



# **NASCA 2021 CORPORATE COUNCIL**

**Membership Dues and  
Sponsorship Structure**

## 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).

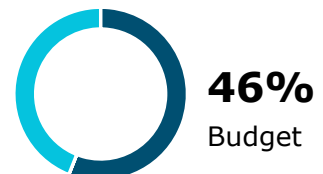
NASCA's mission is to help state Chief Administrators and their teams strategically transform state government operations through the power of shared knowledge and thought leadership.

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 can 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.

NASCA tracks the agencies and functions that report directly to the CAO in all 50 states. The statistic below provides the national percentage of CAOs with the enterprise-wide oversight in each of the most common areas of responsibilities.



# Corporate Membership Benefits

\$6,000 annually

Corporate membership covers a calendar 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, Leadership Summit 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



**New for 2021**, each Corporate Council member will be offered a virtual 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.

**Also new this year**, NASCA is offering an a la carte menu for sponsorship opportunities. All Corporate Council members interested in attending either the 2021 CAO Leadership Summit and/or 2021 Institute on Management and Leadership must purchase the Event Partner sponsorship. From there, you may select those benefits and support opportunities most important to your company.

# CAO SUMMIT

## 2021 CAO Leadership Summit

August 25-27, 2021  
 Coronado, California

### 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 and LinkedIn)

### Additional Sponsorship Opportunities

General Session Panel Participation (+3 comp reg, limit 4)	\$15,000
Thought Leader Learning Lab – 60 minutes (+1 comp reg, limit 1)	\$10,000
Thought Leader Learning Lab – 30 minutes (limit 2)	\$5,000
Awards Sponsor (+1 comp reg)	\$7,500
Activity Facilitator (table discussions/case study review)	\$5,000
Panelist for Pre- or Post-Event Webinar	\$5,000
Breakfast sponsor with comments	\$3,000
Luncheon sponsor with comments	\$5,000
Host Evening Reception (open to all attendees)	\$6,000
Host Hospitality Suite for Executive Committee (sole sponsor)	\$3,500
Podium Introduction of Speaker (four minutes)	\$2,000
Additional registration	\$2,000

# NASCA 2021 INSTITUTE

October 26 - 29  
Rochester, NY



## 2021 Institute on Management and Leadership

October 26-29, 2021  
Rochester, New York

### Event Partner

**\$8,000**

#### Benefits:

- One complimentary registration
- Two complimentary pre-arranged connection meetings (Institute on Management and Leadership)
- 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 and LinkedIn)

### Additional Sponsorship Opportunities

General Session Panel Participation (+3 comp reg, limit 4)	\$15,000
Thought Leader Learning Lab – 60 minutes (+1 comp reg, limit 1)	\$10,000
Thought Leader Learning Lab – 30 minutes (limit 2)	\$5,000
Activity Facilitator (table discussions/case study review)	\$5,000
Panelist for Pre- or Post-Event Webinar	\$5,000
Awards Sponsor (+1 comp reg)	\$7,500
Connection Meetings – six additional meetings	\$4,000
Connection Meetings – four additional meetings	\$2,500
Connection Meetings – two additional meetings	\$1,500
Breakfast sponsor with comments	\$3,000
Luncheon sponsor with comments	\$5,000
Host Evening Reception (open to all attendees)	\$6,000
Host Hospitality Suite for Executive Committee (sole sponsor)	\$3,500
Podium Introduction of Speaker (four minutes)	\$2,000
Additional registration	\$2,000

# Additional Opportunities

## 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.
- 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.

## 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

## Corporate Council Showcase/Meet & Greet Digital Event

\$3,500

- Virtual networking event open to any state Chief Administrator and their leadership teams to interact with Corporate Council representatives
- Scheduled for a certain date/time and CAOs participate to learn more about the Corporate Council member in an informal way.
- This also can be a podcast or other digital event for on-demand viewing.

## 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

## Vendor Speed Networking

\$3,000

- Enhanced networking experience with pre-defined topics for each Corporate Council member.
- CAOs and senior leaders self-select the vendors they want to speak with (one Corporate Council member per room in small breakout virtual rooms; attendees spend 10 minutes in each room then move to another room with a separate vendor)
- Opportunity to create instant relationships and build on existing by having a dialogue around a relevant topic in state government operations



## Secure your Selections

All memberships and sponsorships must be secured [here](#). Opportunities are a first-come, first-served basis and open on January 11, 2021. You may pay online via credit card at time of renewal or select to be invoiced.

## Payment Options

All payments for membership are due no later than February 15, 2021. 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](mailto:pgoins@nasca.org). For questions on payment options, contact Kayla Leslie, Program Coordinator, at [kleslie@nasca.org](mailto:kleslie@nasca.org).