



# **NACo CORPORATE PREMIER PROGRAM**

2021 SPONSORSHIP OPPORTUNITIES



# WELCOME TO NACo's CORPORATE PREMIER PROGRAM



NACo's Corporate Premier Program offers companies the opportunity to engage with and support county officials across the country. With our extensive networks spanning the country's 3,069 counties, 40,000 elected officials, 3.6 million county employees and over 30 affiliated county associations, NACo is excited to offer businesses the opportunity to partner and grow your footprint within local government. We know partnerships across industries are crucial to achieving NACo's vision to build healthy, safe and vibrant counties across America. To that end, we offer a variety of sponsorship opportunities to add value to counties and create marketplace efficiencies while simultaneously furthering our partners' goals. We look forward to pursuing mutually beneficial partnerships between your organization and our membership.



**Matthew Chase**  
Executive Director



**Jack Peterson**  
Director of Strategic Relations  
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# NACo CORPORATE PREMIER PROGRAM SPONSORSHIP TIERS

## SILVER SPONSOR \$25,000

- Six total conference registrations
- One Corporate Premiere Event registration
- One NACo Engagement Opportunity
- Quarterly Check-ins with Corporate Team
- NACo's Standard Marketing Package:
  - Sub-page on NACo website
  - Two blogs and social media pushes
  - Logo promotion on signage, in program, and other areas
  - Pre/post registration lists w/o contact information

## BRONZE (INAUGURAL) YEAR SPONSORSHIP \$15,000

- Four total conference registrations
- Quarterly Check-ins with Corporate Team
- NACo Standard Marketing Package

## GOLD SPONSOR \$50,000

### Silver Sponsor benefits plus:

- Four additional conference registrations
- One additional Corporate Premier Event registration
- Monthly Check-ins with Corporate Team and relevant NACo staff
- LUCC or RAC Signature Partnership\*
- Complimentary Booth at NACo's Annual Conference Exhibition Hall
- One invitation to NACo's One-Day Corporate Strategy Session with C-Suite leadership
- One opportunity to promote content on NACo's Tech Xchange
- One week sponsorship of *County News Now*
- Standard Marketing Package, plus:
  - Half page ad in one conference program
  - One webinar
  - One targeted eblast
  - One promotional item at registration at one of NACo's major conferences

## PLATINUM SPONSOR \$100,000

### Gold Sponsor benefits plus:

- Five additional conference registrations
- One additional NACo Engagement Opportunity
- LUCC **and** RAC Signature Partnership\*
- Pre/Post conference registration **with** contact information for major conferences
- Featured Sponsor of LUCC/RAC reception at major conferences
- Sponsorship of registration area at one major NACo conference
- Digital Convening and Networking opportunity with up to ten (10) counties
- Two invitations to NACo's One-Day Corporate Strategy Session with C-Suite leadership
- Standard Marketing Package, plus:
  - Full page ad in conference program
  - Conference app sponsor at major conferences
  - Two webinars
  - Two targeted eblasts
  - One promotional item at registration of conferences

*\*Gold sponsors automatically receive either a LUCC or RAC "signature" sponsorship, which includes extra registrations to LUCC or RAC events, a resource table at one of the two symposiums, speaking opportunities before the group of your choice, and other opportunities for engagement. Platinum sponsors receive "signature" sponsorships for both LUCC and RAC.*

# NACo ENGAGEMENT OPPORTUNITIES

Each sponsorship tier on the previous page offers partners the opportunity to select at least one NACo Engagement Opportunity. Engagement Opportunities allow partners to focus their sponsorship within a specific content area with NACo members, staff and our events. These opportunities and deliverables are outlined on the following pages.

**ANNUAL CONFERENCE SPONSORSHIP** – The NACo Annual Conference & Exposition draws the largest audience of county elected and appointed officials and their key staff from across the country. Registrants take part in four days of educations, networking, professional development and enrichment sessions, all aimed at helping counties improve residents' lives and maximize the efficiency of country government. Sponsorship of the Annual Conference includes:

- Logo promotion as conference sponsor in the conference program and online
- Logo promotion on signage throughout the conference, including at general sessions
- Four additional Annual Conference registrations
- One invite to the LUCC/RAC reception
- One 10x10 booth space in the exhibition hall (additional space and upgrades may be purchased)

