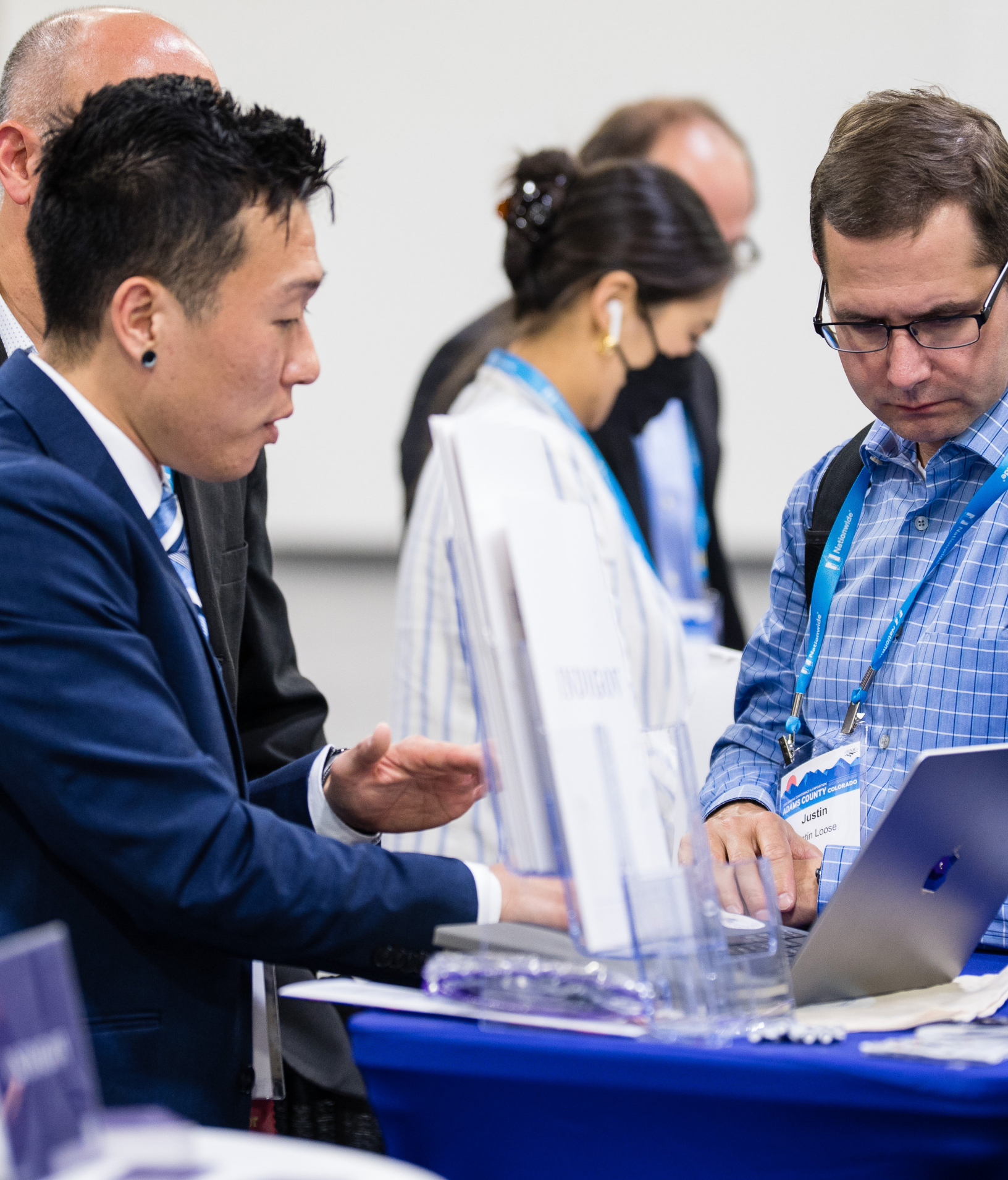




NACo CORPORATE PREMIER PROGRAM

2023 SPONSORSHIP AND ENGAGEMENT OPPORTUNITIES





WELCOME TO NACo's CORPORATE PREMIER PROGRAM

NACo's Corporate Premier 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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*County budgets annually invest more than **\$665 billion** in local services, programs and operations, on which residents rely every day, including:*



