



Taking place March 18-22 in Jacksonville, Florida, the 2022 Annual Conference for the American Society for Public Administration (ASPA) will offer a unique opportunity for universities, nonprofits, government providers and more to highlight their brand in front of an audience of more than 1,000 practitioners, scholars, researchers, students and advocates. The first in-person ASPA event to take place since 2019, this will be an exciting event full of meaningful professional connection for public servants across the country and around the world.

From digital media placements, signage and visual branding to sponsored events, promotional items and plenary recognition, sponsor branding and visibility will be robust, giving your organization or university myriad options to be recognized not only for its brand message but also its support of our 2022 Annual Conference.*

Sponsorship levels are:

- Platinum: \$15,000
- Gold: \$10,000
- Silver: \$7,500
- Bronze: \$5,000
- Copper: \$2,500
- Sponsor: \$1,500**

Review the following package details and decide quickly how to support this much-anticipated event.

**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. All benefits must be used by December 31, 2022.*

Platinum: Headline Sponsor – 15,000 (1)

The 2022 Annual Conference is the premier event of the year for those serving the public sector. Only one sponsor will have the distinction of serving as our headline sponsor, welcoming everyone to Jacksonville and hosting our attendees for our first in-person gathering in three years. Select this level and you'll receive top recognition on our conference website, deliver welcome remarks at the opening plenary, have branding opportunities throughout the hotel space and much more. We look forward to partnering with you for this significant branding opportunity.

Benefits:

- Prominent branding on the conference website (www.aspanet.org/annualconference), including a banner ad on the homepage for the month of March
- Welcome remarks at the opening plenary
- Branding throughout the hotel space based on hotel allowances
- Complimentary registrations for up to eight attendees (a mix of students and faculty is available). *Registrations will not transfer to 2023 should any cancellations take place.*
- One hosted panel at the conference
- Signage/slide recognition
- Sponsor up to three ASPA webinars between March 2022 and 2023
- Post-conference email to all ASPA members
- 50% off ad in the conference program book
- Logo recognition in conference emails

Gold: \$10,000 (3)

Become a Gold Sponsor for the Annual Conference and have the opportunity to support some of the most important components this event needs for its success! This sponsorship level includes:

- **Conference Registration Bag**

All attendees look for their registration bag to use throughout the event. Put your name on one side and ASPA's brand will be printed on the other. Even more, our re-usable, collapsible bag is eco-friendly, packs lightly and is ready to go with you on the go or at home! At this level, you also will enjoy:

- Complimentary registrations for up to six attendees (a mix of students and faculty is available). *Registrations will not transfer to 2023 should any cancellations take place.*
- 50% off an ad in the conference program book
- One hosted panel at the conference
- Sponsor one webinar between March 2022 and 2023
- Signage/Slide Recognition
- Post-conference email to all ASPA members
- Logo recognition in conference emails

- **Hosted WiFi for All Attendees**

Everyone wants unlimited high-speed internet while at conferences! Save the day for your fellow attendees when you provide it for them! Sponsor the WiFi and not only will attendees be singing your praises, but also typing your slogan of choice as the password for daily access (*hotel approval required*). Other benefits at this level include:

- Complimentary registrations for up to six attendees (a mix of students and faculty is available). *Registrations will not transfer to 2023 should any cancellations take place.*
 - 50% off an ad in the conference program book
 - One hosted panel at the conference
 - Signage/Slide Recognition
 - Sponsor one webinar between March 2022 and 2023
 - Post-conference email to all ASPA members
 - Logo recognition in conference emails
- **A/V Production**
If you've planned an event before, you know good A/V production is hard to find—and ASPA's partner is one of the best! Supporting our concurrent panel presentation displays, plenary production and every event in between, your sponsorship will help us bring the event to life for all present—and we'll make sure your colleagues know it! Other benefits at this level include:
 - Complimentary registrations for up to six attendees (a mix of students and faculty is available). *Registrations will not transfer to 2023 should any cancellations take place.*
 - 50% off an ad in the conference program book
 - One hosted panel at the conference
 - Signage/Slide Recognition
 - Sponsor one webinar between March 2022 and 2023
 - Post-conference email to all ASPA members
 - Logo recognition in conference emails

Silver: \$7,500 (8)

Become a Silver Sponsor for the Annual Conference and your branding will be prominently displayed throughout the event! This sponsorship level includes:

- **Water Bottle**
Hydration is key! Provide this year's water bottles and you'll help people stay nutritionally and environmentally conscious! Your brand will go on one side of the bottle; ASPA's brand will be on the other. Other benefits include:
 - A 50% discount on up to four registrations (a mix of student and faculty is available). *Registrations will not transfer to 2023 should any cancellations take place.*
 - 50% off an ad in the conference program book
 - Signage/slide recognition
 - Sponsor a concurrent panel of your choice
 - Logo recognition in conference emails
- **Masks**
Help us keep attendees safe when you sponsor our branded conference masks! Masks are required to attend the 2022 Annual Conference, which means your brand will be visible everywhere! Other benefits include:

- A 50% discount on up to four registrations (a mix of student and faculty is available). *Registrations will not transfer to 2023 should any cancellations take place.*
 - 50% off an ad in the conference program book
 - Signage/slide recognition
 - Sponsor a concurrent panel of your choice
 - Logo recognition in conference emails
- **Hotel Key Cards**
What better brand recognition can you ask for than to be in everyone's pocket throughout the event? Sponsor our hotel key cards and all attendees will see your brand every time head to their hotel room.
 - A 50% discount on up to four registrations (a mix of student and faculty is available). *Registrations will not transfer to 2023 should any cancellations take place.*
 - 50% off an ad in the conference program book
 - Signage/slide recognition
 - Sponsor a concurrent panel of your choice
 - Logo recognition in conference emails
- **Plenary Session (5)**
ASPA's Annual Conference features numerous plenary sessions, providing attendees with insights from the public sector's leading decisionmakers, scholars and analysts. As a sponsor of one of these sessions, a representative from your organization will have the opportunity to provide welcome remarks at the session you sponsor (all sessions are available except the opening plenary). Other benefits include:
 - A 50% discount on up to four registrations (a mix of student and faculty is available). *Registrations will not transfer to 2023 should any cancellations take place.*
 - 50% off an ad in the conference program book
 - Signage/slide recognition
 - Sponsor a concurrent panel of your choice
 - Logo recognition in conference emails

