

# SPONSORSHIP PACKAGES

**sponsorship registration opens  
June 26 at Noon ET**

*closes July 10 at 11:59 p.m. ET*

visit [NASCIO.org/sponsorships](https://NASCIO.org/sponsorships) for more details

2024  
**ANNUAL  
CONFERENCE**

SEPT 29 - OCT 2  
NEW ORLEANS



NASCIO conferences facilitate relationship building, peer learning and collaborative solutioning among members.

AVERAGE CONFERENCE ATTENDANCE: 49 states represented | 41 state CIOs | 162 state members | 821 total attendance

## \*\* SPONSORSHIP CORE BENEFITS \*\*

- Recognition on conference webpage: company logo with link to member profile
- Recognition in *NASCIO Connections* e-blast: company name with link to member profile
- Recognition on social media (X): link to member profile & inclusion of company handle
- Recognition in conference meeting space: company logo on printed & electronic signage
- Verbal appreciation from the podium during NASCIO president's welcome comments
- Profile in conference app: logo, website, X handle, business contact name, email & phone
- Identification of sponsorship on attendee name badges & attendee roster entries
- Access to preliminary attendee rosters and a final roster at event conclusion (PDF)
- Use of conference logo (promotional use only)

## PINNACLE SPONSORSHIP (2 available)

\$45,000

- Receives all core benefits
- 10 conference attendees: 4 included and up to 6 paying at \$1,295 per person
- 4 attendees at Premier Reception (for state members and invited sponsors)
- Opportunity for company representative to address attendees and introduce keynote speaker before pinnacle keynote session (5-minutes max; written by sponsor and approved by NASCIO)
- Recognition on customized hotel key cards (company logo) distributed at conference hotel
- Individual recognition in conference meeting space: company logo on signage
- Top tier placement on conference webpage and in conference app
- Recognition on conference webpage: visual asset linking to webpage of choice (1:1 ratio; created by sponsor and approved by NASCIO)
- Recognition on conference app: visual asset linking to webpage of choice (444 px L x 306 px H; created by sponsor and approved by NASCIO)
- Promotion of registered conference attendees by name on social media (X) for those registered before September 11

## HEADSHOT LOUNGE SPONSORSHIP (1 available)

\$30,000

- Receives all core benefits
- 5 conference attendees: 2 included and up to 3 paying at \$1,295 per person
- 2 attendees at Premier Reception (for state members and invited sponsors)
- Recognition (company logo) in the headshot lounge area\*
- Recognition (company logo) on signage for headshot ready station (personal care items and sundries) located in conference area restrooms
- Opportunity for registered company representative to be present in the lounge and greet attendees
- Promotion of registered conference attendees by name on social media (X) for those registered before September 11

*\*NASCIO provides professional photographer, refreshment station and prep area. NASCIO handles the logistics of distributing headshots to attendees post-event*

## Wi-Fi SPONSORSHIP (1 available)

\$30,000

- Receives all core benefits
- 5 conference attendees: 2 included and up to 3 paying at \$1,295 per person
- 2 attendees at Premier Reception (for state members and invited sponsors)
- Recognition (company logo) alongside Wi-Fi access information in conference app and on attendee name badges
- Recognition (company logo) on Wi-Fi landing page (dependent on conference hotel)
- Individual recognition in conference meeting space: company logo on signage
- Promotion of registered conference attendees by name on social media (X) for those registered before September 11

## NETWORKING HUB SPONSORSHIP (2 available)

\$25,000

- Receives all core benefits
- 5 conference attendees: 2 included and up to 3 paying at \$1,295 per person
- 2 attendees at Premier Reception (for state members and invited sponsors)
- Recognition (company logo) in the Networking Hub\*, a gathering spot in the main meeting space
- Individual recognition in conference meeting space: company logo on signage
- Promotion of registered conference attendees by name on social media (X) for those registered before September 11

*\*NASCIO provides lounge seating, conversation starters and informal activities, charging cords for devices and other items that encourage networking*

## GIVE BACK SPONSORSHIP (6 available)

\$20,000

- Receives all core benefits
- 5 conference attendees: 2 included and up to 3 paying at \$1,295 per person
- 2 attendees at Premier Reception (for state members and invited sponsors)
- Recognition (company logo) at the Give Back Coffee Bar, an all day premium coffee service in the main meeting space
- Recognition (company logo) in Give Back promotional collateral (printed and digital)
- Recognition in the post-conference press release about the Give Back program and related donation
- 25% of sponsorship fee is a tax-deductible gift going to the recipient of the Give Back program (organization TBD by programs committee)

## GOLD SPONSORSHIP (32 available)

\$17,000

- Receives all core benefits
- 8 conference attendees: 2 included and up to 6 paying at \$1,295 per person
- 2 attendees at Premier Reception (for state members and invited sponsors)

## SILVER SPONSORSHIP (20 available)

\$10,000

- Receives all core benefits
- 5 conference attendees: 1 included and up to 4 paying at \$1,295 per person

## BRONZE SPONSORSHIP (12 available)

\$7,000

- Receives all core benefits
- 3 conference attendees: 1 included and up to 2 paying at \$1,295 per person

### \*\* KEY DATES \*\*

- Sponsorship registration: June 26 at Noon ET - July 10 11:59 p.m. ET
- Sponsor deliverables due: July 17
- Conference registration (online only; no onsite registration): August 7 - September 23
- NASCIO conference hotel housing window: August 7 - August 29



*"I've been coming to NASCIO meetings for almost 20 years... the private sector and the CIOs come together, roll up their sleeves and work together as partners to uncover and address the emerging challenges that states are facing and figuring out ways we can work on solutions together."*

*~ Corporate Member Conference Attendee*