Public Health



Housing



Criminal Justice



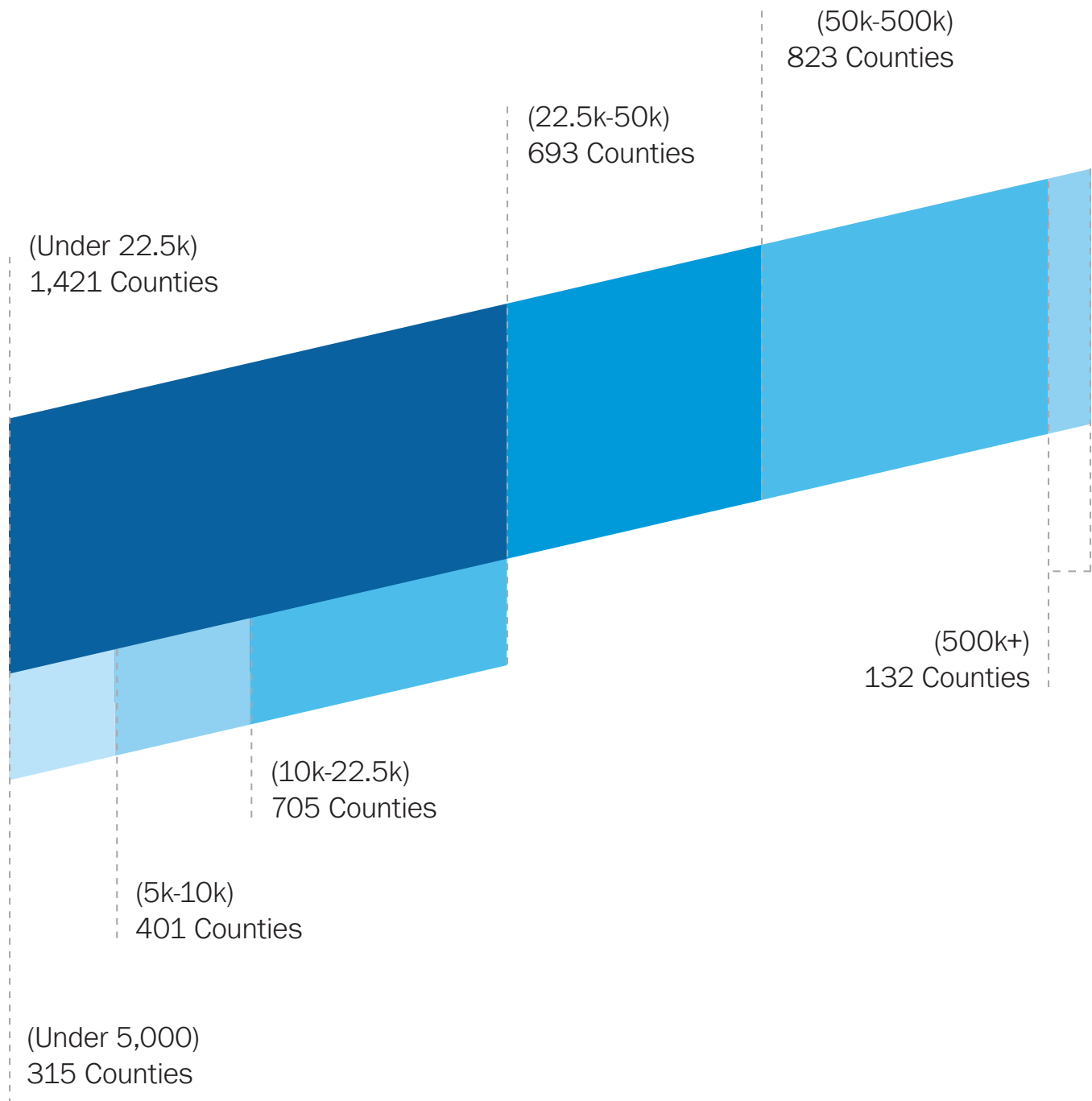
Infrastructure



Social Services

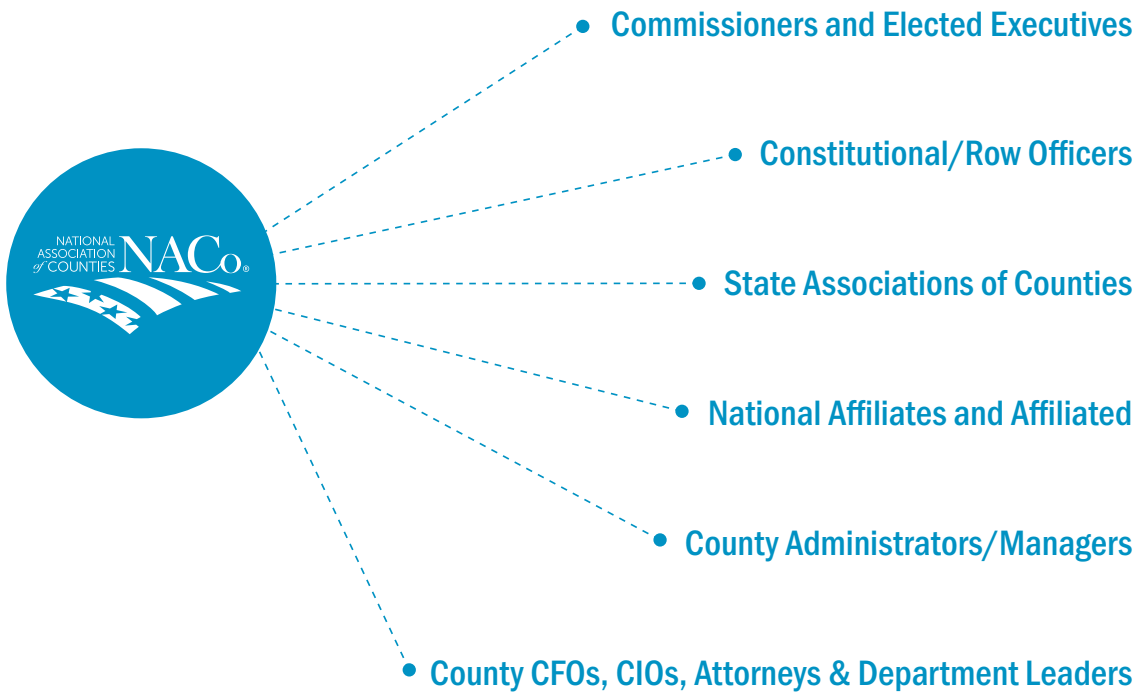
AMERICA'S 3,069 COUNTIES

About 50% of the U.S. population lives in 132 large urban counties, with the remaining 50% residing in more than 2,900 counties. However, federal and state mandates for county governments tend to be the same, regardless of population and scale. All counties share the same purpose of promoting healthy, safe and vibrant local communities across America.



NETWORKS OF NACo

NACo brings elected and appointed county officials together with a shared mission of strengthening America's counties.



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.

PLATINUM SPONSOR \$100,000

Gold Sponsor benefits plus:

- Five additional conference registrations
- Option to select up to two (2) total NACo Engagement Opportunities
- Sponsorship of LUCC and RAC
- 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 (1) additional webinar
 - One (1) additional targeted eblast
 - Option to display one promotional item or pamphlet in resource area at NACo's Annual Conference
 - Discounted booth rate at the 2023 Annual Conference and Exhibition and 25 percent off of any additional sponsorships selected throughout the year

GOLD SPONSOR \$50,000

Silver benefits plus:

- Four (4) additional conference registrations
- One (1) 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 (1) webinar
 - One (1) targeted eblast to a portion of NACo's membership (partner may select a cohort of up to 200 individuals)
 - Discounted booth rate at the 2023 Annual Conference and Exhibition
 - Fifteen percent off of any additional sponsorships selected throughout the year

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
- Option to select one (1) NACo Engagement Opportunity (See pages 9-15)
- Standard Marketing Package:
 - Sub-page on NACo website
 - Two (2) blogs and social media pushes
 - Logo promotion on signage, in program, and other areas
 - Pre/post registration lists w/o contact information
- Quarterly Check-in with Corporate Team
- Discounted booth rate at the 2023 Annual Conference and Exhibition
