Sponsorship Opportunities
# Sponsorship Packages

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
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| **Diamond Sponsors**<br>$25,000 | • Complimentary institutional membership  
• Representation on the ASPA homepage ([www.aspanet.org](http://www.aspanet.org)) |
| **Platinum Sponsors**<br>$15,000 | • Annual Conference Website (exclusive)  
• Exhibit Hall (exclusive)  
• Audio/visual at concurrent sessions (exclusive) |
| **Gold Sponsors**<br>$10,000 | • Keynote address  
• Closing plenary  
• Conference USB flash drive  
• Conference tote bag  
• Conference portfolio |
| **Silver Sponsors**<br>$7,500 | • Internet Cafe/Message Center  
• International Reception |
| **Bronze Sponsors**<br>$5,000 | • Conference charging station  
• Conference badge holders  
• Student and New Professional Summit  
• Professional development tracks *(each; 10 available)*  
• Breaks in the Exhibit Hall |
| **Copper Sponsors**<br>$2,500 | • Hand sanitizer  
• Luggage tags  
• Awards brochure  
• Key chain |

You can support the following at the level best suited to your promotional needs:

- Welcome Reception
- Annual Conference Website
- Founders’ Fellows Program

Looking for something different? Contact Lisa Sidletsky ([lsidletsky@aspanet.org](mailto:lsidletsky@aspanet.org)) to talk about a sponsorship level that specifically addresses your requirements.
Sponsorship Benefits

**Diamond Sponsors ($25,000):**
- Five complimentary full Conference registrations (valued at $539 each)
- Five complimentary student Conference registrations (valued at $299 each)
- One full page color advertisement in the Annual Conference Program (full page advertising valued at $1,735)
- Free 8’x10’ Exhibit Booth (exhibit booth valued at $1,425)
- Complimentary Institutional membership in ASPA (valued at $5,000), which includes:
  - Free electronic Student memberships
  - Free sponsorship of one of ASPA professional development webinars, as well as all accompanying promotion for said webinar
  - Opportunity to publish content in PA TIMES magazine and/or PA TIMES Online
- Complimentary permissions to use ASPA material generated from various ASPA programming for one year
- Two panel sessions at the Annual Conference (scheduled for Saturday, Sunday or Monday; 75 minutes, 4-5 panelists/presenters and a moderator, on a public administrative topic of your choice)
- Your organization name and logo (and link to an appropriate URL) on ASPA’s homepage (www.aspanet.org)
- Stand-alone sign prominently displayed at the Annual Conference featuring your organization’s name and logo
- One-time post-conference email to all conference attendees (email copy to be provided to ASPA, to be sent out by ASPA) (valued at $1,000)
- Recognition, along with logo and link, to be posted on the Annual Conference Website and newsletters
- Insert into the Annual Conference tote bags (valued at $250)
- Ongoing recognition in issues of PA TIMES Online
- Recognition in The Bridge (pre-conference issues)
- Verbal recognition at Annual Conference plenary sessions
- Visual acknowledgement in Annual Conference plenary session recognition slides

**Platinum Level Sponsors ($15,000):**
- Four complimentary full Conference registrations (valued at $539 each)
- Five complimentary student Conference registrations (valued at $299 each)
- One full page color advertisement in the Annual Conference program book (full page advertising valued at $1,735)
- Free 8’x10’ exhibit booth (exhibit booth valued at $1,425)
- A panel session at the Annual Conference (scheduled for Saturday, Sunday or Monday; 75 minutes, 4-5 panelists/presenters and a moderator, on a public administrative topic of your choice)
- If applicable, your organization’s name and logo printed on sponsored items (ask for details about logo submission deadlines)
- Prominently displayed signage including your organization’s name and logo
- Stand-alone sign featuring your organization
- One-time post-conference email to all conference attendees (email copy to be provided to ASPA, to be sent out by ASPA) (valued at $1,000)
- Recognition, along with logo and link, to be posted on the Annual Conference Website and newsletters
- Recognition in The Bridge (pre-conference issues)
- Insert into the Annual Conference tote bags (valued at $250)
- Verbal recognition at Annual Conference plenary sessions
- Visual acknowledgement in Annual Conference plenary session recognition slides

**Gold Level Sponsors ($10,000):**
- Three complimentary full Conference registrations (valued at $539 each)
- Four complimentary student Conference registrations (valued at $299 each)
- One full page color advertisement in the Annual Conference program book (full page advertising valued at $1,735)
- Free 8’x10’ exhibit booth (exhibit booth valued at $1,425)
- A panel session at the Annual Conference (scheduled for Saturday, Sunday or Monday; 75 minutes, 4-5 panelists/presenters and a moderator, on a public administrative topic of your choice)
- If applicable, your organization’s name and logo printed on sponsored items (ask for details about logo submission deadlines)
- Prominently displayed signage including your organization’s name and logo
- Stand-alone sign featuring your organization
- One-time post-conference email to all conference attendees (email copy to be provided to ASPA, to be sent out by ASPA) (valued at $1,000)
- Recognition, including logo and link, to be posted on the Annual Conference Website and newsletters
- Recognition in The Bridge (pre-conference issues)
- Insert into the Annual Conference tote bags (valued at $250)
- Verbal recognition at Annual Conference plenary sessions
- Visual acknowledgement in Annual Conference plenary session recognition slides
Sponsorship Benefits (cont’d.)

