



NACo CORPORATE PREMIER PROGRAM

2025 SPONSORSHIP AND ENGAGEMENT OPPORTUNITIES

Dear Future Partner,

Thank you for your interest in the National Association of Counties (NACo) Corporate Premier Program. As an association based in Washington, D.C. but with a presence nationwide, NACo has one primary goal: to strengthen America's 3,069 counties by supporting our 40,000 county elected officials and 3.6 million county employees. One key feature of a healthy, prosperous county is mutually beneficial relationships with the private sector.

NACo's Corporate Premier Program provides companies and organizations with the unique opportunity to establish themselves as solution-providers and thought leaders on a national and local scale, along with the chance to promote targeted messaging, increase brand awareness and attend in-person and virtual gatherings with influential government leaders. The various sponsorship tiers (see page 5) in this document give companies the opportunity to choose the right sponsorship level for them.

County governments play an essential role in the daily lives of citizens – from natural disaster response and recovery, to facilitating fair and safe elections, to mental health services and much more. Every year, counties invest more than \$665 billion in local services, programs and operations to support this work. As the range of services required expands, counties now need private-sector support more than ever. As a Corporate Premier Partner, your sponsorship dollars will be invested directly back into NACo's programming, research and production of our events. Your expertise will be highlighted and promoted to local government leaders at the times and places they need it most.

We appreciate the work you are already doing to help county governments thrive and look forward to pursuing mutually beneficial partnerships between your organization and our membership.

Sincerely,

Supervisor James Gore
Sonoma County, Calif.
2024-2025 NACo President



Welcome to NACo's Corporate Premier Program!

How to Know if our Program is Right for You

Every company brings unique value to county governments, so our program is designed to help you build connections and foster partnerships within the public sector. Here are a few indicators that this program may be right for you:

You have an existing client base in county governments and are looking to strengthen and/or expand these relationships

You want to provide thought leadership and innovation to the public sector

You have the interest in and ability to expand rapidly across the nation

You offer a product, service or solution that is in alignment with NACo's priorities

How Does our Program Work?

PHASE 1: EXPLORATION

You express interest in NACo because you are currently working with counties or are looking to expand this work.

You have an exploratory conversation with NACo's corporate relations team to get acquainted. Both parties determine if this partnership will be mutually beneficial.

PHASE 2: DEVELOPMENT

We establish recurring meetings for you to become more familiar with NACo as an organization, our events and our sponsorship benefits.

You share primary goals with corporate relations team and a strategy is devised to help you reach said goals.

You commit to a year-long partnership and select engagement areas to focus your efforts.

