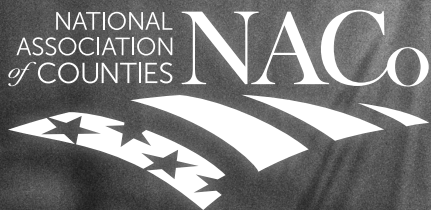


# NACo CORPORATE PROGRAMS





## 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.

## MISSION

Through NACo, county officials:

- Advocate with a collective voice on national policy
- Exchange ideas and build new leadership skills
- Pursue transformational, cost-effective 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.





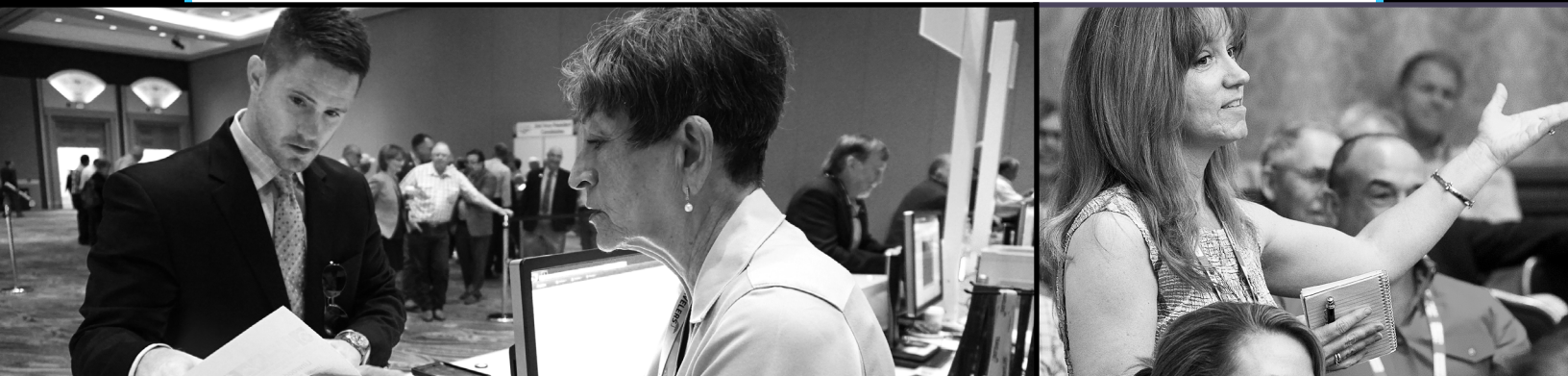
Hi! My name is Tony Jamison and I am NACo's Business Development Manager. When it comes to corporate engagement, our top priority is to build relationships that matter – our program is developed around what matters to you, and what will ensure your firm's success in the county market.

Upon reviewing the information in this packet, please keep in mind that we will work with you to offer partnership options that suit your needs and make sense from all perspectives. We are committed to helping you showcase your company's commitment to moving counties forward.

Reach out any time – I look forward to discussing how we can collaborate!

**Tony Jamison**

Business Development Manager  
Direct: 202.661.8843  
Email: [tjamison@naco.org](mailto:tjamison@naco.org)



# NACo's CORPORATE PROGRAMS

## BUILDING RELATIONSHIPS THAT MAKE A DIFFERENCE

NACo's Corporate Program does more than raise your corporation's visibility; it lets you exchange information directly with decision makers at the county government level. You will build and sustain relationships based on an understanding of one another's issues and priorities. We look to our corporate partners for expertise and thought-leadership in helping our members solve the problems facing our counties across the nation.

### NACo MARKET:

3,069 county governments, \$554.4 billion spend, 3.6 million employees, 308 million residents.

Counties are deeply involved in the following areas:

- Transportation & Infrastructure: Bridges, Roads, Public Facilities
- Health: Public Health, Hospitals, Medicaid
- Justice & Public Safety: Courts & Jails, Fire Protection, Police and Sheriff Depts
- County Management: Parks & Rec, Community & Economic Development
- And more...

### NACo NETWORK:

- County administrators/managers
- Affiliates and affiliated
- Commissioners and elected executives
- State associations of counties
- County CFOs, CIOs, attorneys and c-suite leaders
- Constitutional/row officers
- And more...