Silver Level Sponsors ($7,500):
- Two complimentary full Conference registrations (valued at $539 each)
- Three complimentary student Conference registrations (valued at $299 each)
- One half page color advertisement in the Annual Conference program book (advertising valued at $1,120)
- If applicable, your organization’s name and logo printed on sponsored items (ask for details about logo submission deadlines)
- Prominently displayed signage including your organization’s name and logo
- Recognition, along with logo and link, to be posted on the Annual Conference Website and newsletters
- Insert into the Annual Conference tote bags (valued at $250)
- Verbal recognition at Annual Conference plenary sessions
- Visual acknowledgement in Annual Conference plenary session recognition slides

Bronze Level Sponsors ($5,000):
- One complimentary full Conference registration (valued at $539 each)
- One complimentary Student Conference registration (valued at $299 each)
- One quarter page color advertisements in the Annual Conference program book (advertising valued at $910)
- If applicable, your organization’s name and logo printed on sponsored items (ask for details about logo submission deadlines)
- Prominently displayed signage including your organization’s name and logo
- Recognition, along with logo and link, to be posted on the Annual Conference Website and newsletters
- Insert into the Annual Conference tote bags (valued at $250)
- Verbal recognition at Annual Conference plenary sessions
- Visual acknowledgement in Annual Conference plenary session recognition slides

Copper Level Sponsors ($2,500):
- One complimentary full Conference registration or two complimentary Student registrations (valued at $539 or $598 each)
- A company listing in the Annual Conference program book
- If applicable, your organization’s name and logo printed on sponsored items (ask for details about logo submission deadlines)
- Prominently displayed signage including your organization’s name and logo
- Recognition, along with logo and link, to be posted on the Annual Conference Website and newsletters
- Insert into the Annual Conference tote bags (valued at $250)
- Verbal recognition at Annual Conference plenary sessions
- Visual acknowledgement in Annual Conference plenary session recognition slides

Founders’ Fellows Sponsors ($1,000):
- One complimentary Student conference registration (valued at $299)
- A company listing in the Annual Conference program book
- Prominently displayed signage including your organization’s name and logo
- Recognition, along with logo and link, to be posted on the Annual Conference Website and newsletters
- A listing in the Founders’ Fellows program material
- Insert into the Annual Conference tote bags (valued at $250)
- Verbal recognition at appropriate Founders’ Fellows functions and events
- Visual acknowledgement in Annual Conference plenary session recognition slides

Founders’ Fellows Sponsors ($500):
- A company listing in the Annual Conference program book
- Prominently displayed signage including your organization’s name and logo
- Recognition, along with logo and link, to be posted on the Annual Conference Website and newsletters
- A listing in the Founders’ Fellows program material
- Verbal recognition at appropriate Founders’ Fellows functions and events
- Visual acknowledgement in Annual Conference plenary session recognition slides
Sponsorship Agreement
2018 Annual Conference

Conference Dates: March 9-13, 2018

CONTACT INFORMATION

Contact Name and Email Address (please print legibly)

Company or Agency
(as you want it to appear in printed materials and on booth sign)

Street Address:

City: __________________________ State: __________ Zip: __________

Phone: ________________________ Fax: ________________________

A high-resolution version of your logo and a 150-word description must be provided by Feb. 1, 2018.

SPONSORSHIP PACKAGES

Please indicate your sponsorship level (levels listed on page 3 and repeated below):

Platinum ($15,000)
- Exhibit Hall (exclusive, reception, coffee break)
- Annual Conference website
- Audio/visual at panel sessions

Gold ($10,000)
- Keynote address
- Closing plenary
- Conference USB drive
- Conference tote bag
- Conference portfolio

Silver ($7,500)
- Internet Cafe/Message Center
- International Reception
- Hotel Keycards

Bronze ($5,000)
- Conference charging station
- Conference lanyards
- Conference badge holders
- Student and New Professional Summit
- Exhibit Hall Breaks

Copper ($2,500)
- Hand sanitizer
- Luggage tags
- Awards brochure
- Conference key chains

Note:
Advertising materials must be received no later than Feb. 15, 2018, to be included in the program book. A deposit equal to half of the sponsorship amount must accompany this application; the remaining half must be paid by Feb. 1, 2018, to be included in printed marketing materials.

☐ I have read and agree with the provisions in this sponsorship agreement.

Printed Name: __________________________
Date: __________________________
Signature: __________________________

PAYMENT

Please return payment and completed application to:
American Society for Public Administration
c/o Lisa Sidletsky
1730 Rhode Island Ave., NW, Suite 500
Washington, DC 20036

To pay by credit card or with any questions, contact Lisa Sidletsky: 202-585-4312 or lsidletsky@aspanet.org