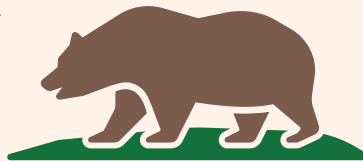




The Council  
of State  
Governments

# Sponsorship Guide



DECEMBER 3-6, 2026

**ANAHEIM CA**

**CSG NATIONAL  
CONFERENCE**

ENGAGING STATE  
LEADERS NATIONWIDE

# The CSG National Conference

## Convening the Nation's State Leaders

The Council of State Governments (CSG) is the only convener of the states that brings together elected and appointed policymakers from all three branches of state government, along with subject matter thought leaders, private sector partners and leading community partners from across the U.S.

Focusing on national priorities including emerging technologies, fiscal affairs, public health and leadership development, the CSG National Conference provides a forum for attendees and state leaders across the country and across the aisle to share ideas, build relationships, collaborate on solving problems and explore public policy solutions.



**SCAN FOR MORE**  
CSG NATIONAL  
CONFERENCE



State leaders connect in conversation during a session at the 2025 CSG National Conference in Chicago.



The 2026 CSG National Chair, Assemblymember Gipson addresses attendees during a plenary session.

# Leadership in Action

## The National Chair Initiative

Since its founding in 1933, CSG has united state leaders from all three branches of government through nonpartisan, balanced programming that fosters dialogue and collaboration.

The CSG National Chair Initiative (NCI) exemplifies this commitment, providing a platform for leaders to champion key issues and cultivate a spirit of civil discourse. Through initiatives like these, CSG continues to create meaningful opportunities for leaders to connect, share perspectives and work together in a safe space.

Each year, the CSG National Chair can champion an initiative focused on a policy area or program close to their heart or public service experience. These initiatives highlight key issues and foster leadership across the states.

The CSG National Conference offers a variety of opportunities to show your support for the meeting and 2026 CSG National Chair Assemblymember Gipson through specialized sponsorships that can highlight an organization and help state leaders mark their time in Anaheim.



**SCAN FOR MORE**  
CSG NATIONAL  
LEADERSHIP

# Underwriting Opportunities

CSG offers a range of sponsorship opportunities at the national conference, including programmatic, reception, leadership development and brand visibility options. These opportunities provide partners with recognition and meaningful engagement with conference attendees. Sponsors may select a specialty partnership or experience aligned with their contribution level.



Arizona State Rep. Michael Carbone delivers remarks during a plenary session at the CSG National Conference about the Henry Toll Fellowship.

## NATIONAL CHAIR PARTNER | \$75,000

- Prominent recognition with organizational logo on event signage and mobile app.
- Acknowledgment and opportunity to provide welcoming remarks at a plenary session.
- Complimentary conference registration (for five).
- Opportunity to nominate program and curriculum components for NCLI programming.
- Invitation to a special event with the National Chair.
- Invitation (for two) to Leaders Reception.
- Preliminary attendance list.
- Opportunity to receive discounted CSG Associates Program membership for the following year.

## PRESENTING PARTNER | \$50,000

- Prominent recognition with organizational logo on event signage and mobile app.
- Acknowledgment at plenary session.
- Complimentary conference registration (for five).
- Invitation to a special event with the National Chair.
- Invitation (for two) to Leaders Reception.
- Preliminary attendance list.
- Opportunity to receive discounted CSG Associates Program membership for the following year.

## DIAMOND SPONSOR | \$30,000

- Organization logo on event signage and mobile app.
- Complimentary conference registration (for four).
- Invitation (for one) to Leaders Reception.
- Preliminary attendance list.
- Opportunity to receive discounted CSG Associates Program membership for the following year.

## GOLD SPONSOR | \$20,000

- Organization logo on event signage and mobile app.
- Complimentary conference registration (for three).
- Invitation (for one) to Leaders Reception.
- Opportunity to receive discounted CSG Associates Program membership for the following year.

## SILVER SPONSOR | \$10,000

- Organization name on event signage and mobile app.
- Complimentary conference registration (for two).

*\*Sponsorship must be confirmed by November 13 to receive recognition on printed signage.*

# Specialty Partnerships

## NATIONAL CHAIR INITIATIVE

- **Lead Sponsor opportunities available starting at \$75,000**
- **Hometown Supporter opportunities available starting at \$10,000**

Show your support in Anaheim for the CSG National Conference and 2026 CSG National Chair California Assemblymember Mike Gipson. Sponsors receive recognition as a NCI partner and an invitation to a special event with the National Chair.

## DAILY PLENARY SESSIONS

- **Armchair Chat Sponsor opportunities are available starting at \$75,000**
- **AV or Plated Lunch Sponsor opportunities available starting at \$50,000**

The plenary is the focus of that day at the CSG National Conference. This is a great opportunity to showcase your partnership and the important work your organization is doing. This specialty partnership includes the chance to be prominently featured during a selected day's programming. Curriculum is subject to CSG approval.

