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 20 Under 40 Leadership Award luncheon 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.

**2021 CSG NATIONAL CONFERENCE SPONSORSHIP LEVELS**

**PLATINUM | $50,000**
- Company/organization logo on event signage
- Featured in on-site Sponsor Guide and mobile 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 mobile 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 mobile 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 mobile 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 mobile 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 mobile app
- Complimentary registration (for one)
- Invitation (for one) to Executive Committee Reception
- Preliminary attendance list.
FIELD STUDY | $20,000
*Open to 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 mobile app as a Gold Level sponsor
- Acknowledgment on event signage as a Gold Level sponsor
- Company name on event signage
- Complimentary conference registration (for three)
- Invitation (for three) to Executive Committee Reception
- VIP seating (for one) at plenary meals
- Preliminary attendance list

PRODUCT PLACEMENT | $15,000
*Open to CSG Associate members only
- Products distributed during general plenary session or event
- Featured in on-site Sponsor Guide and mobile app
- Acknowledgment on event signage as a Gold Level sponsor
- Complimentary conference 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
*Open to CSG Associate members only
- Company/organization logo on appropriate Wi-Fi signage/materials
- Featured in on-site Sponsor Guide and mobile app
- Acknowledgment 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
*Open to CSG Associate members only
- Company/organization logo on charging station
- Featured in on-site Sponsor Guide and mobile app as a Gold Level sponsor
- Acknowledgment 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.
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 and use new cutting-edge innovations and technologies, state leaders can better understand the applicability of these technologies and 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 online best practices and technology advancements impacting the states.
LEAD SPONSOR | $15,000
*Open to CSG Associate members only

- Two 45-minute sessions on key conference days (subject matter and curriculum subject to CSG approval)
- Complimentary table for your company/organization near classroom area
- Featured in on-site Sponsor Guide and mobile app as a Gold Level sponsor
- Acknowledgment on event signage as a Gold Level sponsor
- Complimentary registration (for three)
- Invitation (for three) to Executive Committee Reception
- Promotion in on-site agenda
- Promotion in CSG e-blast
- Innovation Classroom sessions listed on conference website
- Preliminary attendance list for CSG National Conference
- Registration/attendance list for both speaking sessions
- Acknowledgment on signage in Innovation Classroom area

SPONSOR | $10,000
*Open to CSG Associate members only

- One 45-minute session on key conference days (subject matter and curriculum subject to CSG approval)
- Featured in on-site Sponsor Guide and mobile app as a Silver Level sponsor
- Acknowledgment on event signage as a Silver Level sponsor
- Complimentary registration (for two)
- Invitation (for two) to Executive Committee Reception
- Promotion in on-site agenda
- Promotion in CSG e-blast
- Innovation Classroom sessions listed on conference website
- Preliminary attendance list for CSG National Conference
- Registration/attendance list for speaking session
- Acknowledgment on signage in Innovation Classroom area

QUESTIONS?
Contact the CSG Advancement team at advancement@csg.org.
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 2021 CSG National Conference.

**MEDICAID 101 POLICY ACADEMY**
**DECEMBER 3**
In legislatures across the country, often only a handful of members are schooled in Medicaid's complexities. While this knowledge is critical in helping inform legislative decisions, no succession plan exists to replace the institutional knowledge of senior committee leaders. The Medicaid 101 Policy Academy educates and equips the next generation of legislators to provide appropriate oversight over state Medicaid programs. In 2021, CSG will convene its 10th annual Medicaid policy academy for newly appointed legislators to health committees. Faculty will consist of seasoned health chairs and Medicaid directors as well as experts from healthcare industries and academia.

**Audience:** Newly appointed Health Committee Members

**THE FUTURE OF SUSTAINABILITY POLICY ACADEMY**
**DECEMBER 1-2**
The benefits of sustainable practices have been recognized for decades across numerous industries but 2020 may have redefined the concepts of sustainability as nearly every industry faced crisis in the wake of the coronavirus pandemic. This policy academy will examine the then-and-now of sustainability issues. How have state and industry priorities changed? How will sustainable practices survive, evolve and manifest in a post-coronavirus economy? Can sustainability efforts co-exist as resiliency and recovery remains the priority for states?

As states continue to assess their role in appropriating, regulating and containing waste impacting the climate, leaders will come together to wrestle with these questions raised because of COVID-19.

**Audience:** Energy, Environment, Natural Resources, Agriculture committee chairs

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

**PARTNERSHIP OPPORTUNITY | $10,000**
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
- Complimentary conference registration (for two)
- 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 acknowledgment and underwriting information to be included in all policy academy materials, pre- and post-meeting marketing outreach and event signage

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

**QUESTIONS?**
Contact the CSG Advancement team at advancement@csg.org.
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. Launched in 2020, CSG will recognize the second class of 20 award recipients at the 2021 CSG National Conference. 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.

**LEAD SPONSORSHIP | $25,000**

Lead Sponsorship Benefits will include:

- Acknowledgment 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
- Opportunity to provide a greeting during the CSG 20 Under 40 Awards session at the 2021 CSG National Conference
- Acknowledgment as a Diamond Level sponsor of the 2021 CSG National Conference
- Complimentary registration (for four)
- Invitation (for four) to awards session and luncheon
- Invitation (for four) to the CSG Executive Committee reception at the 2021 CSG National Conference
- VIP seating (for one) at plenary luncheons at the 2021 CSG National Conference
- Eligible to have a company representative serve on selection committee
- Advertisement in 2021 Issue 5 Capitol Ideas magazine announcing winners and recognizing your sponsorship
- Opportunity to nominate state leaders for the CSG 20 Under 40 Leadership Award

**STANDARD SPONSORSHIP | $5,000**

Standard Sponsorship Benefits will include:

- Acknowledgment 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 session and luncheon
- Verbal acknowledgment at the CSG 20 Under 40 Awards luncheon
- Visual acknowledgment on CSG 20 Under 40 signage at the 2021 CSG National Conference
- Acknowledgment as a Bronze sponsor of the 2021 CSG National Conference
- Complimentary registration (for two) to the 2021 CSG National Conference
- Advertisement in 2021 Issue 5 Capitol Ideas magazine announcing winners and recognizing your sponsorship
- Opportunity to nominate state leaders for the CSG 20 Under 40 Leadership Award
If you have questions or would like to discuss sponsoring the 2021 CSG National Conference, please contact:

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CSG is an IRS-designated 501(c)(3) nonprofit organization. Federal I.D. number 36-6000818.