



SPONSORSHIP & GUIDE

2020 CSG NATIONAL CONFERENCE SPONSORSHIP GUIDE

Each year, CSG convenes hundreds of state leaders from across the United States, the U.S. territories and Canada during its national conference. The conference spotlights national public policy priorities through policy academies, national task forces and Innovation Classrooms. CSG national standing committees, including Shared State Legislation, convene at this annual event. Special traditions like the CSG Henry Toll Fellowship graduation and Campaign Against Hunger bring all conference attendees together to celebrate excellence in state government and CSG's commitment to advancing the common good. A focus on meaningful networking and dialogue is always a part of the agenda. Attendance ranges from 750-1,000 each year, depending on the conference's location.

PLATINUM | \$50,000

- Company/organization logo on event signage
- Featured in on-site Sponsor Guide and app
- Complimentary registration (for five)
- Invitation (for five) to Executive Committee Reception
- Invitation (for one) to CSG Leadership Dinner
- VIP seating (for two) at a plenary luncheon
- Preliminary attendance list

DIAMOND | \$25,000

- Company/organization logo on event signage
- Featured in on-site Sponsor Guide and app
- Complimentary registration (for four)
- Invitation (for four) to Executive Committee Reception
- VIP seating (for one) at a plenary luncheon
- Preliminary attendance list

GOLD | \$15,000

- Company/organization logo on event signage
- Featured in on-site Sponsor Guide and app
- Complimentary registration (for four)
- Invitation (for four) to Executive Committee Reception
- Preliminary attendance list

SILVER | \$10,000

- Company/organization name on event signage
- Featured in on-site Sponsor Guide and app
- Complimentary registration (for three)
- Invitation (for three) to Executive Committee Reception
- Preliminary attendance list

BRONZE | \$5,000

- Company/organization name on event signage
- Featured in on-site Sponsor Guide and app
- Complimentary registration (for two)
- Invitation (for two) to Executive Committee Reception
- Preliminary attendance list

QUARTZ | \$2,500

- Company/organization name on event signage
- Featured in on-site Sponsor Guide and app
- Complimentary registration (for one)
- Invitation (for one) to Executive Committee Reception
- Preliminary attendance list

FIELD STUDY | \$20,000

**CSG Associate members only*

- Ability to host a field study, preferably an interactive tour, of your company's facility (curriculum subject to CSG approval)
- Featured in on-site Sponsor Guide and app as a Gold Level sponsor
- Acknowledgement on event signage as a Gold Level sponsor
- Complimentary registration (for three)
- Invitation (for three) to Executive Committee Reception
- Preliminary attendance list

PRODUCT PLACEMENT | \$15,000

**CSG Associate members only*

- Products distributed during general plenary session or event
- Featured in on-site Sponsor Guide and app
- Acknowledgement on event signage as a Gold Level sponsor
- Complimentary registration (for three)
- Invitation (for three) to Executive Committee Reception
- After product distribution at plenary session, remainder of items featured and made available to attendees at the registration kiosk
- Preliminary attendance list

WI-FI INTERNET PROVIDER PRESENTING SPONSOR | \$15,000

**CSG Associate members only*

- Company/organization logo on appropriate Wi-Fi signage/materials
- Featured in on-site Sponsor Guide and app
- Acknowledgement on event signage as a Gold Level sponsor
- Complimentary registration (for three)
- Invitation (for three) to Executive Committee Reception
- Preliminary attendance list

CHARGING STATION PRESENTING SPONSOR | \$15,000

**CSG Associate members only*

- Company/organization logo on charging station
- Featured in on-site Sponsor Guide and app
- Acknowledgement on event signage as a Gold Level sponsor
- Complimentary registration (for three)
- Invitation (for three) to Executive Committee Reception
- Preliminary attendance list

QUESTIONS?

**Contact the CSG Advancement team
at advancement@csg.org.**



INNOVATION CLASSROOM

The CSG Innovation Classroom provides engaging and interactive professional development and policy learning experiences for conference attendees. Utilizing the expertise of select CSG Associate members to demonstrate new cutting-edge technologies, state leaders can better understand the applicability and explore burgeoning innovations to policy issues at play in their jurisdictions. Previous CSG Innovation Classroom sessions have focused on smart chip cards, understanding and using the cloud, cybersecurity, pharmaceutical or drug delivery innovations, GIS mapping and other advancements impacting the states.

