

A large American flag with a gold fringe is positioned on the left side of the image, partially obscuring the background. The flag is on a black pole and is slightly draped.

2018 NACo LEGISLATIVE CONFERENCE

SPONSORSHIP OPPORTUNITIES

WASHINGTON, D.C. / MARCH 3-7, 2018



ABOUT NACo

The National Association of Counties (NACo) unites America's 3,069 county governments. Founded in 1935, NACo brings county officials together to advocate with a collective voice on national policy, exchange ideas and build new leadership skills, pursue transformational county solutions, enrich the public's understanding of county government, and exercise exemplary leadership in public service.

VISION

Healthy, vibrant and safe counties across the United States.

STRONGER COUNTIES. STRONGER AMERICA.



ABOUT THE CONFERENCE

The NACo Legislative Conference, held annually in Washington, D.C., brings together roughly 2,000 elected and appointed county officials to focus on federal policy issues that impact counties and our residents. Attendees will participate in invaluable educational sessions, interact with federal officials and visit with their congressional leaders!

CORPORATE INVOLVEMENT

This event offers a tremendous opportunity for corporate partners to engage with NACo's members and showcase their brand in a solutions-oriented way. Please review this packet for a specific breakdown of sponsorship options and more information. If you are interested in exploring other ideas, don't hesitate to contact us! We would be happy to find the best solutions for your company's needs

Tony Jamison

Business Development Manager
National Association of Counties
Direct Line: 202.661.8843
Email: tjamison@naco.org



BOARD OF DIRECTORS RECEPTION AND DINNER SPONSORSHIP

\$25,000

Attend and sponsor this exclusive, invitation only Board of Directors Cocktail Reception and Dinner. Your company will receive logo recognition during the event.

- Three complimentary conference registrations
- Three invitations to the "invitation only" NACo Board of Directors Reception
- Verbal recognition at the Board of Directors Reception and Dinner
- Verbal recognition at both General Sessions
- Logo recognition in promotional materials and the final program
- Logo recognition on NACo's Conference web page with hyperlink
- Logo recognition on sponsor signage throughout the Convention Center
- Logo recognition on NACo's Conference mobile app
- Access to Pre- and Post-Conference Registrant/Attendee Lists with full contact information
- One 10'x10' complimentary booth in the exhibit hall (which comes with three extra complimentary conference registrations)



GENERAL SESSION SPONSORSHIP

\$20,000 PER SESSION (LIMITED TO TWO SPONSORS)

Compared with the other sponsorship opportunities, this one offers the most visibility! Your executive will be invited to the Green Room to meet other general session speakers and NACo leaders. He or she will have up to two minutes to address the 2,000+ conference attendees.

- Three complimentary conference registrations
- Three invitations to the "invitation only" NACo Board of Directors Reception
- 10 reserved seats at a prime viewing location
- Executive access to the backstage Green Room to network with speakers and NACo leaders
- Two-minute speaking role in front of the 2,000+ conference attendees
- Verbal recognition at both General Sessions
- Logo recognition in promotional materials and the final program
- Logo recognition on NACo's Conference web page with hyperlink
- Logo recognition on sponsor signage throughout the conference hotel
- Logo recognition on NACo's Conference mobile app
- Access to Pre- and Post-Conference Registrant/Attendee Lists with full contact information

CLOSING RECEPTION SPONSORSHIP

\$15,000 (LIMITED TO FIVE SPONSORS)

Sponsor the final party of the conference! Your company's logo will be prominently featured at this must-attend social event, which draws 1,000+ county officials and NACo leaders.

- Five complimentary conference registrations
- Five invitations to the "invitation only" NACo Board of Directors Reception
- Opportunity to host a special activity for 1,000+ event attendees
- Opportunity to showcase custom signs and banners
- Logo recognition in promotional materials and the final program
- Logo recognition on NACo's Conference web page with hyperlink
- Logo recognition at the General Sessions
- Logo recognition on sponsor signage throughout the conference hotel
- Logo recognition on NACo's Conference mobile app
- Access to Pre- and Post-Conference Registrant/Attendee Lists with full contact information

HOTEL KEY CARDS SPONSORSHIP

\$10,000

Attendees staying at the official NACo Conference Hotels will be given branded key cards for their rooms. This opportunity also includes:

- Logo recognition in promotional materials and the final program
- Logo recognition on NACo's Conference web page with hyperlink
- Logo recognition at the General Sessions
- Logo recognition on sponsor signage throughout the conference hotel
- Access to Pre- and Post-Conference Registrant/Attendee Lists with full contact information