PHASE 3: IMPLEMENTATION AND GROWTH

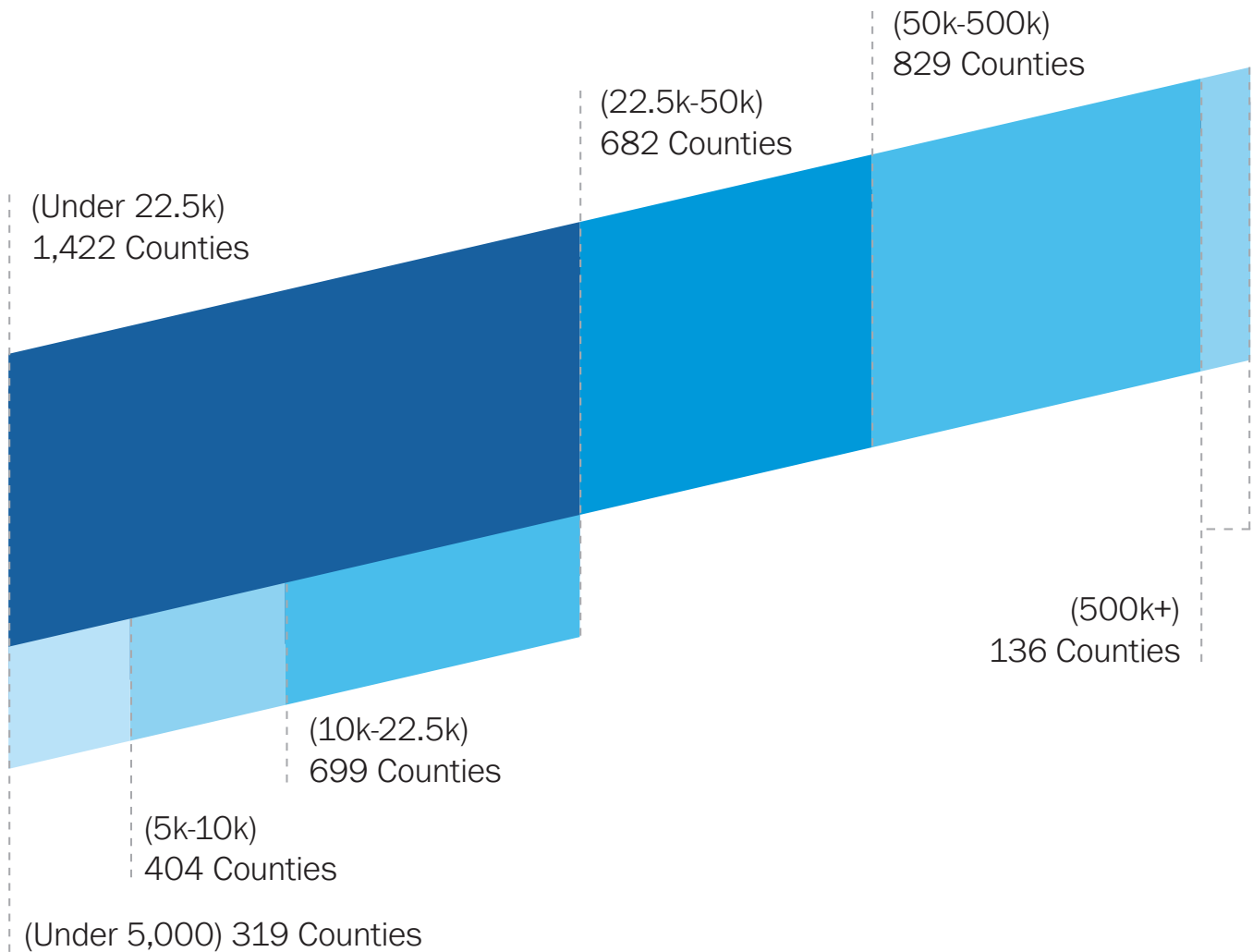
NACo helps you take advantage of online and in-person thought leadership opportunities, such as blog posts, webinars, speaking engagements and more.

Your organization forges new connections with counties nationwide and continues building and nurturing them throughout the year.

You register for upcoming conferences and events.

America's 3,069 Counties

Public-private partnerships are essential for county governments of all sizes. While 50 percent of the country's population lives in just 132 of the nation's urban counties, *all* county governments face similar federal and state mandates for service delivery. NACo's Corporate Premier Program helps counties, regardless of size or population, connect with and tap into private sector expertise, resources and innovation to more effectively promote healthy, safe and vibrant communities. Through this mutual collaboration, both sectors can drive meaningful change and address the diverse needs of communities across the nation.



Participation in NACo Events:

Though the majority of the nation's counties are rural, participation in NACo's events is spread evenly across urban, midsize and rural counties. In fact, almost half of NACo's typical conference attendees come from counties with populations greater than 250,000.



NACo Corporate Premier Program Sponsorship Tiers

Partners wishing to be recognized as a Corporate Premier Partner may select from the following tiers that offer a variety of engagement levels and opportunities.