SPONSOR | \$15,000

**CSG Associate members only*

- Ability to lead two 45-minute sessions (subject matter and curriculum subject to CSG approval)
- Complimentary table for your company/organization near classroom area
- Featured in on-site Sponsor Guide and app
- Acknowledgement on event signage as a Gold Level sponsor
- Complimentary registration (for three)
- Promotion in on-site agenda
- Promotion in CSG e-blast
- Innovation Classroom sessions listed on conference website
- Preliminary attendance list
- Registration/attendance list for both sessions
- Acknowledgement on signage in Innovation Classroom area

CAMPAIGN AGAINST HUNGER

AN ANNUAL CSG SERVICE PROJECT

Help CSG give back to the community!

Join the CSG Campaign Against Hunger service project as we package meals for the hungry in New Mexico. There will be fellowship and plenty of fun as we package thousands of meals for those who are food insecure. Meals assembled at the event will be donated to local food banks.

PRESENTING SPONSOR | \$25,000

- Opportunity to give brief welcome at event
- Acknowledgement on conference signage as a Diamond Level sponsor
- Complimentary registration (for four)
- Invitation (for four) to the CSG Executive Committee Reception
- Opportunity to donate product for placement at event
- Recognition on CSG Campaign Against Hunger signage
- Advertisement recognizing your organization's participation and support for the CSG Campaign Against Hunger Service Project in 2021 Issue 1 of *Capitol Ideas* magazine

SPONSOR | \$5,000

- Opportunity to donate product for placement at event
- Acknowledgement on conference signage as a Bronze Level sponsor
- Complimentary registration (for two)
- Invitation (for two) to the CSG Executive Committee Reception
- Recognition on CSG Campaign Against Hunger signage
- Advertisement recognizing your organization's participation and support for the CSG Campaign Against Hunger Service Project in 2021 Issue 1 of *Capitol Ideas* magazine



SPECIAL EVENING EVENT:

100TH ANNIVERSARY OF WOMEN'S RIGHT TO VOTE

Suffrage was a movement that campaigned and marched for women's right to vote. On Aug. 18, 1920, the 19th Amendment to the U.S. Constitution was ratified, declaring:

"The right of citizens of the United States to vote shall not be denied or abridged by the United States or by any state on account of sex. Congress shall have power to enforce this article by appropriate legislation."

On Nov. 2, 1920, more than 8 million women voted for the first time. During the CSG National Conference, we will celebrate this significant mile marker in American history and recognize the women who, for decades, organized and marched for the right to vote.

LEAD SPONSOR | \$25,000

- Acknowledgement as Lead Sponsor on special event signage
- Acknowledgement on conference signage as a Diamond Level sponsor
- Complimentary registration (for four)
- Invitation (for four) to the CSG Executive Committee Reception
- Opportunity to donate product for placement at event
- Advertisement recognizing your organization's participation and support for the anniversary event in 2021 Issue 1 of *Capitol Ideas* magazine

LOGO SPONSOR | \$5,000

- Acknowledgement on conference signage as a Bronze Level sponsor
- Complimentary registration (for two)
- Invitation (for two) to the CSG Executive Committee Reception
- Logo on event signage
- Advertisement recognizing your organization's participation and support for the anniversary event in 2021 Issue 1 of *Capitol Ideas* magazine

CSG POLICY ACADEMY SERIES

CSG Policy Academies are full-day programs focused on relevant issues in a specific policy area. CSG invites select state officials focused on the respective policy issue for an intensive educational and networking experience. CSG Policy Academies are also open to all conference attendees. The following policy academies will be held in conjunction with the CSG National Conference in Santa Fe, New Mexico, Dec. 2-5, 2020.

SPONSORSHIP | \$10,000

A LEAD SPONSORSHIP opportunity is available for each CSG Policy Academy.

FUTURE OF WORK

This capstone policy academy will celebrate key findings of The Future of Work National Task Force and case studies discovered through the two-year process and included in the national report. Subcommittee members and partners will serve as moderators and presenters.

HEALTHY STATES

This capstone policy academy will celebrate key findings of the Healthy States National Task Force and case studies discovered through the two-year process and included in the national report. Subcommittee members and partners will serve as moderators and presenters.

