



naspe

National Association of State Personnel Executives

2025 CORPORATE PROSPECTUS

Membership & Sponsorship Opportunities

ABOUT NASPE

The **National Association of State Personnel Executives** represents the director(s) and deputy director(s) of each state and territorial human resource management agency. These agencies are responsible for statewide human resource management policies and operations.

Their specific areas of responsibility may include:

- organizational development
- recruitment and retention
- workforce and succession planning
- classifications and compensation
- time and attendance
- employee benefits
- training
- information systems
- employee relations
- and more...

Founded in 1977, NASPE is a national leadership forum that advances state government human resources through the exchange of best practices, strategies and solutions.



THE NASPE ADVANTAGE

1 | ENGAGE

Networking

Corporate members have year-round opportunities to engage with NASPE state members through face-to-face meetings and conferences, committee participation, subject matter expert groups and through the NASPE Community.

2 | COLLABORATE

Corporate Membership Council

Corporate members in good standing may participate on the Corporate Membership Council. Council members work together to utilize their experience and resources to collaborate on association projects and initiatives such as surveys, issue briefs, and webinars. The Council also receives regular association updates and also will be asked for guidance regarding association strategies.

3 | CONSULT

Research and Information

NASPE members value association research initiatives to identify benchmarks and trends in state government human resource management. From annual surveys on the state government workforce (demographics, salary, etc.) to HR service delivery structures to whitepapers on current issues, NASPE corporate members have access to the latest information.

4 | DISCOVER

Publications

Regularly published newsletters keep the membership connected with national public-sector HR issues and association news. Each week, the NASPE Executive includes national headlines on state government HR.

5 | MARKET

Tools

NASPE corporate members are listed in the NASPE Community Sponsor Directory. The website also includes a members-only community that includes survey data, publications, member directory, subject matter groups and member resources.

BENEFITS

- Access to a searchable member directory of HR leaders in state government
- Opportunity to participate in educational webinars and in-person meetings
- Share educational resources in the NASPE Community
- Ability to promote organization's events to the NASPE Community
- Access to members-only publications and resources
- Participation on the Corporate Membership Council, other committees and subject matter expert groups
- Organization profile featured in the NASPE Community
- Opportunities to participate on special projects

