NACo CORPORATE PARTNERS PROGRAM

2022 SPONSORSHIP AND ENGAGEMENT OPPORTUNITIES
WELCOME TO NACo’s CORPORATE PREMIER PROGRAM

NACo’s Corporate Partners Program offers companies the opportunity to engage with and support county governments across the country. 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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WHY PARTNER WITH NACo? WHY SUPPORT COUNTY GOVERNMENTS?

More than 19,000 elected county board members and executives nationwide set the general policies and budgets of the nation’s 3,069 county governments with nearly 18,500 independently elected county officials also playing key leadership roles for specific areas of county responsibilities.

Counties also employ more than 3.6 million Americans dedicated to excellence in public service.

County budgets annually invest more than $665 billion in local services, programs and operations, on which residents rely every day.
AMERICA’S 3,069 COUNTIES
About 50% of the U.S. population lives in 132 large urban counties, with the remaining 50% residing in more than 2,900 counties. Yet, federal and state mandates for county governments tend to be the same, regardless of population and scale. And all counties share the same purpose of promoting healthy, safe and vibrant local communities across America.

NETWORKS OF NACo
Networks emerge when nodes connect to other nodes... NACo brings elected and appointed county officials together with a shared mission of strengthening America’s counties.

- Commissioners and Elected Executives
- Constitutional/Row Officers
- State Associations of Counties
- National Affiliates and Affiliated
- County Administrators/Managers
- County CFOs, CIOs, Attorneys & Department Leaders
NACo CORPORATE PREMIER PROGRAM SPONSORSHIP TIERS

Partners wishing to be recognized as a Corporate Premier Partner may select from the following tiers offering a variety of engagement levels and opportunities.

**SILVER SPONSOR** $25,000

- In person conference engagements:
  - Six (6) complimentary conference registrations to be used at the Annual, Legislative, and WIR Conferences
  - One (1) Corporate Premier Event invitation
  - One (1) complimentary invitation to the LUCC and RAC symposiums
- Option to select one (1) NACo Engagement Opportunity
- 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
- Quarterly Check-ins with Corporate Team

**GOLD SPONSOR** $50,000

**Silver benefits plus:**
- Four (4) additional conference registrations
- One additional Corporate Premier Event invitation
- Monthly Check-ins with Corporate Team and relevant NACo staff
- LUCC or RAC Sponsorship Recognition
- Complimentary Booth at NACo's Annual Conference Exhibition Hall
- Invitation to NACo's One-Day Corporate Strategy Session with C-Suite leadership
- Standard Marketing Package, plus:
  - One webinar
  - One targeted eblast to a portion of NACo's membership

**PLATINUM SPONSOR** $100,000

**Gold Sponsor benefits plus:**
- Five additional conference registrations
- Option to select up to two (2) total NACo Engagement Opportunities
- LUCC and RAC Signature Partnership
- Pre/Post conference registration with contact information for major conferences (subject to opt in/out)
- Gold Marketing Package, plus:
  - Sponsorship of NACo's conference app at major conferences
  - One additional webinar
  - One additional targeted eblasts
  - One promotional item at registration of conferences
  - Sponsorship of one week of NACo's County News Now eblast (45,000 subscribers)
NACo ENGAGEMENT OPPORTUNITIES

Each sponsorship tier on the previous page offers partners the opportunity to select at least one NACo Engagement Opportunity. Engagement Opportunities are broken down into three types of options: conferences, caucuses, and content sponsorships. Engagement Opportunities are designed to be included as part of NACo’s Corporate Premier Program. Engagement Opportunities may be purchased as a standalone sponsorship for $15,000.

**CONFERENCE SPONSORSHIP OPTIONS**

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<th>ANNUAL CONFERENCE SPONSORSHIP</th>
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| The NACo Annual Conference & Exposition draws 3,000+ county elected and appointed officials and their key staff from across the country. 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 (4) Annual Conference registrations and one (1) invite to the LUCC/RAC reception  
  - One (1) 10x10 booth space in the exhibition hall (additional space and upgrades may be purchased) | 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. 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 (4) Legislative Conference registrations and one (1) invite to the LUCC/RAC reception | WIR is dedicated to the promotion of western interests within NACo, including public land issues, community stability and economic development. 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  
  - Three (3) WIR Conference registrations  
  - One (1) speaking opportunity (to be organized with NACo staff) |
CAUCUS SPONSORSHIPS

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.