SPONSORSHIP BENEFITS	SILVER SPONSOR	GOLD SPONSOR	PLATINUM SPONSOR
Amount	\$25,000	\$50,000	\$100,000
Logo promotion on sponsor signage, in event programs and other relevant areas	✓	✓	✓
Development of a subpage on NACo's website	✓	✓	✓
Total registrations for major NACo conferences	6	10	15
Invitation(s) to the Corporate Premier Forum	1	2	2
Engagement opportunity selection(s)	1	2	3
Opportunities to post original content on the NACo website	2	2	2
Sponsorship(s) of LUCC or RAC	-	1	2
Targeted e-blast to a portion of NACo's membership (up to 250 individuals)	-	1	2
Invitation to one-day Corporate Strategy Session with NACo staff leadership	-	1	2
Opportunity to host webinar(s)	-	1	2
Sponsorship of NACo's conference app at major conferences	-	-	✓
Discount on additional sponsorships	5%	15%	25%
Check-ins with NACo Corporate Relations Team	Quarterly	Monthly	Monthly
Pre and post meeting registration lists	Without contact info	Without contact info	With contact info
Exhibit booth rate at Annual Conference	Discounted	Complimentary (10x10)	Complimentary (10x10)

Conference Sponsorship Opportunities

The best way for companies to interact with NACo member counties, learn about policy priorities and issues and develop new relationships is at our conferences and events. As a Corporate Premier Partner, you receive complimentary registrations to our largest events.

Looking to expand your visibility and reach at a NACo event? We offer event-specific sponsorships for partners who want to stand out. Keep an eye on the NACo website - these sponsorship offerings become available approximately three months before each event. We can't wait to see you there and welcome your support as we work together to build stronger, thriving counties and communities.

2025 NACo Legislative Conference

March 1-4
Washington, D.C.



2025 Western Interstate Region (WIR) Conference

May 20-23
Pennington County, S.D.



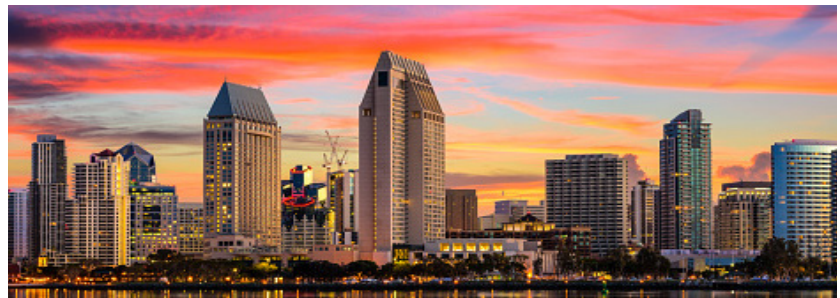
2025 NACo Annual Conference & Exposition

July 11-14
City and County of Philadelphia, Pa.



2025 Corporate Premier Forum

Fall 2025
San Diego County, Calif.



2025 Engagement Opportunities

Caucus Sponsorships

LARGE URBAN COUNTIES CAUCUS (LUCC) SPONSORSHIP

LUCC is the premier forum for urban county leaders and is the voice for America's metropolitan counties before Congress and the administration. LUCC members focus on urban challenges and solutions, engage in peer-to-peer information exchanges and inform national policy discussions. As a caucus, LUCC meets at NACo's Legislative and Annual Conferences each year and hosts a reception at both events. LUCC also has an annual symposium, which will provide a two-day opportunity for LUCC members to further explore issues unique to urban counties. Locations for the symposium rotate annually.

A LUCC sponsorship includes:

- Two (2) complimentary registrations to the annual LUCC Symposium
- Two (2) invitations to LUCC receptions at major NACo conferences
- Opportunity to recommend content for LUCC events (final content to be determined by LUCC leadership)
- Logo promotion on all signage at LUCC events throughout the calendar year
- One (1) opportunity for a sponsor spotlight in the LUCC monthly newsletter

RURAL ACTION CAUCUS (RAC) SPONSORSHIP

Representing the interests of over 2,100 rural counties and 38.5 million residents, RAC focuses on tackling the unique challenges facing rural communities, from infrastructure development and broadband expansion to healthcare access and housing affordability. RAC members gain exclusive access to resources, direct engagement with key stakeholders and sponsors and participation in high-impact events. In addition, RAC convenes at NACo's Legislative and Annual Conferences each year, hosting exclusive receptions and in-person sessions.

