

## NCCAE Sponsorship Policy

NCCAE will obtain corporate sponsorships to financially support the organization and to offset meeting costs. It is understood that because NCCAE is made up of state association executives with their own corporate programs that from time to time there may be conflicts between the NCCAE sponsors and the individual state association corporate programs. To minimize and mitigate those conflicts, NCCAE has adopted the following policy and procedures:

Sponsorships may come in the form of general sponsorships or event sponsorships; however, under no circumstance will these sponsorships be construed as an endorsement of the company or the product and services provided by the company. NCCAE will not accept sponsorships from companies that compete directly with the national programs marketed by NACo and endorsed by a majority of the state associations. In addition, when accepting event specific sponsorships NCCAE will be cognizant of the host association's corporate relationships and will try to avoid direct competition to those partners.

In addition, the sponsoring company must meet the following standards:

- The company or service has business integrity, which would reflect well on the Association, its members, and its Board of Directors.
- The product or service has value to NCCAE, any of NCCAE's member associations or counties represented by the member associations.
- The company and/or the product or service is not deemed to be controversial or politically divisive.

The NCCAE Executive Committee has the final decision on whether the prospective sponsoring company meets the guidelines outlined in the policy.

NACo will assist NCCAE in securing sponsorships and will ensure that opportunities presented meet the standards outlined. The NCCAE Executive Committee shall approve all sponsorships. Where an executive director has agreed to host an NCCAE meeting, the host executive director will coordinate the events and the sponsorships with the NCCAE leadership in order to minimize conflicts.

The sponsorship levels with the benefits that the sponsors receive are:

### **Platinum – \$10,000**

- Two (2) complimentary invitations the Presidents and Executive Directors Meeting
- Two (2) complimentary invitations to the NCCAE Annual Meeting
- Two (2) speaking opportunities during the duration of the year: one at the NCCAE Annual Meeting, and one at either the NACo Legislative Conference or NACo Annual Conference
- Signage and verbal recognition at all four meetings noted in the bullets above recognizing the level of sponsorship
- Logo placement on NCCAE website with link to corporate site
- Inclusion as a sponsor in NCCAE's "directory" of NCCAE membership, which will be shared with Platinum sponsors

**Gold – \$7,500**

- Two (2) complimentary invitations the Presidents and Executive Directors Meeting
- Two (2) complimentary invitations to the NCCAE Annual Meeting
- Signage and verbal recognition at all four meetings noted in the bullets above recognizing the level of sponsorship
- Logo placement on NCCAE website with link to corporate site
- Inclusion as a sponsor in NCCAE's "directory" of NCCAE membership

**NCCAE Annual Meeting Sponsorships** – To be developed at the discretion of the host executive director, in conjunction with the NCCAE Executive Committee

**NCCAE Insurance Pool Meeting Sponsor – \$1,200**

- Two (2) complimentary invitations to the NCCAE Insurance Pool Meeting
- One speaking opportunity at the meeting
- Signage and verbal recognition recognizing the level of sponsorship

**Current NCCAE Sponsors**

- County Reinsurance, Limited (\$10,000)
- Nationwide Retirement Solutions (\$10,000)
- Capital Group (\$10,000)
- Jones Management Consulting, Inc (\$5,000) (grandfathered through 2023 at the Platinum level)