



# Corporate Partnerships

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The National Association of State Chief Administrators (NASCA) provides a forum for state chief administrative officers to exchange information and learn new ideas from each other and private sector partners. NASCA engages states in transforming government operations through the power of shared knowledge, operational excellence and thought leadership.

Recognizing the thought leadership contributions of the private sector, long-standing components of NASCA are public-private connections and relationship building through corporate membership.

Corporate Membership can now start any time of the year and renew on the membership anniversary.

Partnership with NASCA is limited to 50 corporate partners and space is limited so that the member interaction and meeting culture stays focused on the mission of the organization. The exclusivity of corporate partnership with NASCA provides unparalleled access to state chief administrators and their senior staff.



**Rebecca Holwerda**  
President



**Mark Scott**  
Vice-President



**Pam Cashwell**  
Treasurer



**Christi Branscom**  
Immed. Past President

# Who We Are

Founded in 1976, NASCA is the nation's only nonpartisan, nonprofit organization serving chief administrative officers or CAOs.

Primary state government members of NASCA are cabinet-level and senior public officials who oversee the departments that provide operational support to state agencies. Areas of member oversight include general services (such as fleet, mail, printing, and surplus), procurement, facilities, telecommunications, information technology, construction, risk management, accounting, budget, insurance, audits, human resources, and professional development among others. NASCA also encourages the participation of deputy directors and senior-level staff of the state chief administrators.

## Corporate Council

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 an important voice sharing the perspective of the NASCA Corporate Council and serve as ex-officio members of the NASCA Executive Committee. There is no additional cost to serve on the Corporate Council.



**Emily Crutcher**

Corporate Council Co-Chair  
Vice President, Public Institutions  
JLL, Inc.

# Corporate Partner: \$6,000

- ✓ Seat on Corporate Council
- ✓ Profile on website
- ✓ Annual recognition
- ✓ Participate in online community
- ✓ Access to Member Directory
- ✓ Sit on Committees
- ✓ Participate in webinars
- ✓ Up to 3 pieces of research material

Corporate Partners receive priority and member pricing to sponsor events

## 25% Small Business Discount

# Event Partner: \$8,000

- ✓ Must be NASCA Corporate Partner
- ✓ Registration for 1 person
- ✓ Logo on signage
- ✓ Logo on website
- ✓ Logo in an email
- ✓ Pre-event attendee list
- ✓ Post-event attendee list
- ✓ Ability to purchase speaking slot
- ✓ Participate in 1:1 meetings

## Additional registrations: \$2,000

Speaking Opportunities	
Keynote	\$15,000
60 min. Learning Lab (concurrent)	\$10,000
30 min. Learning Lab (concurrent)	\$5,000
Round Table Sponsor	\$2,500

# Member Sponsorship Opportunities

## Event Attendee: \$5,000

- ✓ Must be a NASCA Corporate Partner
- ✓ Registration for 1 person
- ✓ Ability to attend all events except 1:1

**Additional registrations: \$2,000 each**

Event Specific Sponsorship	
Welcome Bag Sponsor	\$2,000
Reception Sponsor	\$3,000
Video Spotlight	\$2,500
General NASCA Sponsorship	
Webinar Host	\$5,000
Webinar Series (2 parts)	\$8,000
NASCA Participation in Research Project	varies
Research Piece in Portal	\$500
Newsletter Sponsor (Year-long)	\$2,500
Newsletter Sponsor / Ad (1 newsletter)	\$250
Job Posting (30 days)	\$125

# Non-Member Sponsorship Opportunities

## Event Attendee: \$7,000

- ✓ Open to non-corporate partners
- ✓ Registration for 1 person
- ✓ Ability to attend all events except 1:1

**Additional registrations: \$3,000 each**

Event Specific Sponsorship	
Welcome Bag Sponsor	\$2,500
Reception Sponsor	\$3,750
Video Spotlight	\$3,500
General NASCA Sponsorship	
Webinar Host	\$6,250
Webinar Series (2 parts)	\$10,000
NASCA Participation in Research Project	varies
Research Piece in Portal	\$500
Newsletter Sponsor (Year-long)	\$3,500
Newsletter Sponsor / Ad (1 newsletter)	\$400
Job Posting (30 days)	\$125

# Corporate Leadership Circle Levels

NASCA Leadership Circle level partners are invited to participate in conversations with the Executive Committee to discuss the current policy and implementation trends in the states and are invited to exclusive Leadership Circle events in addition to having the services provided in the tier levels below.

## Silver: \$37,500

- ✓ NASCA Membership
- ✓ Up to 5 pieces of content in Library
- ✓ 1:1 Opportunity (up to 2 participants)

### Spring Annual Conference

- ✓ Event Partnership (1 person)
- ✓ 3 Nights Hotel (1 person)
- ✓ Travel Reimbursement (\$450)

### Fall Annual Conference

- ✓ Event Partnership (1 person)
- ✓ 3 Nights Hotel (1 person)
- ✓ Travel Reimbursement (\$450)
- ✓ 2 Additional Attendees
- ✓ 5% off of other sponsorship opportunities

### Choice of One:

- ✓ 30 min Learning Lab at 1 Event
- ✓ Host Webinar

## Gold: \$55,000

- ✓ NASCA Membership
- ✓ Up to 8 pieces of content in Library
- ✓ 1:1 Opportunity (up to 3 participants)

### Spring Annual Conference

- ✓ Event Partnership (1 person)
- ✓ 3 Nights Hotel (1 person)
- ✓ Travel Reimbursement (\$450)

### Fall Annual Conference

- ✓ Event Partnership (1 person)
- ✓ 3 Nights Hotel (1 person)
- ✓ Travel Reimbursement (\$450)
- ✓ 4 Additional Attendees
- ✓ 10% off of other sponsorship opportunities

### Choice of Two:

- ✓ 60 min Learning Lab at 1 Event
- ✓ 30 min. Learning Labs at Both Events
- ✓ Moderate State Panel at 1 Event

# Corporate Leadership Circle Levels

NASCA Leadership Circle level partners are invited to participate in conversations with the Executive Committee to discuss the current policy and implementation trends in the states and are invited to exclusive Leadership Circle events in addition to having the services provided in the tier levels below.

## Platinum: \$85,000

- ✓ NASCA Membership
- ✓ Up to 10 pieces of content in Library
- ✓ 1:1 Opportunity (up to 3 participants)

### Spring Annual Conference

- ✓ Event Partnership (1 person)
- ✓ 3 Nights Hotel (1 person)
- ✓ Travel Reimbursement (\$450)

### Fall Annual Conference

- ✓ Event Partnership (1 person)
- ✓ 3 Nights Hotel (1 person)
- ✓ Travel Reimbursement (\$450)
  
- ✓ 6 Additional Attendees  
(Registration/Hotel/Travel)
- ✓ Host Virtual Round Table with SPM
- ✓ 15% off of other sponsorship opportunities

### Choice of Two:

- ✓ Keynote at 1 Event
- ✓ 60 min Learning Lab at 1 Event
- ✓ NASCA Participation in Research Project
- ✓ 30 min. Learning Labs at Both Events



## Elizabeth Whitehouse

### Executive Director

 (859) 457-6400

 [executivedirector@nasca.org](mailto:executivedirector@nasca.org)



As each state has individualized needs and priorities, NASCA understands that corporate partners also have individualized priorities and focus areas. Please reach out to Elizabeth Whitehouse, NASCA Executive Director to discuss the best ways NASCA can partner with your organization.

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.