A RAC sponsorship includes:

- Two (2) invitations to RAC receptions at major NACo conferences
- One (1) opportunity to speak during a monthly RAC meeting during the course of the year
- One (1) opportunity to be featured in RAC's monthly newsletter
- Logo promotion on all signage at RAC events throughout the calendar year

Programmatic Content Engagement Opportunities

PUBLIC HEALTH AND WELL-BEING

NACo's public health programming works to elevate and support the county's role in public and mental health. This role is extensive, with counties supporting or operating over 1,900 local health departments, 800 hospitals and facing state requirements to provide healthcare for low-income, uninsured or underinsured residents.

Partners engaged with this program will partner with NACo staff to convene and support counties seeking to bolster the nation's public health infrastructure, rebuild the public health sector and behavioral health workforce and support residents' health and well-being by addressing the social determinants of health. This includes being recognized as a sponsor of NACo's Healthy Counties Initiative, which identifies public health priorities and ensures that other county leaders receive timely information to make appropriate health decisions for their communities.

Sponsors of this program area receive:

- One (1) seat on the Healthy Counties Advisory Board
- Invitations to Healthy Counties member calls and workshops at major NACo events
- One (1) opportunity to contribute content to the Healthy Counties newsletter
- One (1) opportunity to speak or present at an in-person meeting (reserved for gold and platinum level sponsors only, subject to NACo staff and Healthy Counties leadership discretion)
- Logo recognition as a Healthy Counties Sponsor at all Healthy Counties events

OPIOID SOLUTIONS CENTER

NACo's Opioid Solutions Initiative empowers local leaders to invest resources in effective treatment, recovery, prevention and harm reduction practices that saves lives and addresses the underlying causes of substance use disorder. Counties are on the front-line of the opioid epidemic, providing public services that saves lives and supports recovery, including operating 911 and county crisis lines, employing first responders, hosting local triage centers and operating local jails, which too often also must serve as a detox and behavior health provider.

Partners engaged with this program will reach a wide audience of county officials working to leverage opioid settlement and other funds to stand up effective policies and practices that will save lives and end the opioid epidemic.

Sponsors of this program area receive:

- Two (2) complimentary registrations to the Opioid Solutions Center
- Logo recognition as an Opioid Solutions sponsor at major NACo events

WORKFORCE AND ECONOMIC DEVELOPMENT

NACo's Workforce and Economic Development programming elevates the county role in driving and diversifying local economies and employing and preparing our nation's workforce for the high-quality jobs of today and tomorrow.

Partners will support NACo's efforts to build tools and resources that catalyze county leaders in their roles as employers, policymakers and partners with the private sector to close public sector job vacancies, advance skills-based hiring approaches, expand workforce training, support the social determinants of work in local communities (i.e., child care, housing) and drive community engagement in economic development planning and community benefits deliberations. This sponsorship includes relationship-building through NACo's Arts and Culture Commission and other national networks on economic mobility, economic diversification in coal communities and county human resources professionals.

Sponsors of this program area receive:

- One (1) opportunity to plan a webinar in conjunction with NACo staff (partner may supply content and speakers)
- One (1) speaking opportunity at a workshop or reception at either NACo's Legislative or Annual Conference (subject to NACo staff determination)
- Logo recognition as a Workforce and Economic Development sponsor at all relevant events
- One (1) seat on the Arts and Culture Commission, with an opportunity to present organizational services and resources (if relevant)
- One (1) invitation to attend the Arts and Culture Commission reception at NACo's Annual Conference

NATURAL AND BUILT ENVIRONMENT (INFRASTRUCTURE & RESILIENCE)

NACo's programming in this area elevates the county's role in resiliency and infrastructure. Counties own over 40% of the roads and one-third of all bridges in the country. They also play a critical role in disaster mitigation, response and recovery.

