





NASCA

**National Association of
State Chief Administrators**

Corporate Council Membership and Sponsorship Prospectus

July 1, 2022 – June 30, 2023

- 
- 02 table of contents
 - 03 who we are
 - 04 corporate membership benefits
 - 05 institute on management and leadership
 - 06 annual leadership conference
 - 07 additional opportunities
 - 08 secure your selection
- 



Corporate Council Membership and Sponsorship Prospectus

July 1, 2022 – June 30, 2023

Who We Are:

Founded in 1976, the National Association of State Chief Administrators (NASCA) is a nonprofit 501(c)3 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.

Get Involved:

Private sector companies may join NASCA's Corporate Council which offers participation in events and provides opportunities to support in-person and virtual events.

A long-standing signature component of NASCA is public-private connections and relationship-building while recognizing the thought leadership of our corporate partners.

The association provides a forum for side-by-side learning, idea exchange and sharing of strategies and solutions among state members and Corporate Council members.

The culture of NASCA values and recognizes private sector representatives who engage in rigorous discussion that supports the association's academic approach to professional development and content expansion. Events offer an environment that focuses on developing mutually beneficial relationships between the public and private sector.

Corporate Membership Benefits - \$6,000 annually

Corporate membership 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 to the annual membership fee.

Corporate Council Membership Benefits include:

Connect, Exchange Ideas and Build Relationships:

- Gain access to a community of state Chief Administrators and their senior leadership teams, key decision-makers for government operations
- Participate in NASCA Collaborate, our members-only online community
- Search the Member Directory which includes an overview of NASCA state member's area of oversight
- Participate in NASCA's Professional Forums, communities of practice across the country focusing on critical strategies and solutions
- Participate in standing operating committees that provide guidance to the association
- Join quarterly calls with strategic partners to discuss industry challenges and solutions

Thought Leadership:

- Engage in discussions to identify emerging trends and innovations in state government operations
- Opportunity to participate in the Institute on Management and Leadership, Annual Leadership Conference and virtual events
- Share educational information with members in NASCA Collaborate

Visibility:

- Eligibility to serve on and lead the NASCA Corporate Council and discuss priorities with colleagues
- Corporate profile is included on NASCA website featuring logo, company name, point of contact, company URL and 200-word profile
- Annual recognition featuring company logo sent electronically to all NASCA members
- Opportunity to participate in social media campaigns, conference programming, and thought leadership

Each Corporate Council member will be offered a virtual discussion opportunity to target a priority area for state members. This may be offered via Professional Forum call, webinar, interview-style podcast, Strategic Partner call or other digital tool and will be developed in collaboration with NASCA staff.

Returning this year, NASCA offers an a la carte menu for sponsorship opportunities. All Corporate Council members interested in attending in-person events must purchase the Event Partner sponsorship. From there, you may select those benefits and support opportunities most important to your company.

2022 Institute on Management and Leadership

Scottsdale, Arizona

September 18-21, 2022

Event Partner **\$8,000**

Benefits:

- One complimentary registration
- Receive pre- and post-event rosters with contact information
- Informal networking opportunities with state members
- Company logo on event site and onsite signage
- Verbal acknowledgement of support
- Social media posts (*Twitter, LinkedIn and Facebook*)

Additional Sponsorship Opportunities

General Session Keynote Presentation (+3 <i>comp reg</i>)	\$15,000
Thought Leader Learning Lab – 60 minutes* (+1 <i>comp reg</i>)	\$10,000
Thought Leader Learning Lab – 30 minutes *	\$5,000
Awards Sponsor (+1 <i>comp reg</i>)	\$7,500
Innovation Lab (<i>during am/pm break</i>)	\$3,500
Partner Spotlights (<i>15 minutes on agenda</i>)	\$2,500
Breakfast sponsor with comments	\$2,500
Luncheon sponsor with comments	\$4,000
Evening Reception Host (<i>open to all attendees</i>)	\$6,000
Host Hospitality Suite (<i>open to all attendees</i>)	\$2,500
Podium Introduction of Speaker (<i>four minutes</i>)	\$2,000
Additional registration	\$2,000