- Five percent off of any additional sponsorships selected throughout the year

CONFERENCE SPONSORSHIP OPPORTUNITIES

NACo is planning the following major conferences for 2023. 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. 11-14, 2023 • Washington, D.C.



NACo WESTERN INTERSTATE REGION CONFERENCE

May 17-19, 2023 • Washington County, Utah



NACo ANNUAL CONFERENCE & EXPOSITION

July 21-24, 2023 • Travis County/Austin, Texas



CORPORATE PREMIER FORUM

Oct. 10-13 - date and location TBD

NACo EXHIBIT HALL



2022 ANNUAL CONFERENCE & EXPOSITION
ADAMS COUNTY COLORADO

COUNTY TALKS 01
4:45 P.M. - 5:15 P.M.

Building City
Participation

MOD
4:15 P.M.
Web
Phone
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2023 ENGAGEMENT OPPORTUNITIES

Caucus Sponsorships

LARGE URBAN COUNTIES CAUCUS (LUCC) SPONSORSHIP

LUCC sponsorships are only available for Gold and Platinum level sponsors

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
- Opportunity to recommend content for LUCC events (final content to be determined by LUCC leadership)
- Invitation to monthly NACo LUCC calls as a listening participant

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 rural 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
- One (1) opportunity to speak during a RAC meeting during the course of the year

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)

OPIOID SOLUTIONS

NACo's Opioid Solutions Initiative empowers local leaders to invest resources in effective treatment, recovery, prevention and harm reduction practices that save lives and address the underlying causes of substance use disorder. Counties are on the front-line of the opioid epidemic, providing public services that save lives and support recovery, including operating 911 and county crisis lines, employing first responders, hosting local crisis triage centers and operating local jails which too often must serve as a detox and behavior health provider.

Partners engaged will reach a wide audience of county officials working to leverage opioid settlement and other funds to stand up effective policies and practices that will save lives and end the opioid epidemic.

