



Corporate Partner Prospectus

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May 16, 2023

headquarters@nasca.org

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Who We Are

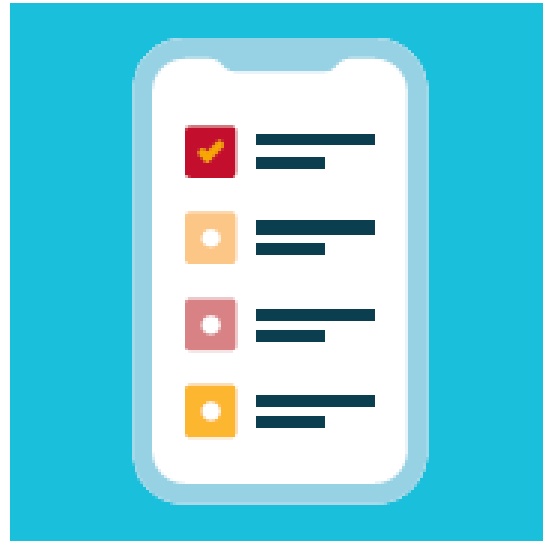
Founded in 1976, the National Association of State Chief Administrators (NASCA) is a 501(c)(3) nonprofit association representing state Chief Administrative Officers (CAOs).

NASCA's mission is to help state Chief Administrators and their teams strategically transform state government operations through the power of shared knowledge and thought leadership. The primary state government members are cabinet-level public officials and their senior leadership teams leading and managing departments that provide operational support to other state agencies.

Common areas of oversight by NASCA members include procurement, facilities management, information technology, budget, financial management and accounting, human capital, risk management, fleet, insurance, audits, and other general services.

Topic areas for NASCA's programs, conferences, research, and virtual events are driven by a biennial survey of members to establish the Top Ten Core Strategies and Emerging Issues (pages 4-5).

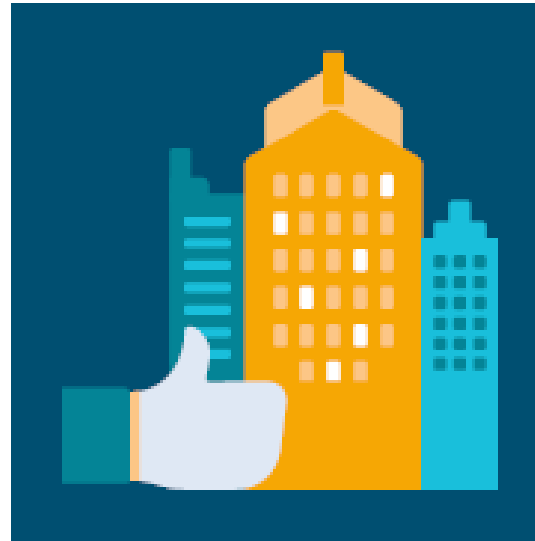
Top Ten Core Strategies



**Digitization of
Government Operations**



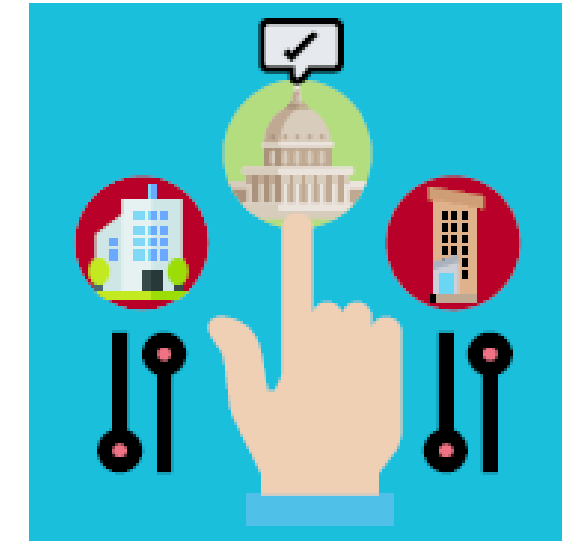
**Transformative
Workforce Development**