Bronze: \$5,000 (23)

Be one of our Bronze Sponsors at the 2022 Annual Conference and you'll support our attendees' most basic needs, from opportunities to network to caffeination to hygiene. This sponsorship level includes:

- **Conversation Lounge (Up to 10)**
Sponsor a conversation lounge and provide your fellow attendees with space to meet with friends and colleagues, discuss research projects, connect after panels and much more. ASPA will not host an exhibit hall this year, so these lounges will become crucial locations for person-to-person engagement! Sponsors may brand these spaces and include handouts or printed materials they wish. Other benefits include:
 - A 50% discount on two full conference registrations. *Registrations will not transfer to 2023 should any cancellations take place.*
 - A 35% discount on a conference program book ad
 - Signage/plenary slides

- **Hand Sanitizer**

Help attendees keep up with health and safety protocol throughout the conference! Brand our hand sanitizer give-aways and your brand will become synonymous with our efforts to keep attendees safe! Other benefits include:

- A 50% discount on two full conference registrations. *Registrations will not transfer to 2023 should any cancellations take place.*
- A 35% discount on a conference program book ad
- Signage/plenary slides

- **Signage**

Hotel conference spaces are huge! Be the organization that helps attendees find their way from session to session. Your logo will appear on all signs and directionals throughout the conference. Other benefits include:

- A 50% discount on two full conference registrations. *Registrations will not transfer to 2023 should any cancellations take place.*
- A 35% discount on a conference program book ad
- Signage/plenary slides

- **Coffee Breaks**

The most anticipated part of any conference is the coffee breaks, both for caffeination and to warm up from chilly hotel rooms! Sponsor this element of the event and your fellow attendees will be grateful—and see your brand throughout each break. Other benefits include:

- A 50% discount on two full conference registrations. *Registrations will not transfer to 2023 should any cancellations take place.*
- A 35% discount on a conference program book ad
- Signage/plenary slides

- **Lanyards**

Conference name badges aren't complete without a lanyard to keep them in place! Sponsor this critical attendee accessory and have your brand on every attendee, front and center for all to see! Other benefits include:

- A 50% discount on two full conference registrations. *Registrations will not transfer to 2023 should any cancellations take place.*
- A 35% discount on a conference program book ad
- Signage/plenary slides

- **Student and New Professional Summit**

An annual tradition, the Student and New Professional Summit 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 welcome attendees at start the day (Friday, March 18) and present during one of the panels. Other benefits include:

- A 50% discount on two full conference registrations. *Registrations will not transfer to 2023 should any cancellations take place.*
- A 35% discount on a conference program book ad
- Signage/plenary slides

- **Track Sponsor (7)**
Track Options: Social Equity, Diversity and Inclusion; Managing for Meaningful Public Service; Effective and Equitable Public Policy and Service Delivery in an Era of Growing Inequality; Financial Management and Planning for Uncertainty; Protecting and Replacing Aging Structures; Comparative Government and International Administration; and Good Governance and Democracy in an Uncertain Political Environment
 We will host seven tracks of concurrent panels throughout the Annual Conference, showcasing hundreds of presenters across 130+ panels. This is 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 for that track, but also it will be included on signage outside each room. Other benefits include:
 - A 50% discount on two full conference registrations. *Registrations will not transfer to 2023 should any cancellations take place.*
 - A 35% discount on a conference program book ad
 - Signage/plenary slides

- **Conference Program Book and Onsite Guide**
 As the sponsor for the digital conference program book (produced via PDF), you will receive recognition on the front cover and the first ad placement in the book. Opened and used by all attendees, your brand will be highly visible across the 2022 Annual Conference. New this year, ASPA will produce an “onsite guide” (smaller than the full book) and the program book sponsor also will be the primary advertiser in the onsite guide, provided to all attendees in Florida. Other benefits include:
 - A 50% discount on two full conference registrations. *Registrations will not transfer to 2023 should any cancellations take place.*
 - A 35% discount on a conference program book ad
 - Signage/plenary slides

Copper: \$2,500 (12)

Be one of our Copper Sponsors and we’ll make sure your brand gets prime placement on both printed materials and signage. This sponsorship level includes:

- **Awards Brochure**
 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 our awards brochure sponsor, you will have the opportunity to participate in one of the recognition ceremonies and have your branding included in the awards presentations. Your brand also will be featured on the conference website and signage at the event.

- **Signboard Ads (Up to 10)**

New this year, ASPA will be printing large (6' foot high) signboards providing advertising opportunities for those who wish to reserve one. Placed in our registration area, all attendees will have the opportunity to see your ad and be exposed to your brand. Sponsor a sign and you'll also receive a free half-page ad in this year's onsite guide. You also will be featured on the conference website and signage at the event.

Sponsor: \$1,500 (12)

Built for organizations on a budget, this category is perfect for those with limited funds who want to ensure their brand is associated with ASPA's Annual Conference. Sponsor one of ASPA's 12 Presidential Panels—high-level presentations selected and planned by ASPA leadership—and you'll receive brand recognition at each of these events, as well as on conference signage and the conference website.