

NACo WESTERN INTERSTATE REGION CONFERENCE & RURAL ACTION CAUCUS SYMPOSIUM

SPONSORSHIP OPPORTUNITIES

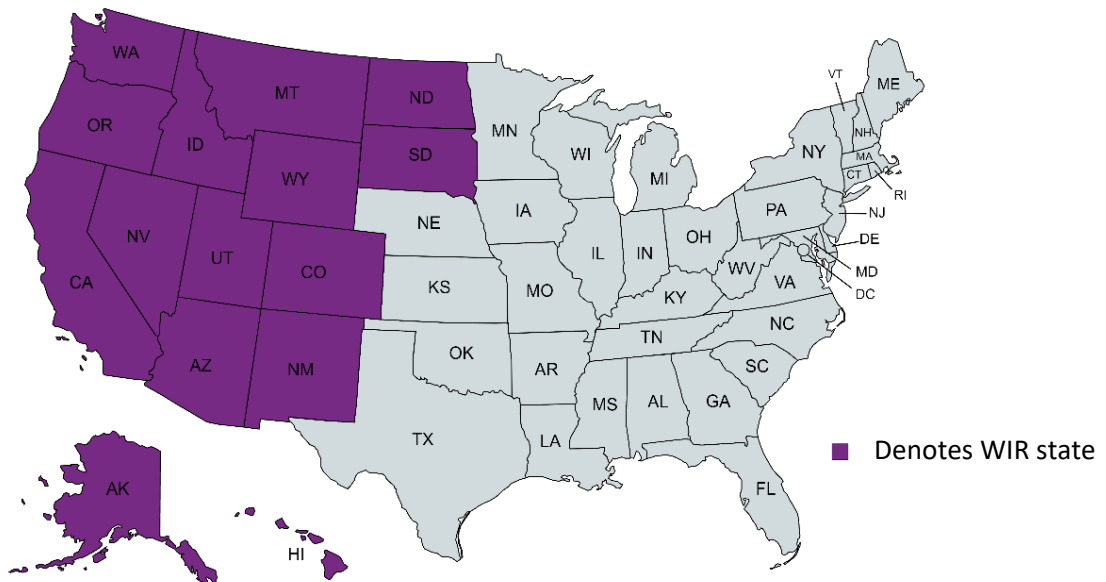
May 18-20, 2022 | Anchorage, Alaska

The NACo Western Interstate Region (WIR) Conference brings together county officials from across the nation to focus on pressing issues facing counties and our residents. Each year the conference is hosted by a county within the fifteen Western states – Alaska, Arizona, California, Colorado, Hawai'i, Idaho, Montana, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington and Wyoming – and provides attendees with the opportunity to interact with federal, state and regional policymakers, participate in educational sessions, and leave with tools to address county challenges. This year's conference will be co-located with NACo's Rural Action Caucus (RAC) Symposium, which will convene county leaders from across rural America to discuss and consider opportunities and challenges associated with rural communities.

Attendance expectations are 350-450 county and borough officials representing the nation's 15 western states, as well as officials from rural counties, parishes and boroughs across the country. Attendees will be predominantly elected officials (county board members and executives) and county administrators/managers. This conference will take place as counties continue determining how to allocate the \$65 billion in American Rescue Plan Act funding sent directly to counties – there has never been a better time to forge partnerships between the private and public sectors!





All sponsorship funds must be received at least two weeks prior to the conference for NACo to execute on the listed deliverables.

For questions, please reach out to Jack Peterson at jpeterson@naco.org.



WIR CONFERENCE SPONSORSHIP TIERS

Sponsors may select from one of the following sponsorship tiers, which include a range of speaking, exhibiting, and brand-building opportunities.

<p>DENALI SPONSORSHIP TIER</p> 	<p>FAIRWEATHER SPONSORSHIP TIER</p> 	<p>WRANGELL SPONSORSHIP TIER</p> 	<p>CHUGACH SPONSORSHIP TIER</p> 
<p>\$20,000</p>	<p>\$10,000</p>	<p>\$5,000</p>	<p>\$1,500</p>
<ul style="list-style-type: none"> ✓ Primary logo recognition ✓ Sponsorship of the Attendee Luncheon on Thursday, May 19, including speaking opportunity ✓ 4 complimentary registrations ✓ 4 invitations to the NACo/WIR Board of Directors reception ✓ Table display in the exhibit area ✓ One item available at registration 	<ul style="list-style-type: none"> ✓ Logo recognition ✓ One speaking opportunity during the conference (may be during a workshop or general session) ✓ 3 complimentary registrations ✓ 3 invitations to the NACo/WIR Board of Directors reception ✓ Table display in the exhibit area 	<ul style="list-style-type: none"> ✓ Logo recognition ✓ 3 complimentary registrations ✓ Table display in the exhibit area 	<ul style="list-style-type: none"> ✓ 1 complimentary registration ✓ Table display in the exhibit area
<p><i>Limited to one sponsor</i></p>	<p><i>Limited to four sponsors</i></p>	<p><i>Limited to three sponsors</i></p>	<p><i>Up to 15 sponsors</i></p>