**Real Estate, Facilities and
Space Optimization**



**Employee Engagement
and Workplace Culture**



**Becoming an Employer
of Choice**



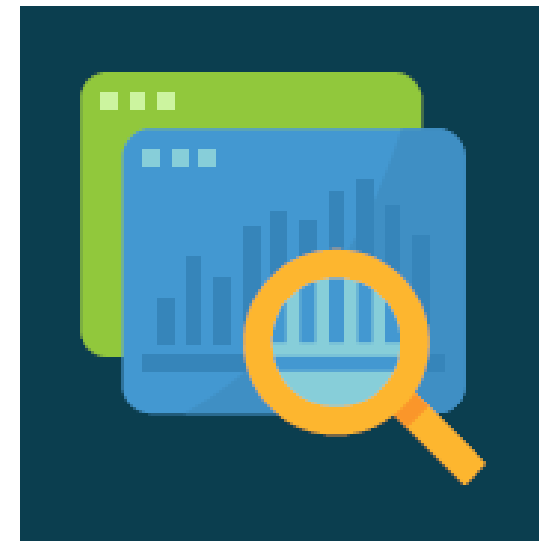
**Citizen Centric
Government Processes**



**Embedding Diversity,
Equity and Inclusion into
Government Operations**



**Procurement
Modernization**



**Enterprise-Wide Data
Management and
Analytics**



**Operational Excellence &
Process Improvement**

Emerging Issues



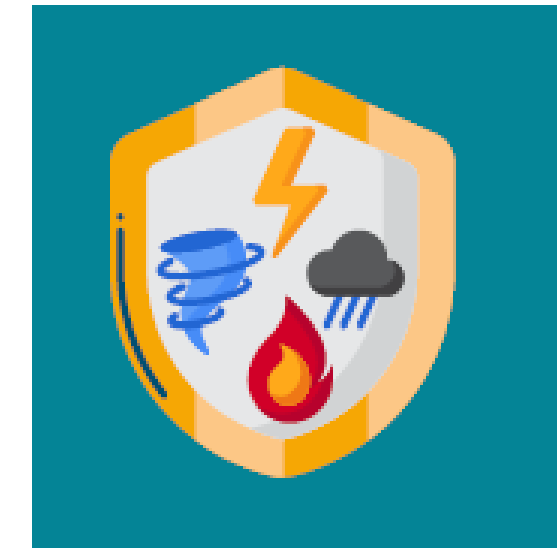
Cybersecurity



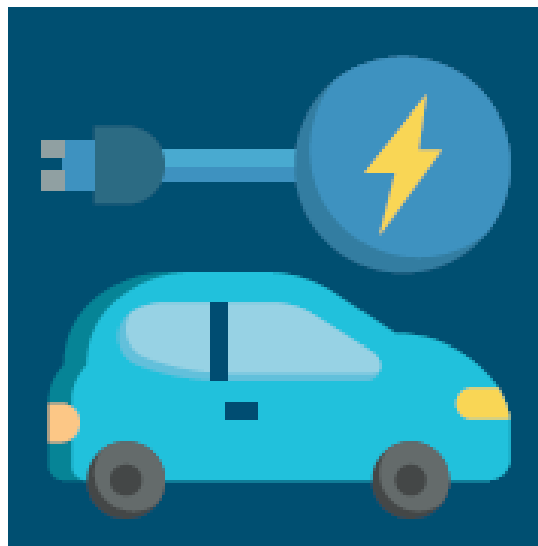
**Inflation and Supply
Chain Disruption**



**Sustainability of Federal
Funding**



Emergency Preparedness



**Electric Vehicle
Infrastructure**



**Green Energy
Opportunities**



Risk Management



Building Electrification

Thank You Corporate Members

These companies represent NASCA's corporate partner community, as of May 2023.





Corporate Membership

NASCA membership provides access to a community of state Chief Administrators and their senior leadership teams, key decision-makers for government operations

About Corporate Membership

Recognizing the thought leadership contributions of the private sector, a long-standing component of NASCA is public-private connections and relationship building through corporate membership. By joining NASCA as a corporate member, your company will demonstrate partnership with state governments and contribute to the success of state government operations.