Partners supporting this work will offer counties best-in-class infrastructure resources, grants management tools and the opportunity to build public-private partnerships to create lasting infrastructure outcomes. Using sustainable and equitable practices and infrastructure, counties will be better prepared to respond to, recover from and mitigate natural, economic, social and other challenges. This sponsorship includes relationship-building through NACo's Resilient Counties Advisory Board or other committees related to infrastructure, broadband and disaster management.

Sponsors of this program area receive:

- One (1) seat on the Resilient Counties Advisory Board
- One (1) opportunity to contribute to the Resilient Counties Newsletter
- One (1) speaking opportunity on a Resilient Counties Advisory Board monthly phone call
- Logo recognition on the Resilient Counties initiative website, promotional materials and signage at events

SMART JUSTICE

NACo's Smart Justice portfolio aims to build knowledge and capacity for successful justice policies and practices among the nation's counties. Counties own and operate over 90% of the nation's jails and play an integral role in all parts of the justice system.

Smart Justice projects enhance partnerships among public, private and philanthropic leaders, along with national experts to promote safer communities and utilize taxpayer resources more effectively and efficiently. Current efforts focus on addressing mental and behavioral health needs across the continuum of care and reducing the overuse of the criminal, legal and juvenile systems, with an equity-based lens.

Sponsors of this portfolio will receive:

- Logo recognition as a Smart Justice Sponsor at relevant NACo events
- Invitations to attend Smart Justice-focused calls, workshops and webinars
- Opportunity to develop one (1) co-branded webinar, with topic and speakers to be determined in partnership with NACo staff



TECHNOLOGY INNOVATION FORUM (TIF)

Over the past four years, NACo has cultivated a network of over 1,100 county CIOs to discuss and plan for the chief technology challenges and opportunities facing county governments. This includes internal technology projects serving 3.6 million county employees, as well as community-facing technology improvements, such as broadband deployment.

Partners supporting these efforts will engage with NACo staff and county leaders on topics ranging from cybersecurity to election administration to broadband development and deployment and modernization of applications. Partners are invited to bring world-class resources and examples to county leaders in order to deliver the best possible services to county residents.

Sponsors of this program area receive:

- Opportunity to recommend content for the Technology Innovation Forums as well as other technology events that occur during NACo conferences (final content determined by NACo's IT leadership)
- Attendee information (including contact information) for county attendees at the TIFs who opt-in to share their information with sponsors
- One (1) opportunity to develop a research paper, survey or pre-recorded webinar in conjunction with NACo staff presenting on relevant technology topics (may be technical in nature)
- Invitation to contribute content to NACo's monthly IT newsletter
- Opportunity to have up to two (2) resources posted on the NACo Tech Xchange by NACo staff
- Recognition as a technology partner in other relevant areas
- Logo and verbal recognition as sponsors of the TIF and Reception at NACo's Legislative and Annual Conferences

EXPANDED TECHNOLOGY PARTNERSHIP

Only available to gold and platinum level sponsors

In this expanded option, partners can engage more deeply and regularly with county technology leadership. An expanded partnership includes:

- Two (2) invitations to quarterly technology focus groups with county IT leaders
- One (1) invitation to NACo's annual County Technology Advisory Council (C-TAC) meeting
- One (1) additional opportunity to develop a research paper, survey or pre-recorded webinar in conjunction with NACo staff presenting on relevant technology topics (may be technical in nature, in addition to the opportunity that comes with the technology partnerships)
- Opportunity to have two (2) resources posted on the NACo Tech Xchange by NACo staff or in the weekly IT News that is distributed on the NACo Tech Xchange network
- Logo recognition on the NACo Tech Xchange as a sponsor

Ready to Take Next Steps?

Reach out to the NACo Corporate Relations Team!



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