## LEARNING LABS

- **Available starting at \$30,000**

Designed for private sector partners who wish to lead substantive, 50-minute policy discussions, this opportunity brings together conference attendees and elected state leaders for focused dialogue to explore real-world challenges, ideas and solutions, not a product pitch. These sessions must be approved by CSG and are open to all attendees. CSG Associates Program members receive preferred placement on the conference agenda.

## RECEPTIONS

- **Lead Sponsor opportunities available starting at \$50,000**
- **Reception Bar Sponsor opportunities available starting at \$10,000**

Exhibit your support and increase your brand exposure at one of the CSG National Conference all-attendee receptions. Lead sponsorships offer the chance to help craft your theme into the evening and Reception Bar Sponsors will have on-site branding at bar locations during one reception of choice. Reach out to the CSG Development team to discuss opportunities to host your own reception.



Hawai'i Gov. Josh Green, 2025-26 CSG National President, leads the Leadership Council meeting at the CSG National Conference.

# Partnership Experiences

## FIELD STUDIES

- Available starting at \$20,000

Work with CSG staff on an exciting opportunity that will bring up to 20 attendees of the CSG National Conference on an interactive tour of your organization's facility in the Anaheim area. Transportation needs, distance of the excursion and number of CSG staff attending may affect underwriting costs for this sponsorship. CSG Associates receive access to the preliminary attendance list.

## HOTEL ROOM KEY CARDS

- Available starting at \$20,000

A key part of everyone's CSG National Conference experience is the ability to gain access to their hotel room. Put your organization's logo in the hands of every attendee. Deadline to commit is Oct. 1.

## HEADSHOTS

- Available starting at \$20,000

As part of the CSG National Conference, attendees are offered the chance to update their professional headshot photo. Be the reason our attendees say, "Cheese." Your logo will be included in outreach and conference push notifications.

## FORUM SPONSOR

- Available starting at \$20,000

In collaboration with CSG priorities, this opportunity provides the chance for partners to support policy and leadership development programming discussions. Sponsorship includes the chance to provide welcoming remarks or nominate state leaders, a subject matter expert or sponsor representative to participate in a panel discussion sharing best practices, lessons learned and innovative solutions during a general session on the conference agenda.

## WI-FI PROVIDER

- Available starting at \$10,000

With attendees utilizing a conference mobile app, online agendas and resources, this exclusive sponsorship opportunity is more important than ever. Includes participation in the CSG Innovation Avenue or consider pairing with Device Charging Stations.



Conference attendees gather to build relationships during the 2024 CSG National Conference in New Orleans.

# Partnership Experiences

*(continued)*

## MEETING BREAKS

- Available starting at \$10,000

Through this opportunity, your organization will help fuel the most important aspect of the CSG meeting: fostering connections and building new relationships. Consider packaging this sponsorship with the Innovation Avenue or a networking lounge to secure dedicated space for attendees to visit while stopping for a break.

## NETWORKING LOUNGE

- Available starting at \$10,000

Host a 90-minute dedicated networking lounge space for attendees to visit during the CSG National Conference. Sponsored rooms will include branded signage.

## THE MOBILE APP

- Available starting at \$10,000

The CSG National Conference mobile app is an essential part of every attendee's meeting. Featuring session details, speaker bios and more, your organization will be visible each and every time the app is accessed. Includes participation in the CSG Innovation Avenue or consider pairing with Device Charging Stations.

## LEADERSHIP DEVELOPMENT

- Available starting at \$10,000

Experience priceless networking and community building with CSG leadership development alumni, including Henry Toll Fellowship graduates and 20 Under 40 Leadership Awardees, at the CSG National Conference Includes invitation to Alumni Reception for CSG Toll Fellows and CSG 20 Under 40 Leadership Award Recipients or standalone session.

## INNOVATION AVENUE

- Available starting at \$5,000

This opportunity offers a unique chance to engage with meeting attendees, share materials and/or demo a product you offer. Bring your interactive activities, tools or models and provide a place for attendees to stop, ask questions and learn more about your organization's work and mission. Sponsorship includes two (2) complimentary registrations for organizational representatives to attend and recognition with organization name on event signage and mobile app.



A panelist from Amazon Web Services discusses AI ethics, opportunities and trends in state policy during a CSG National Conference session.

## SPOTLIGHT OPPORTUNITY

- Available starting at \$5,000 and in-kind for CSG Associates Program members.

Does your organization have an interesting product you'd like to share? Work with CSG to connect attendees to your product throughout the meeting. Sponsorship includes organization name on event signage and mobile app. Spotlight items can include but are not limited to:

- Tote bags
- Water bottles
- Pens and notepads
- Lanyards



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# Join us in Anaheim!

For additional information or  
to sponsor, please contact  
the CSG Development team  
at [investment@csgrg.org](mailto:investment@csgrg.org).



**The Council  
of State  
Governments**

*CSG is an IRS-designated 501(c)3 nonprofit organization. CSG protects its nonpartisan status and maintains exclusive control of all programs and activities and reserves the right to decline any sponsorship.*