DELEGATE BAG SPONSORSHIP

\$10,000

Upon registering for the conference, attendees and guests can opt to receive a delegate bag when picking up their badges. These bags are used throughout the conference to carry the conference program and other materials and are often taken home for use post-event. Your color logo (along with NACo's conference logo) will be printed on these bags and will be in the hands of 2,000+ attendees for four days! This opportunity also includes:

- Logo recognition in promotional materials and the final program
- Logo recognition on NACo's Conference web page with hyperlink
- Logo recognition at the General Sessions
- Logo recognition on sponsor signage throughout the conference hotel
- Access to Pre- and Post-Conference Registrant/Attendee Lists with full contact information

For \$2,500 more, you can add one item to be included in the bags.

LANYARDS SPONSORSHIP

\$10,000

All conference attendees will receive their badges attached to a lanyard. Your logo will be printed on these lanyards, which will be worn throughout the conference to all events and activities. This opportunity also includes:

- Logo recognition in promotional materials and the final program
- Logo recognition on NACo's Conference web page with hyperlink
- Logo recognition at the General Sessions
- Logo recognition on sponsor signage throughout the conference hotel
- Access to Pre- and Post-Conference Registrant/Attendee Lists with full contact information

Wi-Fi AND APP SPONSORSHIP

\$10,000

Attendees that connect to NACo's "Complimentary WiFi Service" will immediately be directed to your company's designated splash page. Up to 600 users at one time can be accommodated. All conference attendees will also see your company's logo when they log in to the conference app.

- Two invitations to the "invitation only" NACo Board of Directors Reception
- Logo recognition with hyperlink on home page of NACo Conference mobile app
- Logo recognition in promotional materials and the final program
- Logo recognition on NACo's Conference web page with hyperlink
- Logo recognition at the General Sessions
- Logo recognition on sponsor signage throughout the conference hotel



FOCUS GROUP SPONSORSHIP

\$10,000

Interested in learning more about how counties function and face challenges in areas such as economic development, public safety and infrastructure? Sponsor a focus group and conduct specific research by interacting with county leaders.

- Logo recognition in promotional materials and the final program
- Logo recognition on NACo's Conference web page with hyperlink
- Logo recognition at the General Sessions
- Logo recognition on sponsor signage throughout the Convention Center
- Access to Pre- and Post-Conference Registrant/Attendee Lists with full contact information

NEW MEMBER/FIRST-TIME ATTENDEE BREAKFAST SPONSORSHIP

\$10,000

Meet and engage with NACo's newest members and first-time conference attendees as they learn the "in's and out's" of NACo. Your company will be given the opportunity to deliver brief welcome remarks, provide brand swag and receive visibility throughout the event.

- Logo recognition in promotional materials and the final program
- Logo recognition on NACo's Conference web page with hyperlink
- Logo recognition at the General Sessions
- Logo recognition on sponsor signage throughout the Convention Center
- Access to Pre- and Post-Conference Registrant/Attendee Lists with full contact information

LUCC AND RAC RECEPTION SPONSORSHIP

\$7,500

Each year a special reception is held for the Large Urban County Caucus and Rural Action Caucus groups, including elected officials and staff. Your company will receive verbal recognition at the event.

- Logo recognition in promotional materials and the final program
- Logo recognition on NACo's Conference web page with hyperlink
- Logo recognition at the General Sessions
- Logo recognition on sponsor signage throughout the Convention Center
- Access to Pre- and Post-Conference Registrant/Attendee Lists with full contact information

FINAL PROGRAM AD SPONSORSHIP

\$1,500 PER AD (LIMITED TO SIX SPONSORS)

Market directly to attendees by including an advertisement in the final conference program! Your ad will also be included in the digital version of the program book, which will be linked on the NACo website. The printed books, which are four-color publications, will be distributed to all conference attendees and serve as a reference for the entirety of the event.