Private sector firms of all sizes are invited to corporate membership, which provides a wide range of potential benefits gained through side-by-side learning, idea exchange, research partnerships, and sharing strategies and solutions among state members and corporate members.

Corporate Council

Corporate membership provides your company with a seat on NASCA's Corporate Council, which provides input to NASCA leadership in an advisory capacity. The co-chairs serve as the council's voice as ex officio members of the NASCA Executive Committee.

There is no additional cost to serve on the Corporate Council.



Keyanna Conner
Corporate Council Co-Chair
Deloitte Consulting



Emily Crutcher
Corporate Council Co-Chair
JLL, Inc.

Member Benefits

Visibility

- Seat on NASCA Corporate Council advisory board
- Corporate profile on NASCA website featuring logo, company name, point of contact, company URL and 200-word profile
- Annual recognition via NASCA e-blast to members

Connections

- NASCA Collaborate members-only online community
- Member Directory, with state members' areas of oversight
- NASCA Professional Forums, communities of practice on critical strategies and solutions
- Committees that provide guidance to the association
- Virtual briefings on challenges and solutions

Thought Leadership

- Engage in discussions to identify emerging trends and innovations in state government operations
- Opportunity to participate in in-person and virtual events
- Participate as a panelist in a virtual discussion (webinars and podcasts) – see next page

Virtual Discussions

No Cost Benefit

Each corporate member has the opportunity to participate as a panelist – alongside state member panelists – in a virtual discussion opportunity. Topics are priority areas for state members as determined by the CAO Top Ten Core Strategies and Emerging Issues.

This virtual discussion may be a webinar, Professional Forum call, interview-style podcast, or other digital tool. Corporate panelists are limited to three per event and topic selection is first come, first served.

There is no additional cost to participate in a virtual discussion (members only).

Ready to Join Us?

\$6,000



Corporate Membership is \$6,000 annually, which covers a July 1-June 30 fiscal year term. For small business corporate partners – as defined by the Small Business Administration’s standards (13 CFR 121) – NASCA offers a 25 percent discount off the annual membership fee.

You may join now as a separate transaction or include your membership in your event partnership/sponsorship package. If your company is joining after January 1, your membership dues will be prorated to a half-year rate for the first year, to coincide with NASCA’s fiscal year.

Corporate membership is required to purchase any event partnership or sponsorship opportunity.



Conference Opportunities

With the purchase of an Event Partnership, Corporate Members gain access to an a la carte menu for sponsorship opportunities for our signature events. From there, you may select the benefits and support opportunities most important to your company.

Upcoming Events | 2023

Institute on Management and Leadership

September 18-20, 2023
Indianapolis, Indiana

Upcoming Events | 2024

Annual Leadership Conference

May 14-17, 2024
Kiawah Island Golf Resort
Kiawah Island, South Carolina

Institute on Management and Leadership

August 26-29, 2024
AT&T Executive Education Center
Austin, Texas

Event Partnership

\$8,000 per event*

Benefits	Event Partnership
Registration	1
Logo on signage	✓
Logo on website	✓
Logo in emails	✓
Logo on social post	✓
Pre-event attendee list	✓
Post-event attendee list	✓

Corporate membership provides the opportunity to become a NASCA event partner, which also opens the door for speaking and hospitality sponsorship opportunities at NASCA events.

As an event partner, your participation in NASCA conferences offers an environment that focuses on developing mutually beneficial relationships between the public and private sector.

The cost is \$8,000 per event. Special discounts are available for early commitment! (See page 20 for event fees and discounts.)

Event partnership is required in order to purchase the sponsorships outlined on pages 18 and 19.

***Save with Early Commitment!**
Book by June for Fall 2023 to save 20%
See Page 20 for pricing.

Additional Registrations

\$2,000 per event*

Registration Type	Fee
First Registration	Included in Event Partnership
Additional Registrations	\$2,000 each
First Look* Registration	\$995 each
Another Look* Registration	\$1,295 each

One registration is included with your Event Partnership. Additional registrations can be added for \$2,000 per person, per event.