INVESTMENT

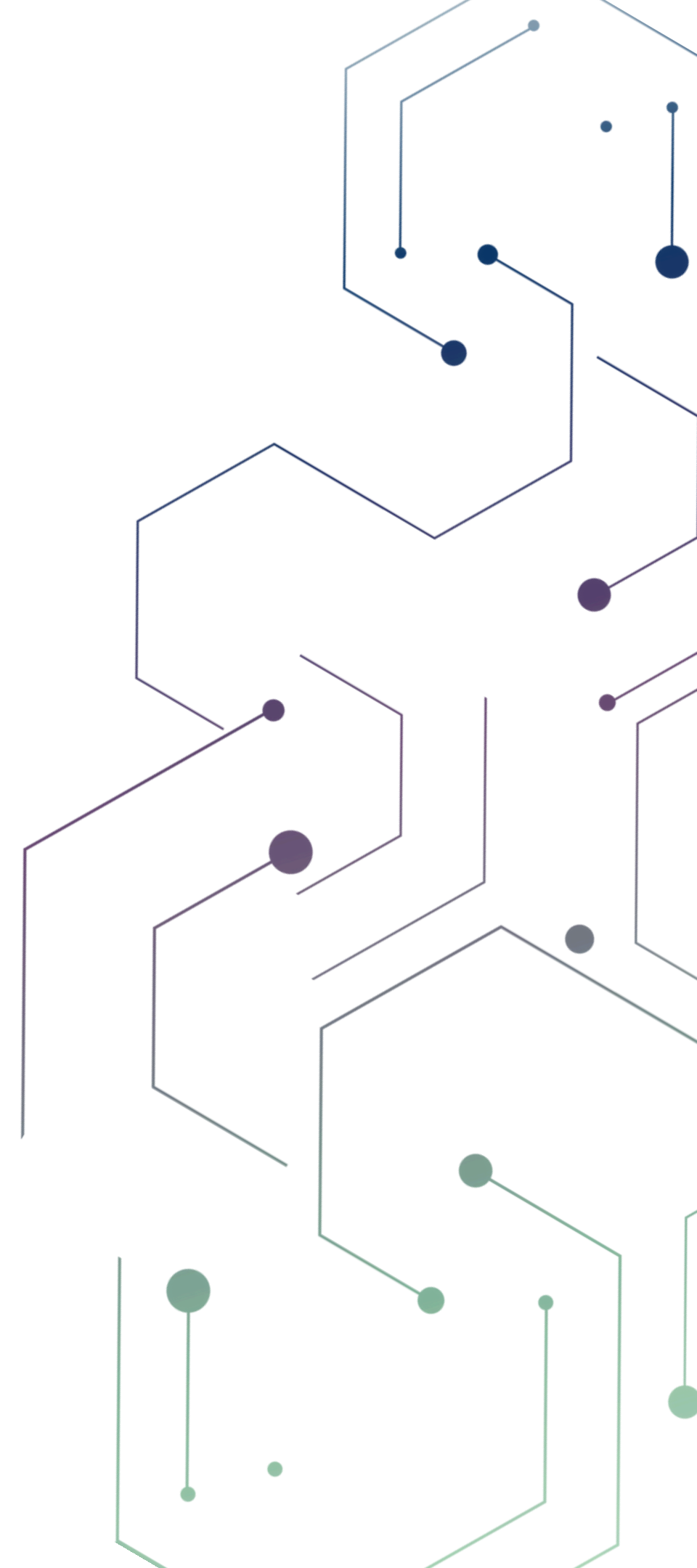
\$5,500

ANNUALLY

(JANUARY 1 - DECEMBER 31)



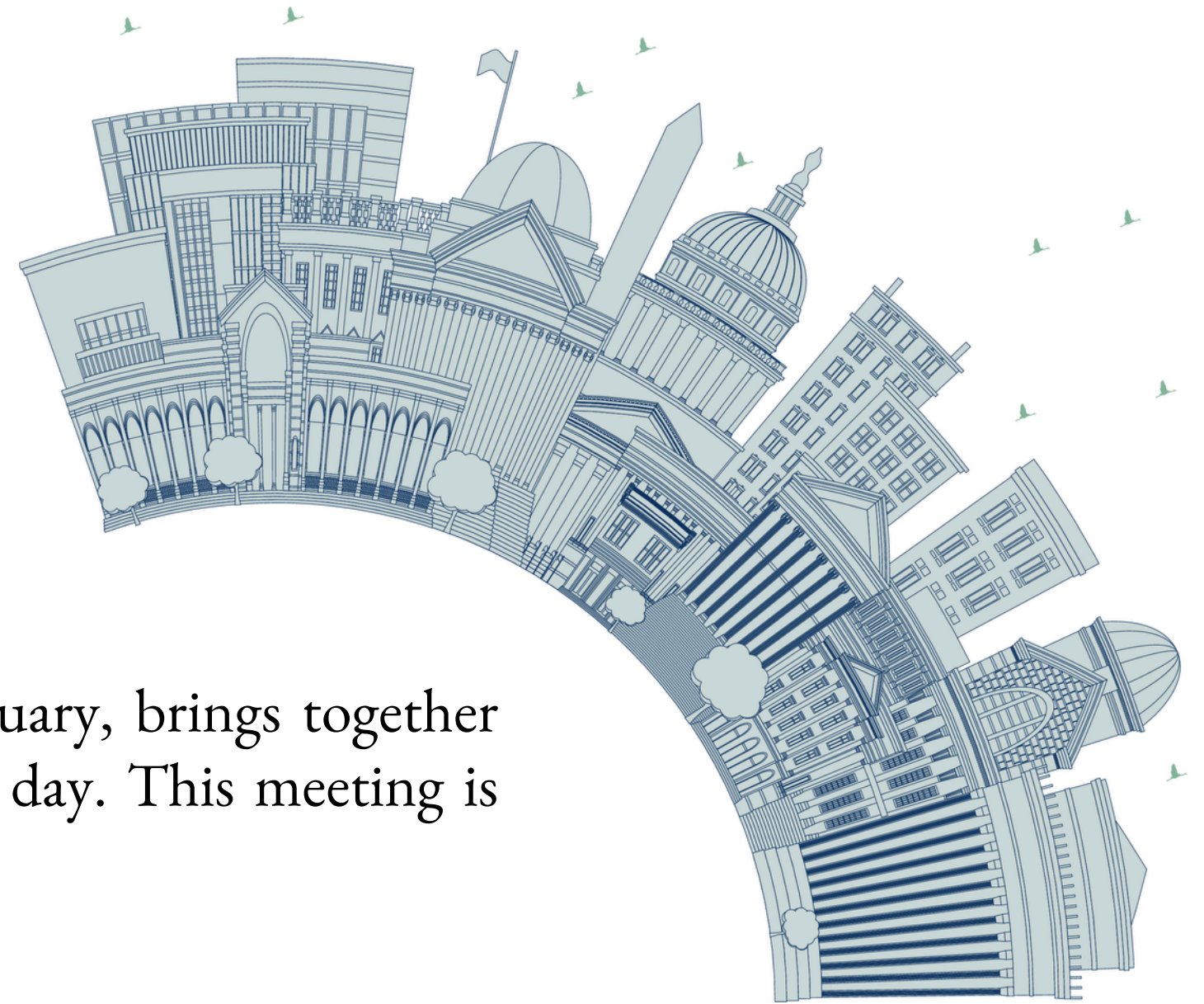
BRAND NEW COMMUNITY
COMING JANUARY 2025!



