



# VALUE IN COLLABORATION

CORPORATE MEMBERSHIP &  
SPONSORSHIP OPPORTUNITIES

# ABOUT NASPE

## National Association of State Personnel Executives

The National Association of State Personnel Executives represents the director and deputy director of each state and territorial government's 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, classification and compensation, time and attendance, employee benefits, training, information systems, and employee relations.

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

For more information, visit [www.naspe.net](http://www.naspe.net).

Ian Sane  
Three Bridge Night

# CORPORATE MEMBERSHIP

## Benefits

- One-on-one networking opportunities with state government human resource management executives
- Participation on association committees and issue-oriented networking forums
- Discounted registration fees to NASPE conferences
- Marketing and branding opportunities through presentations and electronic media
- Access to association publications, research, and survey data
- Membership rosters
- Corporate Membership Council participation
- Writing and developing issue briefs on hot topics
- Gaining a better understanding of the issues and challenges facing state government HR

## Who should join?

Private-sector organizations that provide goods and services for state government human resource management administration are encouraged to join the association as corporate members. The organization holds the membership with one employee serving as the primary contact. Dues are \$3,500 and are paid on a calendar year.





# MEMBERS COLLABORATE

Partnership is key



## The NASPE Advantage

### **ENGAGE:** Networking

Corporate members have year-round opportunities to engage with NASPE state members through face-to-face meetings and conferences, committee participation, and issue-oriented networking forums.

### **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.

### **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.

### **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. The quarterly, Inside NASPE, features HR trends and association updates. Corporate members may contribute to Inside NASPE.

### **MARKET:** Tools

NASPE's corporate members are included in the online vendor guide on NASPE's website. The website also includes a members-only section that includes survey data, publications and updated membership rosters.

ADVANTAGE



# MEETINGS

## Sponsorship opportunities

### **Mid-Year Meeting**

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. NASPE corporate partners and sponsors may also participate in this meeting.

This meeting is for state government HR directors and deputy directors. Corporate members and sponsors may attend Friday evening and Saturday session through early afternoon.

### **Annual Meeting**

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

This meeting is for state government HR directors, deputy directors, senior professionals in the central HR agency and line agency.

# SPONSORSHIP BENEFITS

## Mid-Year Meeting

- Collective recognition for sponsoring the Friday evening Welcome Reception
- Attendance (Limit 2 attendees per organization at the Welcome Reception and Saturday sessions through early to mid-afternoon ET.)
- Sponsor Spotlight: One company representative to give a 3-minute overview of your organization at the Welcome Reception
- One-page letter or small brochure placed in attendee packet
- Signage with company logo
- Preliminary and final attendance list
- Company name and logo (with link) on NASPE Mid-Year Meeting website
- Recognition on all pre- and postcorrespondence with attendees.
- Sponsorship is subject to terms and conditions included on NASPE website.

## Annual Meeting

- Participation in “Get to Know the Sponsors Event”
- One-page letter or small brochure about your organization in meeting registration packet
- Program acknowledgement
- Recognition by name and logo on electronic and printed signage
- Acknowledgement from NASPE leadership during opening session and throughout the conference
- Company representatives identified as sponsor with ribbons on name badge
- All corporate members who sponsor will be given the first opportunity to moderate “hot topics” discussion on the meeting agenda.
- Sponsorship is subject to terms and conditions on the NASPE website at [www.naspe.net](http://www.naspe.net).

# SPONSORSHIP LEVELS

ANNUAL

PINNACLE

DIAMOND

PLATINUM

GOLD

SILVER

BRONZE

**PINNACLE**  
**\$15,000**

In addition to sponsor benefits provided for all sponsorship levels:

- Four complimentary meeting registrations
- Company banner in general session meeting room
- All Pinnacle sponsors share recognition at Monday evening social/networking event
- One company representative to address attendees at Monday evening social/networking event

**DIAMOND**  
**\$10,000**

In addition to sponsor benefits provided for all sponsorship levels:

- Three complimentary meeting registrations
- All Diamond Sponsors share recognition as keynote speaker sponsors
- One company representative to address group at a Tuesday event

**PLATINUM**  
**\$7,500**

In addition to sponsor benefits provided for all sponsorship levels:

- Two complimentary meeting registrations
- All Platinum Sponsors share recognition at as sponsors of the NASPEs Awards Program Luncheon
- One company representative to address group at Awards Luncheon

**GOLD**  
**\$5,000**

In addition to sponsor benefits provided for all sponsorship levels:

- One complimentary meeting registration
- All Gold Sponsors share recognition as the meeting's digital sponsor (text messages, mobile app, etc.)
- One company representative to address attendees during the meeting (times TBD).

**SILVER**  
**\$3,000**

In addition to sponsor benefits provided for all sponsorship levels:

- All Silver Sponsors share recognition as the meeting's breakfast sponsors
- One company representative to address attendees during the meeting (times TBD).

**BRONZE**  
**\$1,500**

In addition to sponsor benefits provided for all sponsorship levels:

- All Bronze Sponsors share recognition as Break Sponsors
- One company representative to address attendees during the meeting (times TBD).

**MEMBERS**  
**\$750**

**MID-YEAR**

**NON-MEMBERS**  
**\$1,500**

# BUNDLED PRICING

Five percent discount on membership, Mid-Year and Annual Meeting sponsorship commitment for the year. Organizations must commit in writing prior to Mid-Year Meeting in January. Payments may be made in installments.

\$18,288

Annual Meeting **Pinnacle** Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship

\$13,538

Annual Meeting **Diamond** Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship

\$11,163

Annual Meeting **Platinum** Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship

PRICELESS

The connections you'll make and the insights you'll gain by being part of the NASPE meeting cycle.

\$8,788

Annual Meeting **Gold** Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship

\$6,888

Annual Meeting **Silver** Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship

\$5,463

Annual Meeting **Bronze** Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship



# WORDS FROM OUR MEMBERS AND OUR SPONSORS

“NASPE understands the importance the vendor community brings to state government and provides a setting conducive to educating and best practice sharing. There are very few organizations that truly understand the significance of a good partnership, but NASPE rises to the top.”

Jennifer Dowd  
Marketing Manager, Kronos

“Government needs creative solutions to solve challenges these days. The NASPE Meeting is a great forum for those discussions. The conference is designed to give you key access to state officials and they are eager to learn about leading practices.”

Paul Campbell  
Vice President, State and Local Government, United Healthcare





National Association of State Personnel Executives

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