For companies that are new to NASCA, NASCA offers the opportunity to attend one conference at a discounted price of \$995 through the "First Look" registration option. This is a one-time offer.

For companies that are reengaging with NASCA after their membership has been expired for more than a year, "Another Look" is available for \$1,295.

*First Look and Another Look are limited offers and may not be available for all events.

***Save with Early Commitment!**
Book by June for Fall 2023 to save 20%
See Page 20 for pricing.

Speaking Opportunities

Keynote Presentation Exclusive	60-minute Learning Lab Up to 4 Available	30-minute Learning Lab Up to 4 Available	Partner Spotlight Up to 4 Available
\$15,000*	\$10,000*	\$5,000*	\$2,500*
Opportunity: Deliver a 60-minute keynote presentation in a general session Bonus Benefit: Three additional complimentary registrations	Opportunity: Present an hour-long concurrent session on a Top Ten topic Bonus Benefit: One additional complimentary registration	Opportunity: Present a half-hour Learning Lab covering a Top Ten topic	Opportunity: Present a 4-minute promotional video or brief overview to spotlight your company before you introduce the general session speaker

***Save with Early Commitment!**
Book by June for Fall 2023 to save 20%
See Page 20 for pricing.

Hospitality Opportunities

Opening Reception Host

Multiple Opportunities

\$3,000*

Opportunity:

- Participate as a host of the reception, which is open to all attendees
- Company logo on reception signage
- Recognition in conference materials

Hospitality Suite Host

Multiple Opportunities

\$3,000*

Opportunity:

- Participate as a host of the hospitality suite, which is open to all attendees
- Company logo on suite signage
- Recognition in conference materials

Breakfast or Lunch Host

Multiple Opportunities

\$2,000-\$3,000

Opportunity:

- Participate as a host of the breakfast or lunch, which are open to all attendees
- Company logo on signage
- Recognition in conference materials

***Save with Early Commitment!**

Book by June for Fall 2023 to save 20%

See Page 20 for pricing.

	NASCA Institute Sept 17-20, 2023	Annual Leadership Conference May 14-17, 2024
Event Partnership	\$6,400*	\$8,000
Keynote Address	\$12,000*	\$15,000
60-Minute Learning Lab	\$8,000*	\$10,000
30-Minute Learning Lab	\$4,000*	\$5,000
Partner Spotlight	\$2,000*	\$2,500
Reception or Hospitality Suite	\$2,400*	\$3,000
Additional Registrations	\$1,600*	\$2,000
First Look/Another Look	\$995 / \$1,295	\$995 / \$1,295

***Early Commitment Special Pricing:**
Book Fall 2023 before June 2023 for these rates!

Year-Round Engagement

Corporate Members may choose to participate in year-round sponsorship opportunities outlined in this brochure.

These opportunities are not tied to a specific in-person event and give flexibility for added engagement with state Chief Administrators. Membership is required.

NASCA may be able to customize a sponsorship package that mutually benefits your company and our NASCA members. Contact the staff at headquarters@nasca.org to learn more.

State Collaborative Research Partnership

\$20,000

Limit: 4 annually

Contact the NASCA
staff for details and
availability

Partner with NASCA and our state members to produce a research product focused on an issue of critical importance to state CAOs.

- Topics will align with one or more of the Top Ten Core Strategies or Emerging Issues and will be approved in advance by NASCA.
- NASCA will secure six to eight CAOs or their representatives interested in serving on a state collaborative on the chosen topic.
- Corporate partner representatives will engage in facilitated discussions with state members.
- Research product will be written and designed by NASCA in collaboration with corporate partner. Recommendations will be vetted by NASCA.
- Final product will be distributed to NASCA membership, posted to the NASCA Knowledge Center, and could become the foundation for future NASCA research and conference sessions.

Signature Research Project

In-kind

(Related expenses paid
by corporate partner)

Limit: 2 annually

Selections made
through RFP process

Develop national research to identify and prioritize key issues, determine trends, and understand the perspectives of state leaders.

