

The logo for the National Association of State Personnel Executives (NASPE) features a stylized blue star to the left of the word "naspe" in a bold, lowercase, sans-serif font.

National Association of State Personnel Executives

The cover features a dark blue background with a large, circular, close-up image of interlocking wooden gears on the right side. Several red arrows are overlaid on the design: one pointing right at the top, one pointing left in the middle, and one pointing left at the bottom right. A green rectangular box with white text is positioned on the left. The bottom of the cover has a decorative border of white diagonal stripes on a dark blue background.

2021 PROSPECTUS

CORPORATE MEMBERSHIP AND SPONSORSHIP OPPORTUNITIES

ABOUT NASPE



The National Association of State Personnel Executives represents the director and deputy director 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, classification and compensation, time and attendance, employee benefits, training, information systems and employee relations

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



MEMBERS COLLABORATE



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:

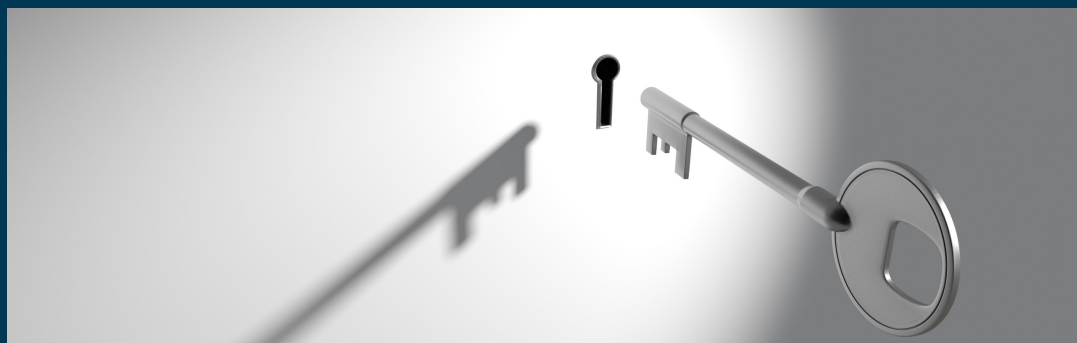
NASPE members value association research initiatives to identify benchmarks and trends in state government human resource management. From annual surveys on the state government workforce (demographics, salary, etc.) to HR service delivery structures to whitepapers on current issues, NASPE corporate 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 E-xecutive includes national headlines on state government HR. The quarterly newsletter features HR trends and association updates.

MARKET: Tools

NASPE corporate members are listed on NASPE's website. The website also includes a members-only section that includes survey data, publications and update membership rosters. In addition, corporate members will have access to NASPE's Learning Management System and the ability to post documents and videos.



CORPORATE MEMBERSHIP BENEFITS



- Updated member roster bi-monthly
- Webinar presentation for general membership or subject matter expert group (Subject matter expert groups: Recruitment/Talent Acquisition, Labor Relations, Classification and Compensation, General Counsel, Communications, Learning & Development)
- 12 uploads per year on NASPE Learning Management System
- Participation on NASPE research projects
- Access to survey data from official NASPE surveys
- Participation on corporate member council
- Ability to promote organization's events to the NASPE membership
- Opportunities to participate on special projects

\$3,500

January 1 -
December 31

MEETING SPONSORSHIP



JANUARY 28-29 A VIRTUAL EVENT

SPONSORSHIP

\$500 (member)/
\$750 (non-member)



JULY 18-21 BOSTON, MA (Tentative*)

PINNACLE - \$15,000
DIAMOND - \$10,000
PLATINUM - \$7,000
GOLD - \$5,000
SILVER - \$3,000
BRONZE - \$1,500



*Due to COVID-19, with member and attendee health and safety being the top priority, plans for the 2021 Annual Meeting are tentative. As more information becomes available, NASPE leadership will make decisions regarding holding an in-person, virtual or hybrid event.

PROGRAM SPONSORSHIPS



E-xecutive Newsletter (Limit: 3 organizations)

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.

\$3,500 corporate member/\$4,000 non-member

- Logo/organizational link in each issue.
- Sponsorship of 50 weeks



Military Spouse Transition Network (Limit :3 organizations)

Helping military spouses find job opportunities in state government.

Sponsorship

\$1,500 corporate member/\$2,000 non-member

- Logo/link on MSTN webpage, material and correspondence



NASPEs Awards Program (Limit: 3 organizations)

NASPE's popular awards program recognizing outstanding programs, leadership, staff development and communication strategies.

Sponsorship:

\$2,500 corporate member/\$3,000 non-member

- Logo/link on awards material/promotion and web page.
- One representative participates on Awards Committee.
- Logo/acknowledgment on winner videos/awards presentation.



State Employee Recognition Day (Limit: 3 Organizations)

Recognizing state government employees across the country on the first Wednesday in May. While each state celebrates and recognizes in its own way, NASPE supports and shares ideas and resources.