As a caucus, LUCC meets at NACo's Legislative and Annual Conferences each year, including hosting a reception at both events. LUCC also has an annual symposium. This event is typically held in the fall and provides a two-day opportunity for LUCC members to further explore issues unique to urban counties. Locations for the symposium rotate annually.

A LUCC sponsorship includes:
- Two (2) complimentary registrations to the annual LUCC Symposium
- Two (2) invitations to LUCC/RAC receptions at major NACo conferences
- Logo promotion on all signage at LUCC events throughout the calendar year
- Opportunity to recommend content for LUCC events (final content to be determined by LUCC leadership)

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.

As a caucus, RAC meets at NACo's Legislative and Annual Conferences each year, including hosting a reception at both events. RAC also has an annual symposium. This event is typically held in the fall and provides a two-day opportunity for RAC members to further explore issues unique to urban counties. Locations for the symposium rotate annually.

A RAC sponsorship includes:
- Two (2) complimentary registrations to the annual RAC Symposium
- Two (2) invitations to LUCC/RAC receptions at major NACo conferences
- Logo promotion on all signage at RAC events throughout the calendar year
- Opportunity to recommend content for RAC events (final content to be determined by RAC leadership)
NACo ENGAGEMENT OPPORTUNITIES (CONTINUED)

PROGRAMMATIC CONTENT ENGAGEMENT OPPORTUNITIES

PUBLIC HEALTH AND WELL-BEING – NACo's public health programming works to elevate and support the county role in public and mental health. The county role in public health is extensive, with counties supporting or operating over 1,900 local health departments, 800 hospitals, and facing state requirements to provide healthcare for low-income, uninsured or underinsured residents.

Partners engaged with this work will work side-by-side with NACo staff to convene and support counties seeking to rebuild the nation's public health infrastructure, apply lessons learned from COVID-19 to future health emergencies and support residents' health and well-being by addressing the social determinants of health. This includes being recognized as a sponsor of NACo's Healthy Counties Initiative, which identifies public health priorities and ensures that other county leaders receive timely information to make appropriate health decisions for their communities.

As a public health and well-being sponsor, partners will receive:

- Logo recognition as a Healthy Counties sponsor at all Healthy Counties events
- One (1) seat on the Healthy Counties Advisory Board
- Invitations to Healthy Counties member calls and workshops at major NACo events
- One (1) opportunity to contribute content to the Healthy Counties newsletter
- One (1) opportunity to speak or present on either a bi-monthly webinar or a Healthy Counties call (subject to NACo staff and Healthy Counties leadership discretion)

SKILLED WORKFORCE & ECONOMIC DEVELOPMENT – NACo's workforce programming seeks to elevate the county role in workforce development through local workforce development boards, higher education institutions, and housing and community development projects.

Partners engaged in this work will help NACo staff build tools and resources for county leaders to help rebuild local economic engines and train and upskill evolving workforces. This could include engaging with NACo’s Creative Placemaking challenge, rural economic development projects, or housing and homelessness supports.

Sponsors of this program area will receive:

- Logo recognition as a Workforce & Economic Development sponsor at all relevant events
- Opportunity to plan one (1) webinar in conjunction with NACo staff (partner may supply content and speakers)
- One (1) speaking opportunity at a workshop at either NACo’s Annual or Legislative Conference
NATURAL AND BUILT ENVIRONMENT (INFRASTRUCTURE & RESILIENCE) – NACo’s programming in this area works to elevate the county role in resiliency and infrastructure. Counties own over 40 percent of the roads and a third of all bridges in the country, and play a critical role in disaster mitigation, response and recovery.

Partners supporting this work will offer counties best-in-class infrastructure resources, grants management tools, and the opportunity to build public-private partnerships to create lasting infrastructure outcomes. 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 may also include relationship-building through NACo’s Resilient Counties Advisory Board or other committees related to infrastructure, broadband, and disaster management.

