



NACo WESTERN INTERSTATE REGION CONFERENCE & RURAL ACTION CAUCUS SYMPOSIUM

SPONSORSHIP OPPORTUNITIES

October 13-15, 2021 | Little America | Salt Lake County, Utah

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 take-home tools to address challenges. This year's conference will feature the Rural Action Caucus (RAC) symposium including sessions dedicated to rural county issues.

Attendance expectations are 400-600 county officials representing the nation's 15 western states and rural counties from across the country. Attendees will predominantly be elected officials (county board members and executives) and county administrators/managers. This conference will take place as counties determine 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!

Each of the sponsorship opportunities outlined below provide sponsors the opportunity to build brand awareness and relationships with counties. *All sponsorship funds must be received three 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.

ZION SPONSORSHIP TIER — \$15,000 — Claimed!

~~Limited to one sponsor!~~

The conference title sponsor will receive the following benefits:

- Primary logo promotion on the conference website, in the conference program, on slides during the conference general sessions, and on sponsor signs throughout the conference
- Recognition as the sponsor of the Attendee Luncheon on Thursday, October 14, including an opportunity to briefly introduce your company and the keynote speaker during the luncheon
- Table display in the foyer area for promotional items
- Four (4) complimentary conference registrations
- Four (4) invitations to the *invite-only* NACo/WIR Board of Directors Reception
- One item available for pick-up at registration for attendees



BRYCE SPONSORSHIP TIER – \$10,000 – One of four claimed!

Limited to ~~four~~ **three** sponsors!

Conference sponsors at this level will receive the following benefits:

- Logo promotion on the conference website, in the conference program, on slides during the conference general sessions, and on sponsor signs throughout the conference
- Table display in the foyer area for promotional items
- Three (3) complimentary conference registrations
- Three (3) invitations to the *invite-only* NACo/WIR Board of Directors Reception



In addition to these items, sponsors at the Bryce level will **select one (1)** of the following events, where you will be recognized as the main sponsor of the event:

- **WIR Board of Directors and NACo Board of Directors invitation only reception** – includes logo recognition on signage and two (2) additional invitations to the conference and reception
- ~~**Opening General Session** – includes logo recognition on slides and signage, reserved seats at the front of the session, and the opportunity to introduce a keynote speaker during the session –~~
Claimed!
- **Closing General Session** – includes logo recognition on slides and signage, reserved seats at the front of the session, and the opportunity to introduce a keynote speaker during the session
- **Conference-wide Reception** – includes logo recognition on signage and two (2) additional invitations to the entire conference

ARCHES SPONSORSHIP TIER – \$5,000 – One of three claimed!

Limited to ~~three~~ **two** sponsors!

Conference sponsors at this level will receive:

- Logo promotion on the conference website, in the conference program, on slides during the conference general sessions, and on sponsor signs throughout the conference
- Table display in the foyer area for promotional items
- Three (3) complimentary conference registrations



CANYONLANDS SPONSORSHIP TIER – \$2,000

Conference sponsors at this level will receive:

- Logo promotion on the conference website, in the conference program, on slides during the conference general sessions, and on sponsor signs throughout the conference
- Two (2) complimentary conference registrations



A LA CARTE SPONSOR OPTIONS – PRICING LISTED BELOW

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.

Rural Action Caucus (RAC) session sponsorship – \$7,500

Max of four (4) sponsorships available.

RAC sponsors will have their logos included on RAC sponsor signs and slides throughout the conference. RAC session sponsors will also receive at least one (1) opportunity to speak during the conference at a RAC-affiliated event (the RAC general session or a RAC-affiliated workshop).

Sanitation station kiosk sponsorships – \$3,000

Your logo will be placed on hand sanitation stations that are connect to the NACo banquet space at the conference site (not on those that appear in common areas).

Conference-wide Wi-Fi sponsorship – \$12,000

Wi-Fi sponsorships include the opportunity to name the conference Wi-Fi network and password (subject to NACo approval).

Morning coffee station sponsorship – \$3,000

Max of three (3) sponsorships available.

Help attendees get their mornings started by sponsoring a coffee station on one (1) morning in the conference space for all attendees. Your logo will be on signs next to the station and you will be recognized as the sponsor in the conference program.

Conference app sponsorship – \$8,000

Sponsor the conference app that will be used by all attendees! The landing page of the app can be co-branded with your logo and NACo's, and you will have a dedicated sponsor page on the app as well. As part of this sponsorship, you will also be invited to craft five (5) push notifications to go to attendees throughout the conference (language and content pending NACo approval).