As an Opioid Solutions sponsor, partners will receive:

- Logo recognition as an Opioid Solutions sponsor at major NACo events
- One (1) opportunity to contribute content to the Opioid Solutions newsletter
- One (1) opportunity to speak, present or moderate on a national webinar (subject to NACo staff discretion)

WORKFORCE AND ECONOMIC DEVELOPMENT

NACo's workforce and economic development programming elevates the county role in developing a skilled local workforce prepared for the high-quality jobs of today and tomorrow and driving and diversifying local economies.

Partners engaged in this work will help NACo build tools and resources for county leaders to support residents' career readiness and enhance county partnerships with local workforce development boards, chambers of commerce, postsecondary and higher education institutions, and capacity to lead housing, creative placemaking and community development projects. This includes being recognized as a sponsor of NACo's Counties for Career Success Initiative and/or Arts and Culture initiatives, which includes a national creative placemaking challenge and the presidentially appointed Arts and Culture Commission.

Sponsors of this program area will receive:

- Logo recognition as a Workforce & Economic Development sponsor at all relevant events
- One (1) seat on the Arts and Culture Commission, if relevant
- 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 subject to NACo staff determination

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

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. 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.

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

EQUITABLE GOVERNANCE (DIVERSITY, EQUITY & INCLUSION)

NACo's programming in this area works to elevate the county role in creating the conditions that allow all residents to thrive. Counties are declaring racism a public health crisis in their communities, establishing county-wide offices of diversity, equity and inclusion, reviewing and reassessing county policies for systemic injustice and harm and leading a paradigm shift in governance to achieve social equity.

Partners supporting this work will reach a broad audience of county leaders who are working to deploy principles of diversity, equity and inclusion across a wide array of governance issues, including county employment practices, budgeting and grantmaking, allocation of federal and state funding, data collection and evaluation. This sponsorship may also include relationship-building through NACo's County DEI Professionals Network.

Sponsors of this program area will receive:

- Logo recognition on the DEI initiatives webpage, promotional materials and signage at events
- One (1) opportunity to author an additional blog post on lessons learned from corporate DEI engagement strategies
- Opportunity to develop or participate in one (1) national webinar, with topic and speakers to be determined in partnership with NACo staff

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, and improving coordination and communication across family services and programs.

Partnerships focused on this initiative include:

- Logo recognition as a Human Services sponsor at relevant NACo events (including digital events)
- Invitations to attend early childhood development and human services focused calls, workshops and webinars, such as the Counties for Kids Campaign and Transforming County Human Services Network
- Invitation to contribute content to NACo's Transforming County Human Services Network monthly newsletter and web content
- Opportunity to develop one (1) co-branded 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 900 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 and modernization of applications. 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 Conferences
- Opportunity to recommend content for the CIO Forums (final content determined by NACo's IT leadership), as well as IT Standing and GIS Subcommittees
- 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) pre-recorded 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 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 annual County Technology Advisory Council (C-TAC) meeting
- Logo recognition on the NACo Tech Xchange as a sponsor
- Opportunity to develop one (1) live or pre-recorded webinar presenting on relevant technology topics (may be technical in nature) in addition to the other pre-recorded webinar that comes with the Technology Partnership
- 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 or in the weekly IT News that is distributed on the NACo Tech Xchange network

TECHNOLOGY PILOT PROGRAM

NACo's County Technology Advisory Council (CTAC) is looking to provide county pilots, with the goal of testing out a solution in an area that the county has identified as a technology priority. The partner must complete a pilot proposal submission that must then be vetted and approved by CTAC.

Participants must be a NACo Corporate Premier Partners to be eligible for the pilot program. For Silver and Gold partners, an additional fee is required (\$20k for Silver, \$10k for Gold). Platinum partners can take advantage of this opportunity for no additional cost.

NACo reserves the right to accept or deny final pilot proposals based on membership interest and pilot relevance.

Pilot Requirements:

- Completion of the NACo Pilot Project Proposal form that includes identify the problem being addressed
- Tie to one of the NACo Tech Xchange priorities
- Last a minimum of 4-6 months (the longer the better)
- Provide weekly group support calls
- Provide product/solution usage at no cost during the pilot
- Provide implementation services at no cost
- Provide a product or solution that ties to NIST and/or meets FedRamp standards
- Include the joint compilation of a post-evaluation report to be presented to CTAC
- Provide policy and guides (governance) relevant to the solution

NACo Deliverables:

- Jointly develop the county pilot selection process
- Promote the pilot to the NACo Tech Xchange membership on a regular basis throughout the pilot period
- Identify 10-20 counties to be a part of the pilot
- Provide progress notes to the CTAC
- Ability for partner to introduce the pilot through a webinar/focus group
- Promote the pilot results in subsequent Tech Xchange communications (monthly IT newsletter, weekly Tech X News, etc.)



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