Sponsors of this program area will receive:
- Logo recognition on the Resilient Counties initiative webpage, promo materials and signage at events
- One (1) seat on the Resilient Counties Advisory Board
- One (1) opportunity to contribute to the Resilient Counties Newsletter
- One (1) opportunity to speak on a Resilient Counties Advisory Board monthly phone call

Sponsors of this portfolio will receive:
- Logo recognition as a Smart Justice Sponsor at relevant NACo events
- Invitations to attend Smart Justice focused calls, workshops and webinars
- Opportunity to develop one (1) cobranded webinar, with topic and speakers to be determined in partnership with NACo staff

PROJECTS INCLUDE:
Projects include addressing mental and behavioral health challenges for justice-involved individuals, reducing racial and ethnic disparities in local justice systems and reducing jail populations and costs.

SMART JUSTICE – NACo’s Smart Justice portfolio aims to build knowledge and capacity for successful justice policies and practices among the nation’s counties. Counties own and operate over 90 percent of the nation’s jails and play an integral role in all parts of the justice system.

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.
BREAKING MULTIGENERATIONAL CYCLES OF POVERTY – NACo’s initiatives related to reducing poverty promote strategic approaches to improving child and family wellbeing and outcomes. Counties employ over 257,000 human services employees and invest over $58 billion annually in human services while serving as the front-line social safety net.

This programmatic area 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 this 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, such as the Counties for Kids Campaign
- Opportunity to recommend content for NACo's Transforming Human Services network
- Opportunity to develop one (1) cobranded webinar, with topic and speakers to be developed in concert with NACo staff

TECHNOLOGY AND CIO FORUMS – Over the past two years, NACo has cultivated a network of over 700 county CIOs to discuss and plan for some of the chief technology challenges and opportunities facing county governments. This includes internal technology projects serving 3.6 million county employees, as well as community-facing technology improvements, such as broadband deployment.

Partners supporting these efforts will engage with NACo Staff and county leaders on topics ranging from cybersecurity to election administration to broadband development and deployment. Partners are invited to bring world-class resources and examples to county leaders, in order to deliver the best possible services to county residents.

Sponsors of this program area receive:
- Logo and verbal recognition as sponsors of the CIO Forum and Reception at NACo's Legislative and Annual Conference
- Opportunity to recommend content for the CIO Forums (final content determined by NACo's IT leadership)
- Attendee information (including contact information) for county attendees at the CIO Forums who “opt-in” to sharing their information with sponsors
- Opportunity to develop one (1) webinar presenting on relevant technology topics (may be technical in nature)
- Invitation to contribute content to NACo's monthly IT newsletter
- Opportunity to have up to two (2) resources posted on the NACo Tech Xchange by NACo staff
- Recognition as a Technology partner in all other relevant areas

EXPANDED TECHNOLOGY PARTNERSHIP (ONLY AVAILABLE TO GOLD AND PLATINUM LEVEL SPONSORS) – In this expanded option, partners can engage more deeply and regularly with county technology leadership. An expanded partnership includes:
- One (1) invitation to quarterly technology focus groups with county IT leaders
- One (1) invitation to NACo's in-person IT Advisory Council meeting (typically held annually)
- Logo recognition on the NACo Tech Xchange as a sponsor
- Opportunity to develop a partner subpage or community on the Tech Xchange for sharing resources with county IT leaders and offering discussion capabilities between partners and counties
- Opportunity to have resources posted quarterly on the NACo Tech Xchange by NACo staff
CONFERENCE SPONSORSHIP OPPORTUNITIES

NACo is planning the following major conferences for 2022. Individual sponsorships for these events can typically be found on the NACo website at least four months prior to the event start date. We look forward to seeing you and welcoming your support at these events!

**NACo LEGISLATIVE CONFERENCE**
Feb. 12–16, 2022
Washington, D.C. | Washington Hilton

**NACo WESTERN INTERSTATE REGION CONFERENCE**
May 18-20, 2022
Anchorage Borough, Alaska

**NACo ANNUAL CONFERENCE & EXPOSITION**
July 21-24*, 2022
Adams County, Colo. | Gaylord Rockies Resort & Convention Center
*Note Thurs.-Sun. pattern