# LEVELS OF CORPORATE PARTNERSHIPS

## NACo's PREMIER CORPORATE PROGRAM:

NACo Corporate members range from Fortune 100 companies to smaller niche businesses as well as trade organizations. NACo offers all of our members the ability to:

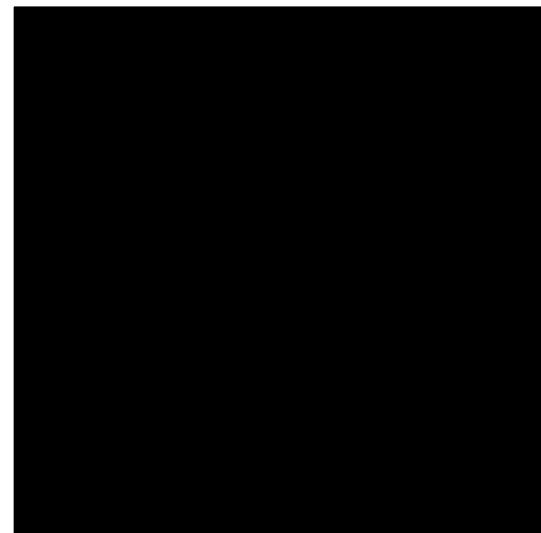
- Grow your brand within the county space
- Sell to county governments
- Participate in our advocacy efforts
- Provide thought leadership and educational resources

## NACo's BUSINESS COUNCIL:

The Business Council is where private sector companies connect, collaborate and contribute to help shape the future of counties. We will help you – and all levels of your organization – succeed by providing access to analytics, events and opportunities to network with C-level county appointed officials and working groups covering county operations.

## NACo's START-UP ZONE:

We believe every company deserves a seat at the table. That's why we offer a discounted membership category to startup companies. NACo is your go-to resource to connect with our more than 2,300 member counties and help grow your business.



# SPONSORSHIP OPPORTUNITIES

## EVENTS:

### LEGISLATIVE CONFERENCE:

2,000 elected and appointed county officials come together to focus on federal policy issues that impact counties and county residents.

### WESTERN INTERSTATE REGION CONFERENCE:

County officials – many from the fifteen Western states – come together to focus on pressing issues facing counties and county residents.

### ANNUAL CONFERENCE AND EXPOSITION:

County officials and county staff from across the country come together for four days of education, networking and sessions aimed to help improve county residents' lives and the efficiency of county government.

### PREMIER CORPORATE FORUM:

This smaller, shorter event is designed to bring Premier Corporate Partners and counties together to learn, exchange ideas, and discuss potential public-private partnerships in a solutions-oriented way.

### LARGE URBAN COUNTY CAUCUS SYMPOSIUM (LUCC):

County officials from America's metropolitan counties come together to focus on urban challenges and solutions, engage in peer-to-peer information exchanges, and inform national policy discussions.

### RURAL ACTION CAUCUS SYMPOSIUM (RAC):

County officials from America's rural counties come together to discuss the many critical issues impacting rural life and development, including infrastructure, health services, business development and more.

## PROGRAMS AND INITIATIVES:

### DATA-DRIVEN JUSTICE:

Utilizes data and technology to create justice-related practices and programs that address criminal behavior with safe, effective methods.

### COMMUNITY AND ECONOMIC DEVELOPMENT:

Ensures that counties stay healthy, vibrant, safe and economically competitive.

### HEALTHY COUNTIES INITIATIVE:

Shares innovative approaches to pressing health issues impacting counties.

### OPIOID TASK FORCE:

Enables counties to address the opioid epidemic in comprehensive, cost-effective and life-saving ways.

### PUBLIC TECHNOLOGY INSTITUTE (PTI):

Identifies research opportunities, provides thought leadership, shares solutions, and provides technology support services to counties.

### RESILIENT COUNTIES:

Bolsters counties' ability to thrive amid changing physical, environmental, social and economic conditions, including disasters both natural and man-made.

### SMART JUSTICE INITIATIVE:

Builds knowledge and capacity for successful justice policies and practices among counties.

### SMARTER COUNTIES:

Puts forth technology solutions for counties.

### STEPPING UP INITIATIVE:

Advances counties' efforts to reduce the number of adults with mental and co-occurring substance disorders in jails.

### LARGE URBAN COUNTY CAUCUS

Brings together county officials from America's metropolitan counties.

### RURAL ACTION CAUCUS

Brings together county officials from America's rural counties.





**Esri considers NACo a valued partner and not just another sponsorship, and vice versa. Over time, we have developed a mutually beneficial relationship that has led to numerous opportunities that directly impacted our bottom-line.**

*—Richard Leadbeater, Esri*



## START-UP ZONE MEMBERS:



[fb.com/NACoDC](https://fb.com/NACoDC) | [twitter.com/NACoTWEETS](https://twitter.com/NACoTWEETS)  
[youtube.com/NACoVIDEO](https://youtube.com/NACoVIDEO) | [linkedin.com/in/NACoDC](https://linkedin.com/in/NACoDC)



660 NORTH CAPITOL STREET, NW | SUITE 400 | WASHINGTON, DC 20001 | 202.393.6226 | [www.NACo.org](http://www.NACo.org)