**LEGISLATIVE CONFERENCE SPONSORSHIP** – NACo's Legislative conference brings over 2,000 county officials annually to Washington, D.C. to advocate before federal lawmakers on issues important to counties. This conference includes two days of policy discussions, two days of workshops and educational activities, and one day of Capitol Hill and executive agency advocacy. Sponsorship of the Legislative Conference includes:

- Logo promotion as conference sponsor in the conference program and online
- Logo promotion on signage throughout the conference, including at general sessions
- Four additional Legislative Conference registrations
- One invite to the LUCC/RAC reception



**WESTERN INTERSTATE REGION CONFERENCE SPONSORSHIP (WIR)** – WIR is dedicated to the promotion of western interests within NACo. These interests include public land issues, community stability and economic development. Its membership consists of the fifteen western states. The WIR Conference brings together 500-600 county officials each spring for a discussion focused on these issues. Sponsorship includes:

- Logo promotion as conference sponsor in the conference program and online
- Logo promotion on signage throughout the conference, including at general sessions
- Two additional WIR Conference registrations
- One speaking opportunity to be organized with NACo Staff

## NACo ENGAGEMENT OPPORTUNITIES (CONTINUED)

**LARGE URBAN COUNTIES CAUCUS (LUCC) SPONSORSHIP\*** – LUCC is the premier forum for urban county leaders and is the voice for America’s metropolitan counties before Congress and the administration. LUCC members focus on urban challenges and solutions, engage in peer-to-peer information exchanges and inform national policy discussions. A LUCC sponsorship includes:

- Two complimentary registrations to the annual LUCC Symposium
- Two invitations to LUCC/RAC receptions at major NACo conferences
- Logo promotion on all signage at LUCC events throughout the calendar year

**RURAL ACTION CAUCUS (RAC) SPONSORSHIP\*** – RAC is the voice for America’s rural counties before Congress and the administration. County elected officials from these rural areas are dedicated to solving critical issues impacting rural life and economic development, including infrastructure, broadband deployment, development of new rural clinics and hospitals, and more. A RAC sponsorship includes:

- Two complimentary registrations to the annual RAC Symposium
- Two invitations to LUCC/RAC receptions at major NACo conferences
- Logo promotion on all signage at RAC events throughout the calendar year

**HEALTHY COUNTIES SPONSORSHIP** – NACo’s Healthy Counties Initiative creates and sustains healthy communities by supporting collaboration and sharing innovative approaches to pressing health issues. The Healthy Counties Advisory Board, comprised of county leaders who are health advocates and corporate partners, identifies priorities and ensures that other county leaders receive timely information to make appropriate health decisions for their communities. This sponsorship includes:

- Logo recognition as a Healthy Counties program sponsor at all Healthy Counties events
- One seat on the Healthy Counties Advisory Board
- Invitations to Healthy Counties member calls and workshops at major NACo events

**TECHNOLOGY PORTFOLIO AND CIO FORUM SPONSORSHIP** – Engage with NACo Staff and county leaders involved in the technology portfolio, including over 400 county CIOs. This sponsorship includes:

- At least one webinar opportunity to develop, in concert with NACo staff, webinar content and present on relevant technology topics (this may be technical in nature)
- Sponsorship of the CIO Forum at either NACo’s Legislative Conference or NACo’s Annual Conference (partner’s choice), including content engagement, logo recognition and reception sponsorship
- Recognition as a “Basic” sponsor of NACo’s Tech Xchange, which can be found in more detail on page 8





## NACo ENGAGEMENT OPPORTUNITIES (CONTINUED)

**SMART JUSTICE SPONSORSHIP** – Smart Justice aims to build knowledge and capacity for successful justice policies and practices among the nation's counties. Smart Justice projects enhance partnerships among public, private and philanthropic leaders along with national experts to promote safer communities and utilize taxpayer money more effectively and efficiently. This sponsorship includes:

- Logo recognition as a Smart Justice Sponsor at relevant NACo events
- Invitations to attend Smart Justice focused calls, workshops and webinars
- One cobranded webinar with topic and speakers to be determined with NACo staff

**RESILIENT ECONOMIES AND COMMUNITIES SPONSORSHIP** – Resilient Economies and Communities works to strengthen leadership capacity to build economies and communities that are vibrant, inclusive for all and resilient to disasters, economic transition, and persistent poverty. Using sustainable and equitable practices and infrastructure, counties will be better prepared to respond to, recover from, and mitigate natural, economic, social and other challenges. This sponsorship includes:

- Logo recognition on the Resilient Counties initiative webpage, promo materials and signage at events
- One seat on the Resilient Counties Advisory Board
- Opportunity to participate in initiative-driven content, such as the Resilient Counties Newsletter

**CHILDREN, YOUTH AND FAMILIES SPONSORSHIP** – The Children, Youth and Families Initiative promotes strategic approaches to improving child and family wellbeing and outcomes. This includes a focus on county governments' efforts regarding early childhood development, partnerships with post-secondary education systems to promote career readiness, and improving coordination and communication across family services and programs. Partnerships focused on NACo's CYF Initiative include:

- Logo recognition as a Children, Youth and Families sponsor at relevant NACo events (including digital events)
- Invitations to attend Children, Youth, and Families focused calls, workshops and webinars
- At least two cobranded webinars with topic and speakers to be developed in concert with NACo staff



# A LA CARTE SPONSORSHIPS



## YEAR-ROUND A LA CARTE OPTIONS

## COST

Hosted Webinar	\$5,000
NACo Lunch and Learn	\$5,000
NACo Tech Xchange	See Page 8

## CONFERENCE SPONSORSHIP OPTIONS

## COST

General Session Sponsorship	\$40,000
Closing Reception Sponsorship	\$20,000
First-Time-Attendee Breakfast Sponsorship	\$25,000
Conference App Sponsorship	\$10,000
Wi-Fi Sponsorship	\$15,000
Charging Lounge Sponsorship	\$15,000
Exhibit Hall Lounge Sponsorship	\$15,000
Additional Signage Sponsorship	\$3,000-\$10,000, pending request
Final Program Ad Sponsorship	\$5,000
Coffee Station Sponsorship	TBD
Branded Hand Sanitizer	TBD
Branded Water Bottles	TBD

The NACo County Tech Xchange is an online portal designed to connect county CIOs, IT Directors, CISOs, and other IT leadership. This portal provides valuable resources in a central location which counties can use to improve their overall technology infrastructure.

### TECH XCHANGE BASIC SPONSORSHIP - \$15,000\*

A basic sponsorship of the Tech Xchange portal includes:

- Logo display as a sponsor of the Tech Xchange
- Access to the portal to view county approved interactions
- Promotion of partner's white papers on county projects on the portal
- Posting of solution use cases on county projects on the portal
- Sponsorship, including content development, of one webinar

### TECH XCHANGE PREMIUM SPONSORSHIP - \$25,000\*

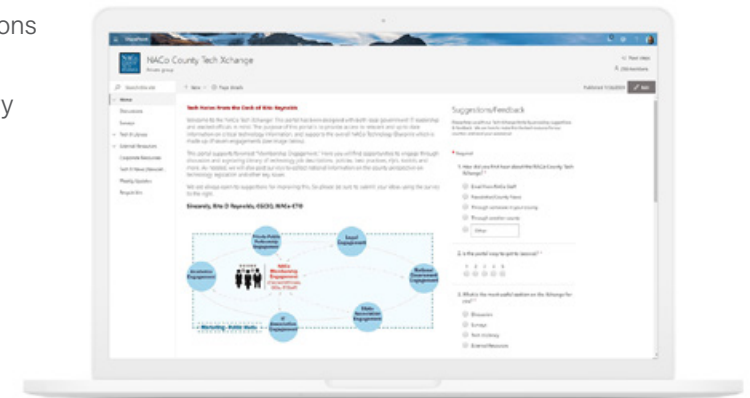
A premium sponsorship of the Tech Xchange portal includes the opportunities included in a Basic Sponsorship, plus:

- Access to contact information for select county CIOs and IT Directors
- Opportunity to partner on white paper development and relevant task forces as developed by NACo's IT Advisory Council
- Dedicated webpage on the Tech Xchange, including a discussion area for counties to seek guidance from partners
- Invitation to quarterly focus group discussions on county priorities
- One invitation to NACo's annual IT Advisory Council Meeting

**Great opportunity here to interconnect all of the counties across the U.S. to the resources we need access to!**

- Phillip Walter, MS,  
Chief Information Officer,  
Adams County, PA

\*Corporate Premier members in the Silver, Gold, or Platinum tiers receive discounted Tech Xchange sponsorship rates







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