



2021 ASPA Annual Conference
Online | Beginning April 9
Sponsorship Packages
www.aspanet.org/annualconference

The ASPA Annual Conference offers a unique opportunity for universities, nonprofits, government providers and more to highlight their brand in front of an audience of more than 1,300 practitioners, scholars, researchers, students and advocates. The 2021 Annual Conference will provide an even more dynamic forum as the event will take place entirely online, making it even easier for our attendees to engage with your brand.

From logo placements to video highlights, from presentations and web pages to hosted chat rooms, from exhibit hall space to awards presentations, sponsor branding and visibility will be robust, giving your company or university myriad options to be recognized not only for its own brand message but also for its support of our 2021 Annual Conference.*

Sponsorship levels are:

- Platinum: \$7,500
- Gold: \$5,000
- Silver: \$2,500
- Bronze \$1,000**

Read on for more information!

**Customizations are available and we are happy to fine-tune each of these packages to your unique needs. Want to sponsor something not currently on the list? Let us know and we can work with you on it! Packages may be combined for additional exposure. Review the options and contact Karen Garrett (kgarrett@aspanet.org) to talk about what will work best for you!*

***Note: All sponsorships must be paid for in full at the time of booking. Partial payments will not be accepted. All sales are final; refunds will not be provided.*

Platinum Sponsors (\$7500)

Sponsor the Annual Conference at our highest level and you'll not only be recognized as one of our main event sponsors, but also receive maximum brand exposure and sponsor benefits. This sponsorship level includes:

- **Be Our Headline Sponsor! (1 available)**

This opportunity means you'll enjoy maximum brand exposure on our Annual Conference website (www.aspanet.org/annualconference) prior to the event, as well as the digital event platform, where the event will be hosted. Post a welcome video to the platform, a banner on the promotional website, include your logo on all of our plenary slides and more! At this level, you also will enjoy:

- 50% off a virtual booth in our exhibit hall, priced at \$750
- 50% off an ad in our program materials, priced at \$750
- 50% off three conference registrations, priced at \$175 per attendee (\$50 per student)
- 50% off a website ad on www.aspanet.org any time during 2021
- Sponsor a panel of choice on any day of the conference, which will include the opportunity to welcome attendees to that panel (*one sponsor per panel, first come, first served*)
- Logo recognition in conference marketing materials, starting in January 2021
- Post-conference e-blast to the ASPA community (approximately 9,000 people) on the date of your choice, through December 31, 2021 (*e-blasts subject to ASPA availability; first come, first served*)
- Host or sponsor an ASPA webinar of your choice any time in 2021
- Other fun opportunities that may come up as we continue to plan for the event!

- **Sponsor the Event Production (2 available)**

ASPA will be producing more than 150 panels throughout the event, as well as hosting events, meetings and other interactive opportunities for our attendees. Be one of two organizations to sponsor our production and receive your colleagues' thanks for supporting their participation! Our two production sponsors will receive logo recognition on our panels, pre-event branding on our marketing website and more! Benefits include:

- 50% off a virtual booth in our exhibit hall, priced at \$750
- 50% off an ad in our program materials, priced at \$750
- 50% off three conference registrations, priced at \$175 per attendee (\$50 per student)
- 50% off a website ad on www.aspanet.org any time during 2021
- A promotional video placed on the digital event platform (space to be determined)
- Sponsor a panel of choice on any day of the conference, which will include the opportunity to welcome attendees to that panel (*one sponsor per panel, first come, first served*)
- Logo recognition in conference marketing materials, starting in January 2021
- Post-conference e-blast to the ASPA community (approximately 9,000 people) on the date of your choice, through December 31, 2021 (*e-blasts subject to ASPA availability; first come, first served*)
- Host or sponsor an ASPA webinar of your choice any time in 2021

- **Sponsor our Digital Platform Resource Center**

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Digital conference attendees will have the opportunity to download any available files they want throughout the conference, be it program materials, presenters' abstracts, presentation slide decks and more. We anticipate the resource center will be one of the most trafficked pages of the site. When you sponsor the center, you will receive recognition on our marketing site, branding recognition at the resource center itself, the opportunity for a welcome video on that page, and more. At this level, you also will enjoy:

- 50% off a virtual booth in our exhibit hall, priced at \$750
- 50% off an ad in our program materials, priced at \$750
- 50% off three conference registrations, priced at \$175 per attendee (\$50 per student)
- 50% off a website ad on www.aspanet.org any time during 2021
- Sponsor a panel of choice on any day of the conference, which will include the opportunity to welcome attendees to that panel (*one sponsor per panel, first come, first served*)
- Logo recognition in conference marketing materials, starting in January 2021
- Post-conference e-blast to the ASPA community (approximately 9,000 people) on the date of your choice, through December 31, 2021 (*e-blasts subject to ASPA availability; first come, first served*)
- Host or sponsor an ASPA webinar of your choice any time in 2021

Gold Sponsors (\$5000)

Become a Gold Sponsor for the Annual Conference and have the opportunity to support some of the most important content we'll produce during this event! This sponsorship level includes:

- **Sponsor a Plenary Lecture** (*8 available*)

(2 taken: Donald C. Stone Lecture, Local Government Plenary)

We will host 10 plenaries throughout the Annual Conference, during which all attendees will have the opportunity to hear from some of the biggest leaders in the profession, including Mariko Silver, Leon Panetta, Jason DeParle and more! When you sponsor one of these plenaries, not only will you have the opportunity to welcome guests to the session, but also have your logo and branding on the slide deck. At this level, you also will enjoy:

- 35% off a virtual booth in our exhibit hall, priced at \$750
- 35% off an ad in our program materials, priced at \$750
- 50% off two conference registrations, priced at \$175 per attendee (\$50 per student)
- 35% off an ad in *PA TIMES* magazine during any edition published in 2021
- Sponsor a panel of choice on any day of the conference, which will include the opportunity to welcome attendees to that panel (*one sponsor per panel, first come, first served*)
- Logo recognition in conference marketing materials, starting in January 2021

- Post-conference e-blast to the ASPA community (approximately 9,000 people) on the date of your choice, through December 31, 2021 (*e-blasts subject to ASPA availability; first come, first served*)
- **Sponsor the Virtual Exhibit Hall (1 available)**
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The 2021 Annual Conference will feature a virtual exhibit hall with vendors showcasing their university, ASPA Section or organization's opportunities. When you sponsor this hall, not only will you have the opportunity to post a welcome video in the lobby of the hall, but also have your logo and branding included in our exhibit hall promotions, our marketing website and more. At this level, you also will enjoy:
 - 50% off a virtual booth in our exhibit hall, priced at \$750
 - 35% off an ad in our program materials, priced at \$750
 - 50% off two conference registrations, priced at \$175 per attendee (\$50 per student)
 - 35% off an ad in *PA TIMES* magazine during any edition published in 2021
 - Sponsor a panel of choice on any day of the conference, which will include the opportunity to welcome attendees to that panel (*one sponsor per panel, first come, first served*)
 - Logo recognition in conference marketing materials, starting in January 2021
 - Post-conference e-blast to the ASPA community (approximately 9,000 people) on the date of your choice, through December 31, 2021 (*e-blasts subject to ASPA availability; first come, first served*)

Silver Sponsors (\$2500)

Become a Silver Sponsor for the Annual Conference and you will support some of the most substantive content we'll provide during this event! This sponsorship level includes:

- **Sponsor a Conference Track**
(2 available: *Money Talks and Beyond Borders*)
TAKEN: Good Governance, Fixing Our Government, Social Equity, Infrastructure
We will host six tracks of concurrent panels throughout the Annual Conference, showcasing the hundreds of presenters our conference will feature. These panels are where attendees experience some of their most important learning moments—and you can be a part of bringing that to them! When you sponsor a track, not only will your brand be featured on our conference marketing site, but also it will be included within each panel in that track (anywhere from 20 to 50 panels). At this level, you also will enjoy:
 - 20% off a virtual booth in our exhibit hall, priced at \$750
 - 20% off an ad in our program materials, priced at \$750
 - 50% off one conference registration, priced at \$175 per attendee (\$50 per student)
 - 35% off an ad in *PA TIMES* magazine during any edition published in 2021
- **Sponsor a Virtual Chat Room (Multiple available)**
What is any conference without opportunities to chat with your friends and fellow attendees? When you sponsor one of our virtual chat rooms, not only are you in control

of what the chat topic will be, but also you may play as much or little role in the chat as you'd like. Want to run the entire event? Great! Want to provide a brief intro and then let your attendees chat amongst themselves? That's fine too. You're in control and can make this opportunity everything you want it to be! Chat sponsors also will receive appropriate branding on the conference marketing site and digital event platform. At this level, you also will enjoy:

- 20% off a virtual booth in our exhibit hall, priced at \$750
- 20% off an ad in our program materials, priced at \$750
- 50% off one conference registration, priced at \$175 per attendee (\$50 per student)
- 35% off an ad in *PA TIMES* magazine during any edition published in 2021
- The opportunity to send special, branded invitations to conference attendees, publicizing your chat

- **Sponsor the Program of Events**

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ASPA will not be producing its typical 200-page program book this year (who wants that for a digital event?!), but it will be producing limited program materials—in which anyone can advertise! As the sponsor for the program, you will receive recognition on the front cover, the first ad placement in the book and brand recognition on our conference marketing site. Opened and used by all attendees, your brand will be highly visible to across the 2021 Annual Conference. At this level, you also will enjoy:

- 20% off a virtual booth in our exhibit hall, priced at \$750
- 50% off one conference registration, priced at \$175 per attendee (\$50 per student)
- 35% off an ad in *PA TIMES* magazine during any edition published in 2021
- Logo and branding in pre-conference materials sent to all attendees in recognition of your support of the program

- **Sponsor Our Awards Recognition (*1 available*)**

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Awards are always one of the most fulfilling events at any conference, and ASPA's Annual Conference is no exception! When you support our awards and recognition program, you are putting your brand alongside the best in public administration. As one of our two awards sponsors, you will have the opportunity to participate in one of the ceremonies as you welcome attendees, as well as have your branding included in the awards presentations and on the conference marketing website. At this level, you also will enjoy:

- 20% off a virtual booth in our exhibit hall, priced at \$750
- 20% off an ad in our program materials, priced at \$750
- 50% off one conference registration, priced at \$175 per attendee (\$50 per student)
- 35% off an ad in *PA TIMES* magazine during any edition published in 2021

- **Sponsor our 2021 Student Summit (*1 available*)**

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Each conference features a day-long student summit and the 2021 event will be no different, though it will take place separate from the rest of the conference. Being held in May 2021, and just for student conference attendees, this will be a prime opportunity for

your organization to support the next generation of public servants, as they receive career guidance and learn more about our profession. As the Summit Sponsor, you will receive branding recognition on all materials and presentations, as well as have the opportunity to provide a welcome to start the day and help present one of the panels that takes place during the Summit. At this level, you also will enjoy:

- 20% off a virtual booth in our exhibit hall, priced at \$750
- 20% off an ad in our program materials, priced at \$750
- 50% off one conference registration, priced at \$175 per attendee (\$50 per student)
- 35% off an ad in *PA TIMES* magazine during any edition published in 2021

Bronze Sponsor

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Be our Bronze Sponsor for the Annual Conference and seize the opportunity to get your brand out there! The Bronze sponsor will be the sole sponsor of the Student Summit awards ceremony, supporting our next generation of public servants and their achievements. As such, you will receive branding recognition on all Student Summit materials, and have the opportunity to participate in the awards ceremony that closes the Summit each year.

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Be our Bronze Sponsor for the Annual Conference and seize the opportunity to sponsor one of our Presidential Panels, showcasing your university's expertise in a given subject area. Contact ASPA for more details.