PRE-CONFERENCE TRIP SPONSORSHIP OPTIONS

Prior to the start of the conference, attendees will have the option to join one of three exciting mobile tours to learn more about Alaska, including options to visit the Arctic Circle, experience Alaska's tourism industry, and touring the stunning Kenai Fjords. By sponsoring these trips, partners will have the opportunity to engage with county officials on a day-long tour of one of Alaska's unique sites. Each trip is limited to one sponsor.

NORTHWEST ARCTIC BOROUGH PRE-CONFERENCE TRIP – \$40,000

On Tuesday, May 17, up to 50 conference attendees will take a day-long trip to the Northwest Arctic inside the Arctic Circle. This unique experience will offer attendees the opportunity to travel across the state and learn about the borough's mining, coastal infrastructure and collaborative efforts with indigenous populations. By sponsoring this trip, partners will have the opportunity to engage with NACo members over the course of an entire day while taking a trip of a lifetime. NACo and the Alaska Municipal League (AML) will co-brand attendee "swag" for this trip with sponsors. ***Sponsors will also be automatically recognized as a Caribou level sponsor for the duration of the conference (including the speaking opportunity).***

FAIRBANKS PRE-CONFERENCE TRIP – \$30,000

On Tuesday, May 17, up to 50 conference attendees will take a day-long trip to Fairbanks, Alaska. During the trip, attendees will be able to visit the military installation in Fairbanks, tour the university's Arctic Research program and learn more about the area's mining and tourism industries. By sponsoring this trip, partners will have the opportunity to engage with NACo members over the course of an entire day. NACo and AML will co-brand attendee "swag" for this trip with sponsors. ***Sponsors will also be automatically recognized as a Caribou level sponsor for the duration of the conference (including the speaking opportunity).***

SEWARD'S PROMISE PRE-CONFERENCE TRIP: ONE OF THE KENAI'S GATEWAY COMMUNITIES – \$15,000

On Tuesday, May 17, a group of conference attendees will take a train from Anchorage to Seward, Alaska. As part of this trip, attendees will take a tour of the Kenai Fjords and the Alaska SeaLife Center. By sponsoring this trip, partners will have the opportunity to engage with NACo members over the course of an entire day. NACo and AML will co-brand attendee "swag" for this trip with sponsors. ***Sponsors will also be automatically recognized as a Wolf level sponsor for the duration of the conference.***

A LA CARTE SPONSORSHIP OPTIONS

All a la carte sponsorship options come with two (2) complimentary conference registrations, logo promotion online and on slides at the event, and logo inclusion on sponsor signs at the conference. Additional benefits for each a la carte option are listed below. Most a la carte sponsorships are limited to one sponsor, unless indicated.

CONFERENCE-WIDE WI-FI SPONSORSHIP – \$10,000

Wi-Fi sponsorships include the opportunity to name the conference Wi-Fi network and password (subject to NACo approval) and set the landing page for attendees. ***The Wi-Fi Sponsor will also be recognized as a Wolf level sponsor for the duration of the conference.***

CONFERENCE APP SPONSORSHIP – \$8,000

Conference app sponsors will receive:

- Co-branded landing page on the app with NACo
- Dedicated sponsor page on the app
- Opportunity to craft five (5) push notifications to go to attendees throughout the conference (language and content pending NACo approval)
- ***The App Sponsor will also be recognized as a Wolf level sponsor for the duration of the conference.***

RURAL ACTION CAUCUS (RAC) SESSION SPONSORSHIP – \$7,500

Max of four (4) sponsorships available.

RAC sponsors will receive the following opportunities:

- Logo recognition on RAC sponsor signs and slides throughout the conference
- Table display in the foyer area for promotional items
- One (1) opportunity to speak during the conference at a RAC-affiliated event (the RAC general session or a RAC-affiliated workshop)
- Two (2) invitations to the *invite only* RAC Reception during the conference