- Not a true sponsorship, but a valuable option none the less! NASCA will issue a request for proposals. Up to two proposals may be accepted and a mutually agreeable memorandum of understanding is required.
- Topics will align with the Top Ten Core Strategies or Emerging Issues.
- Research product will be led, written, and designed by the corporate partner, in collaboration with NASCA.
- Research product and recommendations will be vetted by NASCA.
- Final product will be distributed to NASCA membership and posted to the NASCA Knowledge Center.
- There is no sponsorship cost for this opportunity; however, the corporate partner is responsible for all related expenses.

Thought Leadership Webinars

One webinar
\$5,000

Two-part series
\$8,000

Limit: 4 annually

Contact the NASCA
staff for details and
availability

Partner with NASCA to produce a compelling virtual experience focused on an issue relevant to state CAOs.

- Webinar is exclusive to the sponsor. Corporate sponsor will provide speaker(s) and may recommend state members to serve as panelists.
- Topics will align with the Top Ten Core Strategies or Emerging Issues and will be approved in advance by NASCA.
- Up to 60 minutes will be allotted, including introductions and questions.
- Format will be interview-style with NASCA facilitation and engagement with state members.
- NASCA will provide one promotional social media post and two e-blasts.
- Recorded session will be posted to the NASCA Knowledge Center for lasting on-demand access.

Knowledge Expedition

In-kind

(Related expenses paid by corporate partner)

Limit: 2 annually

Contact the NASCA staff for details and availability

Partner with NASCA to create a memorable invitation-only learning and sharing experience for NASCA leaders.

- NASCA Executive Committee will visit the corporate partner's local office in the city where an in-person NASCA event is being held.
- NASCA and corporate partner representatives will co-develop the agenda for a 30-minute discussion on state initiatives.
- Corporate partner may host an onsite reception for attendees, allowing for additional networking.
- There is no sponsorship cost for this opportunity; however, the corporate partner is responsible for all related expenses.

NASCA and Partner Co-branded Resources

\$3,000

Limit: 4 annually

Contact the NASCA staff for details and availability

Create a lasting impression by partnering with NASCA to develop a two-page resource for state members.

- Topics should align with one or more of Top Ten Core Strategies or Emerging Issues and will be approved in advance by NASCA.
- Corporate partner will collaborate with NASCA staff to develop and design a two-page e-resource for state members.
- Resource will be co-branded with NASCA and corporate partner logo.
- NASCA will provide one social media promotional post and one e-blast.
- Resource will be sent to state Chief Administrators via e-blast and posted to the Knowledge Center for on-demand access and self-print.

Secure Your Selections

We look forward to
working with you!

- ✓ Renew/join as a Corporate Member and select your event and year-round opportunities
- ✓ Review NASCA policies and terms
[Policies, Terms and Conditions](#)
- ✓ Process payment
See next page for payment options

Payment Options

Opportunities are available now on a first-come, first-served basis. Payments are due upon invoice and must be paid in full within 30 days, after which date the opportunity may be released to others. Please include invoice number with payment.

You may choose to bundle corporate membership, event partnerships, and sponsorships. Membership is required before sponsorship opportunities can be secured. Sponsorship opportunities close 30 days prior to the first day of the event or when sold out.

Early booking discounts for fall 2023 events are available when booked by June 1 and paid by July 1, 2023.

Tax identification number 61-1228745

Pay by Mail:
National Association of State
Chief Administrators
PO Box 708
Lexington, KY 40588 USA

Pay by ACH:
National Association of State
Chief Administrators
Account #10610611
Routing #042100146

Questions About Payment:
Email NASCA Headquarters
ops@nasca.org

Questions?

For membership and sponsorship questions:

Stinson Mundy
Interim Executive Director
executivedirector@nasca.org
Phone 804.381.6993

[email me](#)

For payments and invoice questions:

Rasheeda Creighton
Operations Manager
ops@nasca.org
Phone 804.381.6993

[email me](#)



Connect with Us

Phone

804.381.6993

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Website

nasca.org/corporate-partner-benefits

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1210 Westover Hills Blvd.
Richmond, Virginia 23225

Payment Address

PO Box 708
Lexington, KY 40507 USA