



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.



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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

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
- Sponsorship of LUCC or RAC
- 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
- Sponsorship of LUCC **and** RAC
- 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

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 600 county CIOs. This sponsorship includes:

- Sponsorship of both CIO Forums, including the opportunity to recommend content
- Recognition as a Technology partner in all other relevant areas
- Development of one (1) webinar as part of NACo's technology-related webinar series on a topic agreed upon by sponsor and NACo staff
- Two (2) opportunities to have resources, white papers, or other links posted to the NACo Tech Xchange over the course of the year
- Opportunity to contribute to NACo's Monthly IT Newsletter



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

NACo Knowledge Network	See Page 8
NACo Tech Xchange	See Page 9
NACo's High Performance Leadership Academy	See Page 10

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 Knowledge Network (NKN) is an all-virtual content platform featuring county-relevant content such as town halls, membership calls, webinars and live events. NKN offers an interactive forum that allows corporate partners to learn and connect with county officials and share expertise on the issues that are critical to counties.

Sponsorships for the NKN span six-month periods (January-June or July-December), and include recognition as a sponsor of NACo's Legislative (February) or Annual (July) Conference. *Since February 2020, NACo has engaged an average of over 12,000 individuals virtually over any given six-month time frame.*

There are two sponsorship tiers for the NKN:

PREMIER NKN SPONSOR - \$10,000

Sponsorships run either January-June or July-December

- Standing Sponsor "exhibition booth," which includes:
 - Sponsor contact information
 - Links to sponsor website and social media
 - PDFs or links to resources (similar to hand outs in exhibition halls)
 - Embedded videos
 - Schedule a Meeting capabilities (sponsor-county interactions)
 - Logo branding at both site-level and event-level navigation
- Customizable scrolling banner ads on the NKN home page and other relevant sections
- Development of one session (i.e. a webinar) to be hosted on the NKN
- One blog post on NACo.org
- Logo branding on relevant e-blasts
- Recognition as a sponsor of either NACo's Legislative or Annual Conference

PLATINUM NKN SPONSOR - \$20,000

Sponsorships run either January-June or July-December

- All benefits of a Premier NKN Sponsor, plus:
- Additional sponsorship of one (1) session hosted on the NKN (content development not included, but sponsor will receive a 2-3-minute speaking opportunity at the end of a session or webinar)
- Two (2) content break sponsorships (ads or giveaways) during a major NACo event on the platform (Legislative or Annual Conference)
- One additional blog post and a banner ad in one edition of NACo's *County News Now* (our weekly e-publication with a 45,000 subscriber list)
- Logo recognition on select attendee communications
- Attendee lists (with contact information) for a major NACo event during the selected time frame for attendees who agree to have their information shared
- Recognition as a sponsor of either NACo's Legislative or Annual Conference, including attendee lists for registrants who agree to share their information (contact information not included)

For either package, sponsors receive a 25% discount after the first package.

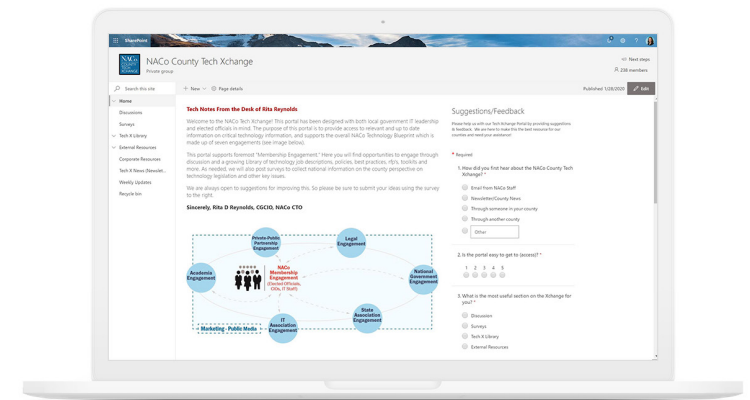
The NACo County Tech Xchange is an online portal designed to connect county CIOs, IT Directors, CISOs, and other IT leadership. This portal provides valuable resources in a central location which counties can use to improve their overall technology infrastructure.

TECH XCHANGE SPONSORSHIPS OVERVIEW \$15,000/ANNUALLY

- Logo placement as a sponsor of the NACo Tech Xchange
- Dedicated webpage/microsite on the Tech Xchange Portal
- Opportunity to promote white papers, solution use cases, or other links on the portal as appropriate through NACo staff
- Ability, if of interest to NACo and sponsor, to partner on relevant white papers
- Opportunity to solicit input and feedback from Tech Xchange members through twice-annual membership surveys
- Invitation to county focus group discussions, typically held on a quarterly basis
- One invitation to NACo's annual IT Advisory Council meeting
- One (1) webinar development opportunity as part of NACo's technology-related webinar series on a topic agreed upon by sponsor and NACo staff

**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






NACo, in partnership with the Professional Development Academy, now offers the opportunity to extend your brand while deepening the value of your relationship with current customers and future ones.

Traditional advertising and outreach no longer yield the results you need from a marketing investment. You need better channels to reach your target market of decision makers, influencers, and future leaders. The best way to do so is by helping address the most pressing issue organizations face today – leadership development – and do so with the best provider of leadership development today – The Professional Development Academy.

NACo now offers the opportunity to partner with the Professional Development Academy to promote your organization's value with a relationship-based marketing solution.

There are several reasons to partner with the Professional Development Academy. Here are the top three:

1. **Position your unique solutions, products and services in front of current and future leaders who have decision making authority.**
2. **Provide content-rich material in a new way that spotlights your brand as an industry-leading solution.**
3. **Establish relationships with current and future leaders to secure market positioning now and for the future.**

Brand Marketing					Relationship Engagement
NACo Platinum Partners	Individual Sponsor: \$2,000	Cohort Sponsor \$20,000	Enhanced Cohort \$50,000 +	Super Sponsor \$250,000 +	Platinum Sponsor \$500,000 +
Platinum NACo sponsors receive brand marketing on the NACo Learning Management System (LMS), which is used to deliver the 12-week leadership program content.	Sponsors can support branded scholarships for leaders enrolling in all NACo Leadership Academy programs. Scholarships can be purchased in bundles of 5.	Pack of 10 NACo Academy (branded) scholarships can be targeted by county size, region and leader role.	Pack of 25 NACo Academy (branded) scholarships can be targeted by county leader role, region or size. This level also includes a branded LMS, program materials and one white-paper.	Pack of 100 NACo Academy (branded) scholarships can be targeted by county leader role, region, or size. This level also includes a branded LMS, program materials and three white-papers.	Pack of 250 NACo Academy (branded) scholarships can be targeted by county leader role, region, or size. This level also includes a branded LMS, program materials and five white-papers.
Platinum NACo sponsors receive two scholarships as part of their NACo agreement.	Sponsors may purchase (through NACo) the option to co-present one (1) case-based webinar at discounted rates.	Sponsors receive the opportunity to develop one (1) case-based webinar through NACo.	Sponsors will be recognized as a NACo Bronze partner and may develop two (2) case-based webinars.	Sponsors will be recognized as NACo Silver partners and may develop three (3) case-based webinars.	Sponsors will be recognized as NACo Platinum partners and may develop up to five (5) case-based webinars.

WE MAKE LEADERS BETTER, PERIOD.

[Naco.org/skills](https://naco.org/skills)



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