



**2023 ASPA Annual Conference
Online | March 20-24
Sponsorship Packages**

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 2023 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 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 2023 Annual Conference.*

Sponsorship levels are:

- Headline: \$10,000
- Gold: \$7,500
- Silver: \$5,000
- Bronze: \$2,500
- Copper: \$1,500

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.*

Headline Sponsor (\$10,000) - TAKEN

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 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 and 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 full-page ad in the conference program
- 50% off four conference registrations, priced at \$349 per attendee (\$199 per student)
- 50% off a website ad on www.aspanet.org any time during 2023
- Sponsor a panel of choice on any day of the conference, showcasing your brand (*Presentations and speakers set by ASPA; list available in early January 2023; one sponsor per panel; first come, first served*)
- Logo recognition in conference marketing materials, starting in January 2023
- Post-conference e-blast to the ASPA community (approximately 9,000 people) on the date of your choice, through December 31, 2023 (*e-blasts subject to ASPA availability; first come, first served*)
- Host or sponsor an ASPA webinar of your choice any time in 2023

Gold Sponsors (\$7,500)

Become a Gold Sponsor for the Annual Conference and have the opportunity to support some of the most important elements of this year's event. This sponsorship level includes:

- **Digital Platform Resource Center**

Digital conference attendees will have the opportunity to download any available files they want throughout the conference including 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:

- 40% off full-page ad in the conference program
- 50% off three conference registrations, priced at \$349 per attendee (\$199 per student)
- Sponsor a panel of choice on any day of the conference, showcasing your brand (*Presentations and speakers set by ASPA; list available in early January 2023; one sponsor per panel; first come, first served*)
- Logo recognition in conference marketing materials, starting in January 2023
- Post-conference e-blast to the ASPA community (approximately 9,000 people) on the date of your choice, through December 31, 2023 (*e-blasts subject to ASPA availability; first come, first served*)

- **Plenary Lecture (6 available; 1 taken)**

We will host six plenaries throughout the Annual Conference, during which all attendees will have the opportunity to hear from some of the biggest leaders in the profession. 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:

- 40% off full-page ad in the conference program
- 50% off three conference registrations, priced at \$349 per attendee (\$199 per student)
- Sponsor a panel of choice on any day of the conference, showcasing your brand (*Presentations and speakers set by ASPA; list available in early January 2023; one sponsor per panel; first come, first served*)
- Logo recognition in conference marketing materials, starting in January 2023
- Post-conference e-blast to the ASPA community (approximately 9,000 people) on the date of your choice, through December 31, 2023 (*e-blasts subject to ASPA availability; first come, first served*)

Silver Sponsors (\$5,000)

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:

- **Conference Track** (*6 available; Taken: Social Equity Track*)

We will host seven 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:

- 25% off full-page ad in the conference program
- 50% off two conference registrations, priced at \$349 per attendee
- 25% off an ad in *PA TIMES* magazine during any edition published in 2023

- **Daily Landing Page** (*4 available; Taken: Wednesday*)

Not interested in hosting a topic? How about a day, instead! ASPA's conference platform will have landing pages for each day of the event, and your branding could be on one of those days! Seen by most conference-goers, this is a great way to ensure everyone knows your organization or university supported the 2023 conference. At this level, you also will enjoy:

- 25% off full-page ad in the conference program
- 50% off two conference registrations, priced at \$349 per attendee
- 25% off an ad in *PA TIMES* magazine during any edition published in 2023

- **Awards Program and Recognition** (*1 taken; 1 available*)

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:

- 25% off full-page ad in the conference program
- 50% off two conference registrations, priced at \$349 per attendee
- 25% off an ad in *PA TIMES* magazine during any edition published in 2023

Bronze Sponsor (\$2,500)

- **Technology and Accessibility** (*4 taken; 2 available*)
ASPA will be producing more than 200 panels throughout the event (half of them live!), as well as hosting events, meetings and other interactive opportunities for our attendees. Be one of the organizations to sponsor the technology that makes this entire event possible! More, as we work to make the 2023 conference accessible for the hard-of-hearing community, your valuable sponsorship will help support our captioning services and other accessibility features. (The more sponsors we receive for this item the more accessibility features we will be able to provide.) Benefits include:
 - 50% off one conference registration, priced at \$349 per attendee
 - Recognition in all of the messages we send out to attendees during the conference
- **Digital Zoom Backdrop and PowerPoint Template – TAKEN**
By now, everyone has special Zoom screens for different virtual events they attend. Sponsor our digital Zoom backdrop and your brand can be on our files as we share them for all conference attendees to use. Even more, ASPA will create an accessibility-friendly PowerPoint template for all presenters to use during their sessions. This sponsorship means your logo will be on that file. Enjoy seeing your branding sprinkled on personal Zoom screens throughout the conference! At this level, you also will enjoy:
 - 50% off one conference registration, priced at \$349 per attendee
 - Recognition in all of the messages we send out to attendees during the conference
- **Welcome Reception** (*1 taken; 3 available*)
We'll kick off our conference with a fun networking event. Help us host the fun! Past events have included Trivia! Games, caricature artists, live music and more. This conference's fun will be a surprise for all, and your support will help make it even better! Benefits include:
 - 50% off one conference registration, priced at \$349 per attendee
 - Recognition in all of the messages we send out to attendees during the conference
- **2023 Student Summit** (*1 taken; 1 available*)
Each conference features a day-long student summit and the 2023 event will be no different, though it will take place separate from the rest of the conference. Being held in April 2023, 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:

- 50% off one conference registration, priced at \$349 per attendee
- Recognition in all of the messages we send out to attendees during the conference

- **Points Leaderboard Sponsor – TAKEN**

Those who attended the 2021 conference remember that attendees' participation in the virtual platform helps you climb the ladder and earn points toward fun prizes at the end! The more you engage, the more points you earn. Through this sponsorship, your organization will not only receive branding for sponsoring our leaderboard, but also help us determine what cool prizes the winner will receive. Benefits include:

- 50% off one conference registration, priced at \$349 per attendee
- Recognition in all of the messages we send out to attendees during the conference

Copper Sponsor (\$1,500) (6 available; 3 taken)

Be our Copper 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.