

SPONSORSHIP PACKAGES



SPONSORED BY







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 strategic decision making.

■WHY INVEST?

The ABI Project will provide information that is not currently available in the mar-ketplace. 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 poll-ing in the State of Arizona to help distin-guish fact from fiction. The project meth-odology 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 sec-tion 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 indi-vidual 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 experi-ence, Lieberman will apply his statistical expertise ensuring dependable and reliable methodology for the Arizona Business Index Project.





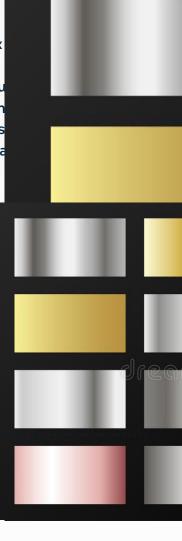
ANNUAL INVESTMENT OPTIONS

■ 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
- · 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 name 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) login to view deliverables listed above

BASIC: \$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

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		х	x	х	х
Quarterly topline and crosstab reports (including basic demographics such as Geographic Region, Age, Ethnicity, and Gender)	х	×	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		х			
Company <u>Logo</u> included on each quarterly report, on all forum collateral and promotional materials, and on any email communication announcing the findings			x	х	х
Quarterly executive summary			x	x	x
Monthly topline report		х	х	х	x
Advanced Demographics on Crosstab Reports - Income Level, Education Level, Population Density (suburban/ Urban/Rural), Party Affiliation, and Political Ideology)			×	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)				х	x
Presentation by Chief of Research, Mike Noble Quarterly				Bi-annually	Quarterly
Customized question slots per quarter (includes custom presentation)				1	3
Number of Logins	1	1	1	2	3
\$2,000 per question per quarter	Up to 2 discounted per year	Up to 2 discounted per year	Up to 8 discounted per year	Up to 12 discounted per year	Up to 15 discounted per year



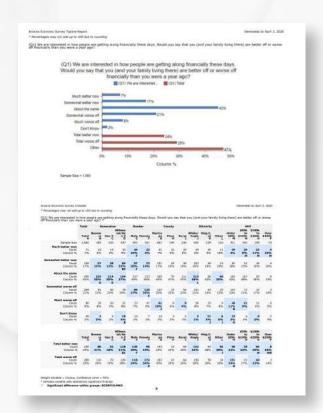


EXAMPLES OF COLLATERAL

INDEX BANNER



TOPLINE & CROSSTAB REPORTS



■ OPTIONAL INTERACTIVE DASHBOARD COMING SOON...