2025 MID★YEAR MEETING

January 24-26

Washington D.C.



The Mid-Year Meeting, held each year during the last weekend of January, brings together state HR Directors for roundtable discussions on the top issues of the day. This meeting is held in Washington, DC.

- Collective recognition for sponsoring the Friday event Welcome Reception
- Two Complimentary Registrations (Programming for sponsors is the Welcome Reception and early to mid-afternoon Saturday)
- Company logo on event website and onsite signage
- Preliminary and final attendance rosters
- Sponsor Spotlight: 1-min promotional video to be shown during the meeting*

\$2,000 (MEMBERS)

\$2,750 (NON-MEMBERS)

*Sponsor Spotlight videos are due to NASPE Staff no later than 7 days before the meeting



Held each July, the Annual Meeting brings together state HR directors and senior-level staff from around the country to hear from thought leaders and to get an update on the latest HR trends. This meeting location rotates around the country.

All sponsors receive:

- Acknowledgement from NASPE leadership during the opening session and throughout the meeting
- Company logo on event website and onsite signage
- Preliminary and final attendance rosters

PINNACLE
\$16,000

- Four complimentary meeting registrations
- Company banner in general session meeting room
- Recognition as an evening social/networking event sponsor
- Sponsor Spotlight: One company representative to give a 3-min overview of your organization during the meeting*

DIAMOND
\$11,000

- Three complimentary meeting registrations
- Recognition as keynote speaker sponsor
- Sponsor Spotlight: One company representative to give a 3-min overview of your organization during the meeting*

PLATINUM
\$8,500

- Two complimentary meeting registrations
- Re-charging station sponsor
- Sponsor Spotlight: One company representative to give a 3-min overview of your organization during the meeting*

GOLD
\$6,000

- Two complimentary meeting registration
- Recognition as meeting's digital sponsor (text, mobile app, etc.)
- Sponsor Spotlight: A 1-min informational video of your organization shared during the meeting**

SILVER
\$3,500

- One complimentary meeting registration
- Recognition as meeting's meal sponsor
- Sponsor Spotlight: A 1-min informational video of your organization shared during the meeting**

*Sponsor Spotlight schedule will be released within 7 days of the meeting

**Sponsor Spotlight videos are due to NASPE Staff no later than 7 days before the meeting

PROGRAM SPONSORSHIPS



Military Spouse Transition Network

\$1,500/member

Limit: 3

Helping military spouses find job opportunities in state government.

- Recognition on MSTN website, materials and correspondence



State Employee Recognition Day

\$1,500/member

Limit: 3

While each state celebrates and recognizes in its own way, NASPE supports and shares ideas and resources.

- Recognition on SERD website, materials and correspondence



NASPE's Award Program

\$2,500/member

Limit: 3

NASPE's popular awards program recognizes outstanding programs, leadership, state development and communications strategies.

- Recognition on Awards website, materials and correspondence
- One representative participates on Awards Committee



Executive Newsletter

\$3,500/member

Limit: 3

NASPE's popular weekly newsletter with headlines from around the country on state government workforce issues. Distributed each Friday. The most popular and widely-read NASPE publication.

- Recognition in each issue (45 total)

BUNDLED PRICING:

NASPE offers a five percent discount on membership, Mid-year and Annual Meeting sponsorship commitment for the year. Program sponsorships are also eligible for a five percent discount when membership and sponsorship bundling criteria are met.

By selecting a bundled package, organizations are agreeing that payment will be made in full by 1/15/2025 or in two installments, first by 1/15/2025 and second by 6/30/2025*.

*Non-payment may inhibit future membership and sponsorship opportunities.

NEW! NASPE is excited to offer an additional five percent discount to all qualifying small businesses. Please contact Kayla Leslie to learn more.

Corporate Membership

+

Mid-Year Sponsorship

+

Annual Sponsorship

PINNACLE
\$22,380.95

DIAMOND
\$17,619.05

PLATINUM
\$15,238.10

GOLD
\$12,857.14

SILVER
\$10,476.19

Program Sponsorship

MILITARY SPOUSE TRANSITION NETWORK | \$1,428.57

STATE EMPLOYEE RECOGNITION DAY | \$1,428.57

NASPE AWARD PROGRAMS | \$2,380.95

EXECUTIVE NEWSLETTER | \$3,333.34

NEXT STEPS

Visit www.naspe.net to complete the online commitment form and make payments.

You will need your login information to make selections.

Questions? Contact Leslie Scott at lscott@csg.org or Kayla Leslie at kleslie@csg.org