2018 NACo LEGISLATIVE CONFERENCE

SPONSORSHIP COMMITMENT FORM:

Please select from the opportunities below that your company is interested in sponsoring:

- | | |
|--|--|
| <input type="checkbox"/> Board of Directors Reception and Dinner Sponsorship (\$25,000) | <input type="checkbox"/> Wi-Fi and App (\$10,000) |
| <input type="checkbox"/> General Session (\$20,000) | <input type="checkbox"/> Focus Group Sponsorship (\$10,000) |
| <input type="checkbox"/> Closing Reception (\$15,000) | <input type="checkbox"/> New Member/First-Time Attendee Breakfast Sponsorship (\$10,000) |
| <input type="checkbox"/> Hotel Key Cards (\$10,000) | <input type="checkbox"/> LUCC and RAC Reception Sponsorship (\$7,500) |
| <input type="checkbox"/> Delegate Bag (\$10,000)
<input type="checkbox"/> with one item included (+\$2,500) | <input type="checkbox"/> Final Program Ad (\$1,500) |
| <input type="checkbox"/> Lanyards (\$10,000) | |

COMPANY NAME

COMPANY CONTACT

BILLING ADDRESS

TELEPHONE

EMAIL

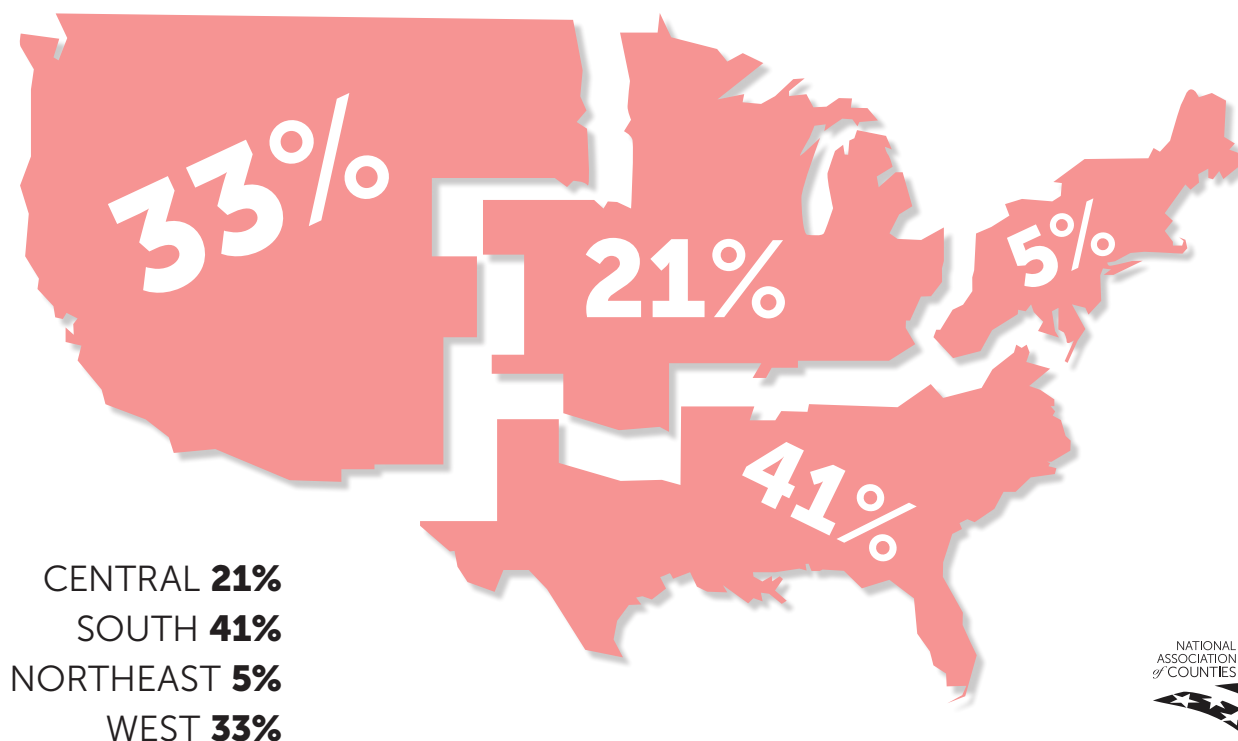


ATTENDANCE AT NACo'S 2017 LEGISLATIVE CONFERENCE

WHO ATTENDS:

- County Commissioners
- County Supervisors
- County Administrators/Managers
- CIO's and Technology Officers
- County Attorneys, Sheriffs, Surveyors
- County Treasurers, Tax Assessors, Finance Directors
- And More!

ATTENDEES BY REGION



fb.com/NACoDC | twitter.com/NACoTWEETS | youtube.com/NACoVIDEO | linkedin.com/in/NACoDC

660 NORTH CAPITOL STREET, NW | SUITE 400 | WASHINGTON, DC 20001 | 202.393.6226 | www.NACo.org