PRIVACY AND CYBERSECURITY

State governments handle billions of pieces of personal data every day; securing that information is both increasingly important and difficult. Security breaches can result from something as simple as a lost laptop or as complex as a sophisticated, intentional attack from cybercriminals. Cyberattacks can lead to personal identity theft and create major disruptions in the ability of states to deliver crucial services to residents. While cybersecurity is an issue of increasing importance, states are often unprepared. This policy academy will explore state solutions to cybersecurity and privacy concerns. Faculty will consist of state chief information officers as well as experts from industry and academia.

THE TURN TOWARDS SUSTAINABILITY

According to Forbes, many organizations are discovering that environmental sustainability efforts make good business sense. Sustainability and environmentally friendly operations can be more cost-efficient and help reduce waste. As states continue to assess their role in appropriating, regulating and containing waste impacting the climate, state leaders are seeking collaboration with industries leading on sustainability efforts.

ATTENDEES

Dependent on funds raised, CSG will underwrite attendance for up to 30 state officials serving on the jurisdictional committees or in roles applicable to the policy focus for each academy. In addition to the targeted state officials, policy academies are open to all conference attendees.

PARTNERSHIP OPPORTUNITY

CSG is providing a limited number of Associate members the opportunity to support and attend the policy academy.

Underwriting opportunities are available at the \$10,000 partnership level.

Partnership benefits include:

- Opportunity to nominate state leaders to attend the policy academy
- Opportunity to suggest program and curriculum components for the policy academy
- Opportunity to attend the policy academy, including sessions, meals and special events as well as the CSG National Conference
- Opportunity for company acknowledgement and underwriting information to be included in all policy academy materials, pre- and post-meeting marketing outreach and event signage
- Recognition as an overall 2020 CSG National Conference sponsor
- Complimentary registration (for one)

QUESTIONS?

Contact the CSG Advancement team
at advancement@csg.org.

CSG “20 UNDER 40”

RECOGNIZING OUTSTANDING STATE OFFICIALS

In 2018, 700 millennial candidates ran in the approximately 6,000 state legislative races. Younger leaders increasingly play a major role in state capitols. CSG seeks to recognize their notable accomplishments and achievements. In 2020, CSG will launch its “20 Under 40” recognition program. CSG leaders will choose 20 award recipients through an application process. All recipients will be 40 years of age or younger.

The award recipients will be state officials who demonstrate the ability to work across the aisle in meaningful ways to advance the common good. Examples of this work may include bipartisan legislation, task force leadership or leading a special initiative for their state.

An invitation-only luncheon to honor award recipients will take place on Saturday, Dec. 5. Sponsors are eligible to attend.

LEAD SPONSORSHIP | \$25,000

- Acknowledgement as lead sponsor on all marketing materials sent to chamber leadership and all legislators 40 years and younger in all 50 states and U.S. territories
- Acknowledgement as the lead sponsor during the announcement of the new award program at the 2020 CSG National Conference
- Opportunity to provide a greeting during the CSG 20 Under 40 Awards luncheon at the 2020 CSG National Conference
- Acknowledgement as a Platinum Level sponsor of the 2020 CSG National Conference
- Complimentary registration (for four)
- Invitation (for four) to awards luncheon
- Invitation (for four) to the CSG Executive Committee reception at the 2020 CSG National Conference
- VIP seating (for one) at plenary luncheons at the 2020 CSG National Conference
- Eligible to have a company representative serve on selecting committee.
- Advertisement in 2020 Issue 5 Capitol Ideas magazine announcing winners and recognizing your sponsorship

STANDARD SPONSORSHIP | \$5,000

- Acknowledgement as a sponsor on marketing materials sent to chamber leadership and all legislators 40 years and younger in all 50 states and U.S. territories
- Invitation (for two) to the CSG 20 Under 40 Awards luncheon
- Verbal acknowledgement at the CSG 20 Under 40 Awards luncheon
- Visual acknowledgement on CSG 20 Under 40 signage at the 2020 CSG National Conference
- Acknowledgement as a Bronze sponsor of the 2020 CSG National Conference
- Complimentary registration (for one) to the 2020 CSG National Conference
- Advertisement in 2020 Issue 5 Capitol Ideas magazine announcing winners and recognizing your sponsorship





COMMITMENT FORM

_____ wishes to support the 2020 CSG National Conference.

(please print official organization name)

Sponsorship Type/Level _____

Contact Name _____

Address _____

City/State _____

Telephone _____

Email _____

If you have questions or would like to discuss sponsoring the 2020 CSG National Conference, please contact:

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