

## **NCCAE Sponsorship Policy**

The National Council of County Association Executives (NCCAE) will obtain corporate sponsorships to financially support the organization and to offset meeting costs. It is understood that because NCCAE is made up of state association executives with their own corporate programs that from time to time there may be conflicts between the NCCAE sponsors and the individual state association corporate programs. In order to minimize and mitigate those conflicts, NCCAE has adopted the following policy and procedures.

Sponsorships may come in the form of general sponsorships or event sponsorships; however, under no circumstance will these sponsorships be construed as an endorsement of the company or the product and services provided by the company. NCCAE will not accept sponsorships from companies that compete directly with the national programs marketed by NACo and endorsed by a majority of the state associations such as the NACo Deferred Compensation program administered by Nationwide Retirement Solutions, the NACo Prescription & Health Discount program administered by CVS Health or the U.S. Communities Cooperative Purchasing Alliance. In addition, when accepting event specific sponsorships NCCAE will be cognizant of the host association's corporate relationships and will try to avoid direct competition to those partners.

In addition, the sponsoring company must meet the following standards:

- The company or service has business integrity, which would reflect well on the Association, its members and its Board of Directors.
- The product or service has value to NCCAE, any of NCCAE's member associations or counties represented by the member associations.
- The company and/or the product or service is not deemed to be controversial or politically divisive.
- NCCAE Executive Committee has the final decision on whether the prospective sponsoring company meets the guidelines outlined in the policy.

NACo will assist NCCAE in securing sponsorships and will ensure that opportunities presented meet the standards outlined. The NCCAE Executive Committee shall approve all sponsorships. Where an executive director has agreed to host an NCCAE meeting and cover the costs of certain functions as part of that meeting, it will be the responsibility of that executive director to obtain any corporate sponsorship for those parts of the events. The host executive director

will coordinate the events and the sponsorships with the NCCAE leadership in order to minimize conflicts.

The sponsorship levels with the benefits that the sponsors receive are:

**Platinum -- \$10,000**

- Participation in reception, meals and events at the NCCAE Annual Meeting in October
- Participation in reception, meals and events at the Presidents and Executive Directors Meeting in January
- Speaking opportunities at all four NCCAE meetings – Presidents & Executive Directors in January, NACo Legislative Conference, NACo Annual Conference and NCCAE Annual Meeting
- Signage at all four meetings recognizing the level of sponsorship
- Acknowledgement of the sponsorship at the beginning of the meetings by the moderator
- Acknowledgement of the sponsorship in the program or agendas for the meetings
- Sponsor logo on NCCAE website with link to corporate site

**Gold -- \$5,000**

- Participation in in reception, meals and events at the Presidents and Executive Directors Meeting in January.
- Speaking opportunities at three NCCAE meetings – Presidents & Executive Directors in January, NACo Legislative Conference and NACo Annual Conference
- Signage at three meetings recognizing the level of sponsorship
- Acknowledgement of sponsorship at the beginning of the meetings by the moderator
- Acknowledgement of the sponsorship in the program or agendas for the three meetings

**Silver -- \$2,500**

- Signage at three meetings recognizing the level of sponsorship – Presidents & Executive Directors Meeting in January, NACo Legislative Conference and NACo Annual Conference
- Acknowledgement of the sponsorship in the program or agendas for the three meetings

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**NCCAE Annual Meeting Sponsor -- \$5,000**

- Participation in reception, meals and events at the NCCAE Annual Meeting in October
- Speaking opportunity at the meeting

- Signage recognizing the level of sponsorship
- Acknowledgement of sponsorship at the beginning of the meeting by the moderator
- Acknowledgement of the sponsorship in the program

**NCCAE Annual Meeting Sponsor -- \$2,500**

- Participation in reception, meals and events at the NCCAE Annual Meeting in October
- Signage recognizing the level of sponsorship
- Acknowledgement of the sponsorship in the program

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**NCCAE Insurance Pool Meeting Sponsor -- \$1,000**

- Participation at the NCCAE Insurance Pool Meeting
- Speaking opportunity at the meeting
- Signage recognizing the level of sponsorship
- Acknowledgement of sponsorship at the beginning of the meeting by the moderator
- Acknowledgement of the sponsorship in the program

**NCCAE Insurance Pool Meeting Sponsor -- \$500**

- Participation at the NCCAE Insurance Pool Meeting
- Signage recognizing the level of sponsorship
- Acknowledgement of sponsorship at the beginning of the meeting by the moderator
- Acknowledgement of the sponsorship in the program