**May be concurrent sessions*

Annual Leadership Conference

Tampa, Florida

May 7-11, 2023

Event Partner **\$8,000**

Benefits:

- One complimentary registration
- Receive pre- and post-event rosters with contact information
- Informal networking opportunities with state members
- Company logo on event site and onsite signage
- Verbal acknowledgement of support
- Social media posts (*Twitter, LinkedIn and Facebook*)

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Host Hospitality Suite (<i>open to all attendees</i>)	\$2,500
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Additional registration	\$2,000

**May be concurrent sessions*

Additional Opportunities

Learning Excursion \$25,000

- Corporate partner hosts a group of state Chief Administrators, or their representative, to view exemplary and innovative practices during a live showcase. This is a one-day hosted event by NASCA at the corporate partner's headquarters or best practice location.
- NASCA works with partner to develop agenda and experiential learning opportunities.
- NASCA supports travel costs for state members to attend.

State Collaborative \$20,000

- NASCA will secure six to eight CAOs or their representative interested in serving on a state collaborative focused on a topic area, meeting via virtual platform two to three times with each call facilitated by NASCA and the corporate partner. When possible, NASCA will host an in-person meeting of the collaborative aligned with a standing conference to vet recommendations.
- The partner representatives (maximum of three) can share information and resources and engage in facilitated discussion. NASCA and corporate partner representative(s) will review discussion prompts in advance of each call.
- The outcome is an informal set of recommendations that will be distributed to membership-at-large, posted to the NASCA Knowledge Center, and could be the foundation for future NASCA research.

Knowledge Expedition *(In-kind with any related expenses paid by corporate partner)*

- NASCA Executive Committee will visit the corporate partner's local office in the city where an in-person event is being held.
- NASCA and partner representatives develop agenda for a 30-minute discussion on state initiatives.
- Corporate partner hosts an onsite reception for attendees, allowing for additional networking.

Thought Leadership Series \$5,000

- Sixty-minute virtual event focused on NASCA's Top Ten Priorities for State Chief Administrators
- Corporate partner provides speaker(s) and recommends state members to serve on panel
- Interview-style with NASCA facilitation and engagement with state members
- Social media presence promoting the event and post-event recognition
- Pre- and post-event rosters will be made available

NASCA and Partner Resources \$3,000

- NASCA staff and corporate partner representatives develop a two-page resource for state members
- Resource is sent to all state Chief Administrators via email and posted to the Knowledge Center
- Social media presence promoting the resource
- Resource is co-branded with NASCA and corporate partner's logo

Special Interest Group Summits \$2,000 per registration

- Select registration for Summit on Operational Excellence and/or Diversity, Equity and Inclusion
- Pre- and post-event rosters will be made available
- If an Institute sponsor, registration is discounted to \$1,500 per attendee, per event

Secure your Selections:

All memberships and sponsorships must be secured at

<https://nasca.memberclicks.net/2022-corporate-membership-renewal-form>

Opportunities are a first-come, first-served basis and open as of May 2, 2022. You may pay online via credit card at time of selection or request to be invoiced.

Payment Options:

All payments for membership are due no later than **August 15, 2022**. Corporate Council members may bundle their payment to include both in-person events if chosen. If you select to purchase a sponsorship opportunity by event, all opportunities will close 30 days prior to the first day of the event.

By Mail:

National Association of
State Chief Administrators
PO Box 708
Lexington, KY 40507
FEIN #61-1228745

By ACH:

National Association of
State Chief Administrators
Account #10610611
Routing #042100146

By Phone:

NASCA Headquarters
at (859) 514-9177

Participation Reminders:

All corporate partners must adhere to the Corporate Partner Code of Conduct signed annually during membership renewal. All session and content development will be in collaboration with NASCA staff and state leaders while following the NASCA Speaker Guidelines and/or Publication Policy.

Separate divisions of a corporate partner organization may purchase multiple sponsorship opportunities on a first-come, first-served basis for the same event.

Questions?

To discuss Corporate Council membership and sponsorship opportunities, contact Pam Goins, Executive Director, at pgoins@nasca.org. For questions on payment options, contact Tammy Borden, Program Manager, at tborden@nasca.org.