# **ARIZONA** BUSINESS INDEX 2020 SPONSORSHIP PACKAGES









# ARIZONA BUSINESS INDEX Investment Opportunities

## ABOUT THE ARIZONA BUSINESS INDEX:

**ARIZONA** (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.

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. 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 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 Phoenix Chamber and OH Predictive Insights)

Company logo featured on the cover of each quarterly report and on all foru promotional materials, and any email communications announcing the findin
Exclusive, first-access to the data and summary report prior to being releas with opportunity to have personalized findings presented to company (for ea 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 Dem
     + Premier Demographics

 All demographic (crosstabs) and combinations of demographic categorie request ie; Suburban Millennials with a HH income of 50k to 100k

 Insights Presentation Deck tailored to client's organization and stakehold 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 fo 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
    - + 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 toplines + 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 toplines + demographics

Level of Data Access: Toplines + Basic Demographics + Advanced Demographics

- Up to two (2) discounted questions per year
- One (1) ogin to view deliverables listed above

**B**ASIC: \$5,000

Quarterly survey report delivered with toplines + demographics Level of Data Access: Toplines • Up to two (2) discounted questions per year • One (1) ogin to view deliverables listed above • Quarterly survey report delivered with toplines + 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

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	×
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





**TOPLINE & CROSSTAB** 

**REPORTS** 

### **EXAMPLES OF COLLATERAL**

# INDEX BANNER

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uex bai	ш	er									(Q1) We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off		
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Consumer Confidence Index	77.1	98.7	220.4	36.4	97.8	57.1	(1.77)	29.4	97.0	12.015	Much Metter One -		
Carten	99.0	985	300,6	93.8	95.1	55.4	15.54]	38.7	94.7	(5.01)	Spreadful tabler non-17%		
Patare	30.2	35.1	100.2	26.6	39.0	26.8	30.421	22.1	. 53.8	10.530	About the same		
Age			Demogr	captur Rass	strainert: to	cine Marsh	et, nute 20	18-100		-	Bornevital socie of 21%		
Millerviar/Gen7	96.9	96.0	98.8	55.8	\$3.6	50.2	14.713	97.2	92.5	14.645	Much works of		
Dank	35.2	35.0	92.5	97.5	99.0	27.5	[2.25]	22.3	35.0	(1.27)	Cont Know 22%		
Recovery	101.3	102.0	327,4	93,6	199.2	333.9	3.60	107.0	181.3	10.000	Total webser more 24%		
	102.7	100.1	201.7	56.2	38.4	58.4	TLAT	101.1	195.0	IZ.MIL	Contra Cont		
	92.7	34,4	95.0	92.5	35.2	54.4	1.74	94.7	94.0	10.053			
Political Ideology	99.2	95.7	99.7	92.5	35.9	84.7	14.401	38.0	95.0	12.99	0% 10% 20% 20% 42% 50%		
Polyscal ideology	85.0	92.6	83.2	82.0	192.2	16.5	12,411	-90.2	81.1	11.712	Column %		
Moderate	96.8	77.5	37.7	55.4	76.5	54.2	24.001	92.9	53.4	17.533	Sargie Size + 1.001		
	106.5	104.7	110.7	106.4	105.0	102.9	2,43	107.2	106.9	(0.30)	04/19/04/19/04/19/04/19/04/19/04/19/04/19/04/19/04/19/04/19/04/19/04/19/04/19/04/19/04/19/04/19/04/19/04/19/04		
Ethnicity White / Calk asian	107.2	99.0	351.5	97.8	383	567	(1.52)	100.1	98.5	11.810			
Hispanic / Lating	100.2	92.3	10.7	94.T	89.5	85.0	[0.10]	100.1	93.6	1.51			
Other	38.5	- 39.7	300.7	89.3	96.D	52.5	[0.09]	99.8	-92.1	17.5.10			
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Low income Middle income	55.3 99.4	97.6 98.3	93.3	93.4	52.8	58.5	(2.00)	07.6 98.6	95.9	(0.70)	+ Alessandrages may vari aldt up to 100 dar fit ssandrag		
High income	105.5	101.1	303.8	204.2	104.2	102.8	(2.49)	103.2	103.7	0.49	2011. We are internated in how each are getting along francisky these days. Would vice say that you (and your fereby long these) off francisky the provide the same and again.	re better off or a	N0.96
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	100 1	98.9	310.7	99.1	95.0	59.9	(0.26)	93.6	98.0	11.79)		100 Jan 100	10
Graduate Degrae	39.7	95.7	98.7	95.3	105.9	55.8	18.10	96.2	93.8	1.59	Hachberner and	21 23	
Population Density Lintary	46.3	45.1	95.9	92.1	45.0	14.4	11.001	95.7	94.1	11.50	there is a so that	#10 11%	13%
Suburban		100.6	372.7	95.1	100.5	94.4	(2.28)	39.7	100.0	11.310	Description factory many         LW         L	33 84	
	\$5.7	98.0	352,4	15.8	91.8	54.5	(07.697)	21.4	913	10.133		12.0 H.P.	12%
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Business Conditions Good	55.2	55.1	39.5	18.8	45.6	42.8	116.380	36.7	41.8	(14/57)		389	in
Normal	27.9	32.4	30.5	26.5	33.D	27.5	1,04	29.7	25.7	6.00		11 15	1.30
Bati	12.0	14.5	13.5	26.8	23.3	22.8	6.75	11.7	22.6	6.03		116 176	145
Employement Conditions	\$1.4	55.8	57.0	51.8	54.8	56.0	2.45	56.0	54.2	11.81		21 II	.0
Normal	22.0	22.6	22.5	27.5	24.0	20.3	11.711	22.0	13.9	1.82		6% 6%	- 5%
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Busine to Conditions				nopraisa	tor Viction	millione	Texant			-		3757 199012	10
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Normal	54.5	51.7	30.5	55-0	16.8	58.0	3.51	\$2.8	55.6	8.75	Total Great Start	41000 \$2500 I	\$2505
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Employement Conditions Goald	29.2	25.8	21.5	26.1	25.8	22.8	14,40	22.4	24.5	12.500	column 20 10 10 10 10 10 10 10 10 10 10 10 10 10	23% 29%	43%
Normal	54.2	51.0	55.3	\$1.5	55.5	15.5	1.32	51.4	55.2	2,43	Table access att 240 100 70 109 108 172 103 41 44 100 59 34 153		
Bat	18.5	22.6	20.8	22.3	18.5	75.8	3.17	30.8	2018	0.08		276 115	in
Family income	25.4	18.9	20.0	20.1	19.0	22.2	14.60			00000			
							2.82	29.7	20.8	1.10			
TEDEALE Some	36.7	58.4	51.8	56.0	54.5	53.4	14.911	55.9	543	13.60	Weight standards = Chester, Schwarz Lands - Letters * Chesters sensitive and the Standards vegetation for days		

# OPTIONAL INTERACTIVE DASHBOARD COMING SOON...