Sponsorship:

\$1,500 corporate member/\$2,000 non-member

- Logo/link on all SERD material/guides sent to members.
- Logo/link on SERD portion of NASPE website.
- Logo/acknowledgement on national recognition video.

MEETING SPONSORSHIP BENEFITS



Mid-Year Meeting

- Pre-event attendance list (with contact information)
- Post-event attendance list (with contact information)
- Logo and link on pre-event attendee correspondence
- Logo and link on post-event correspondence
- Recognition during live event
- Video upload to virtual conference platform
- Upload of two documents/resources to virtual conference platform
- 2 complimentary event registrations



Annual Meeting

assuming an in-person/benefits subject to change due to meeting format and accessibility due to COVID-19 restrictions
Benefits for all levels of sponsorship. See below for additional benefits for sponsorship levels

- Two-to-three minute presentation to attendees
- One-page letter or small brochure about your organization in meeting 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

Pinnacle- \$15,000

- 4 complimentary registrations
- Company banner in general session meeting room
- Recognition at Monday evening social/networking event
- One company representative to address attendees at Monday evening event.

Diamond - \$10,000

- 3 complimentary registrations
- Keynote speaker(s) sponsor
- One company representative to address attendees at Opening Reception

Platinum - \$7,500

- 2 complimentary registrations
- Monday lunch sponsor
- Re-charging station sponsor
- One company representative to address attendees at Monday lunch.

Gold - \$5,000

- 1 complimentary registrations
- Digital media sponsor (app, website, texts)
- One company representative to address attendees during the event

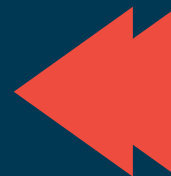
Silver- \$3,000

- Meeting Breakfast Sponsor
- One company representative to address attendees during the event

Bronze - \$1,500

- Meeting Breaks Sponsor
- One company representative to address attendees during the event

BUNDLED PRICING



Bundled pricing includes a 5 percent discount if the organization commits to Corporate Membership, Mid-Year Meeting Sponsorship and Annual Meeting Sponsorship. Payment may be made in full or in two installments as follows: Payment for Corporate Membership and Mid-Year Meeting Sponsorship, should be received by January 15, 2021. Payment for the remainder (Annual Meeting) should be received by June 30, 2021. Additional sponsorship options such as the (Awards Program, E-xecutive, Military Spouse Transition, State Employee Recognition Day) would be eligible for the bundled pricing, (5 percent discount) if the criteria for the Corporate Membership, and Mid-Year and Annual Meeting Sponsorship are met. Payment for the special program sponsorship is due January 15, 2021 unless otherwise arranged and approved by NASPE staff.

Bundles

PINNACLE - \$18,050
DIAMOND - \$13,300
PLATINUM - \$10,925
GOLD - \$8,550
SILVER - \$6,650
BRONZE - \$5,225

Example

| | |
|---------------------------------------|-----------------|
| Corporate Membership: | \$3,500 |
| Mid-Year Meeting Sponsorship | \$ 500 |
| Annual Meeting Sponsorship (Platinum) | \$ 7,500 |
| Total | \$11,500 |
| 5 percent discount | \$ (575) |
| Bundle Total | \$10,925 |

installment payment:

| | |
|----------------------|----------|
| Due January 15, 2021 | \$ 3,800 |
| Due June 30, 2021 | \$ 7,125 |

Program sponsorship (E-xecutive, Military Spouse Transition Network, NASPEs Awards, State Employee Recognition Day) also offered with bundled pricing/discount if Corporate Membership, Sponsorship bundling criteria met.

A LA CARTE PRICING

CORPORATE MEMBERSHIP: \$3,500

MID-YEAR MEETING SPONSORSHIP \$ 500

ANNUAL MEETING SPONSORSHIP:

| | |
|----------|----------|
| PINNACLE | \$15,000 |
| DIAMOND | \$10,000 |
| PLATINUM | \$ 7,500 |
| GOLD | \$ 5,000 |
| SILVER | \$ 3,000 |
| BRONZE | \$ 1,500 |

PROGRAM SPONSORSHIP

| | |
|------------------------------------|--------------------------|
| E-XECUTIVE NEWSLETTER | \$3,500(M)/\$4000 (NM) |
| NASPES AWARDS | \$2,500 (M)/\$3,000 (NM) |
| STATE EMPLOYEE RECOGNITION DAY | \$1,500 (M)/\$2,000 (NM) |
| MILITARY SPOUSE TRANSITION NETWORK | \$1,500 (M)/\$2,000 (NM) |

NEXT STEPS



Visit www.naspe.net to complete online commitment form and make payment. Questions? Contact Leslie Scott at lscott@csg.org or at 859-338-5801.