.1	95.4	(1.54)	95.7	(0.4)
Future	95.2	95.1	100.2	95.6	99.0	96.8	(6.42)	97.1	(0.9)
Demographic Breakdown: Index Number, Base 2015=100									
Age									
18-29	96.9	96.0	98.8	95.3	93.6	93.1	(4.7)	97.2	(1.9)
30-49	95.3	95.8	99.9	97.8	99.7	97.0	(2.8)	98.4	(1.4)
50-64	101.3	102.0	102.6	95.8	99.1	103.9	2.60	101.1	(2.8)
County									
Maricopa	100.7	100.9	101.7	98.2	98.4	99.1	(1.4)	101.1	(2.0)
Pima	91.7	94.8	96.6	92.3	92.7	94.4	1.74	94.7	(0.0)
Pinal	95.7	95.7	95.7	94.5	95.5	94.7	(1.0)	95.0	(0.7)
Public Opinion									
Liberal	93.0	92.6	88.2	87.0	91.1	86.3	(4.8)	90.1	(3.7)
Moderate	98.9	97.5	97.7	95.4	96.5	94.1	(2.4)	97.3	(1.6)
Conservative	105.5	106.7	110.3	104.4	109.0	109.9	3.43	107.3	(2.6)
Race/Ethnicity									
White/Caucasian	100.2	99.0	101.8	97.8	98.3	96.7	(1.5)	100.3	(1.6)
Hispanic/Latino	93.7	92.3	89.7	88.7	89.5	88.6	(0.9)	89.1	(0.5)
Other	98.8	99.7	100.7	99.1	96.0	92.3	(4.7)	99.8	(2.9)
Income									
Low income	95.3	97.6	95.8	95.4	91.8	92.8	(3.0)	97.6	(5.8)
Mid income	96.8	96.3	96.8	96.0	96.9	96.3	(0.6)	96.0	(0.3)
High income	109.3	101.1	103.8	104.2	104.1	102.8	(1.3)	103.2	(1.6)
Education Level									
HS or less/Trade school	102.1	97.1	99.2	95.3	93.5	93.0	(1.8)	99.1	(3.9)
Some college	96.3	100.6	101.6	96.6	97.0	97.1	(0.1)	99.3	(2.2)
College Degree	100.1	98.9	100.7	99.1	99.0	99.3	(0.3)	99.8	(0.5)
Graduate Degree	99.9	98.7	98.7	99.3	100.3	98.8	(1.5)	98.2	(1.6)
Population Density									
Urban	96.1	95.1	95.9	94.1	94.4	94.4	(0.0)	95.7	(1.3)
Suburban	102.0	100.9	102.7	99.7	100.3	99.7	(0.6)	101.9	(0.8)
Rural	95.7	99.0	102.4	93.8	91.8	94.5	(2.7)	99.4	(5.1)
Business Conditions									
Good	99.1	99.1	98.5	98.8	93.6	92.8	(5.8)	96.7	(2.1)
Normal	10.0	10.0	10.0	10.0	10.0	10.0	0.0	10.0	0.0
Bad	13.0	14.5	13.3	28.8	23.3	19.8	4.5	13.7	(0.2)
Employment Conditions									
Good	51.6	50.8	57.0	51.8	44.8	50.0	5.2	50.0	(1.6)
Normal	22.0	22.6	22.5	27.5	24.0	25.1	(1.1)	22.0	(0.6)
Bad	24.9	21.6	20.0	20.8	23.2	25.0	(1.8)	22.0	(0.0)
Retailer Conditions									
Improve	28.0	28.0	29.0	24.8	24.2	22.5	(1.5)	26.6	(1.4)
Normal	34.0	33.7	30.5	35.0	36.8	36.0	0.8	33.8	(2.2)
Deteriorate	38.3	28.4	20.5	20.3	19.0	18.5	(0.5)	20.6	(1.8)
Employment Conditions									
Good	27.2	25.8	29.3	26.3	25.8	22.8	(3.0)	27.4	(0.4)
Normal	54.2	51.0	50.3	51.5	55.8	55.5	0.3	51.8	(3.7)
Bad	18.4	23.6	20.8	22.3	18.5	21.8	3.3	20.8	(0.0)
Family Income									
Increase	30.4	18.0	20.0	20.1	19.0	21.1	2.1	18.7	(1.3)
Same	56.7	56.4	54.8	56.8	54.5	53.8	(0.7)	53.9	(2.9)
Decrease	12.9	25.7	25.3	23.2	26.5	25.0	(1.5)	24.4	(0.6)

TOPLINE & CROSTAB REPORTS



OPTIONAL INTERACTIVE DASHBOARD COMING SOON...

