



THE COUNCIL OF STATE GOVERNMENTS
2023 NATIONAL CONFERENCE

North Carolina

RALEIGH | DEC. 6-9



SPONSORSHIP GUIDE

To learn more, contact us at:

conference@csg.org | 859.244.8000

To register for the conference or learn more: www.csg.org/nc2023

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About the CSG National Conference

Each year, The Council of State Governments brings together hundreds of state leaders from all three branches of government and from across the United States, the U.S. territories and Canada at its national conference. This year-end convening spotlights priority public policy issues and emerging challenges facing the states. Special traditions including the CSG Henry Toll Fellows graduation and the 20 Under 40 Leadership Award recognition ceremony celebrate state leaders who are making a difference.

Meaningful networking opportunities and memorable moments are incorporated into the agenda. Attendance at the 2023 CSG National Conference is expected to exceed 800 state leaders and guests.



2023 CSG National Conference Sponsorship Opportunities

Presenting Sponsor | \$75,000

- Exclusive sponsorship of the programming.
- Company/organization has the opportunity to provide a pre-recorded video to be shown to attendees.
- Logo appears solo on supporting materials for a session (i.e., slides, handouts).
- Company/organization logo on event signage.
- Featured on conference mobile app.
- Complimentary conference registration (for six).
- Invitation (for six) to Leaders Reception.
- Preliminary attendance list.
- Company/organization recognized on any content repurposed and shared after the event.
- The following specialty sponsorships are included at this level:
 - Plenary Session Sponsor
 - Field Study

Platinum Sponsor | \$50,000

- Company/organization logo on event signage.
- Acknowledgment at plenary session.
- Featured on conference mobile app.
- Complimentary conference registration (for five).
- Invitation (for five) to Leaders Reception.
- Preliminary attendance list.
- The following specialty sponsorships are included at this level:
 - Evening Reception — Presenting Sponsor
 - Policy Programming — Presenting Sponsor*
 - Headshot Sponsor

Diamond Sponsor | \$30,000

- Company/organization logo on event signage.
- Featured on conference mobile app.
- Complimentary conference registration (for four).
- Invitation (for four) to Executive Committee Reception.
- Preliminary attendance list.
- The following specialty sponsorships are included at this level:
 - Mobile App*
 - Hotel Room Key Card Ad*
 - Innovation Classrooms* (topic subject to CSG approval)
 - 20 Under 40 Leadership Award – Presenting Sponsor*
 - Wi-Fi Internet Provider
 - Device Charging Station Sponsor
 - Reception Bar Sponsor with Signature Cocktail

Gold Sponsor | \$15,000

- Company/organization logo on event signage.
- Acknowledgment on conference mobile app.
- Complimentary conference registration (for three).
- Invitation (for three) to Leaders Reception.
- Preliminary attendance list.
- The following specialty sponsorships are included at this level:
 - Product Placement
 - Bar Sponsor
 - Water Station Sponsor
 - Meeting Break Sponsor
 - Meeting Essentials Sponsorship

Silver Sponsor | \$10,000

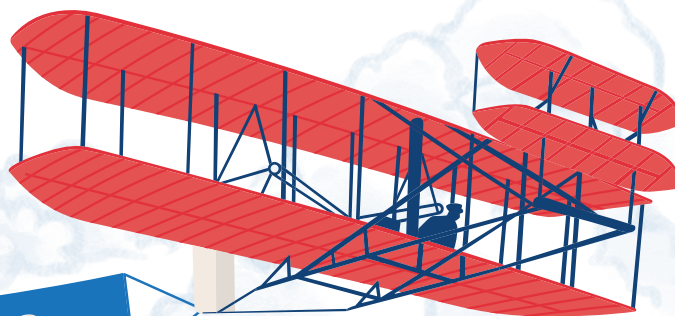
- Company/organization name on signage.
- Acknowledgment on conference mobile app.
- Complimentary conference registration (for two).
- Invitation (for two) to Leaders Reception.
- Preliminary attendance list.
- The following specialty sponsorships are included at this level:
 - Evening Reception — Sponsor
 - 20 Under 40 Leadership Award — Sponsor*

Bronze Sponsor | \$5,000

- Company/organization name on signage.
- Acknowledgment on conference mobile app.
- Complimentary conference registration (for one).
- Invitation (for one) to Leaders Reception.
- Preliminary attendance list.

* Sponsorship Opportunity is for CSG Associates Program members only

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Specialty Sponsorships

Presenting Sponsor | \$75,000

GENERAL SESSION OVERWRITER

Limited Availability (only 4)

The plenary is the center of the CSG National Conference each day. Benefits include receiving exclusive recognition during a general session, the ability to host a table during your day of sponsorship, and your organization's logo on the big screen. (This sponsorship is subject to availability for general sessions focused on a theme that aligns with your connection to the work of CSG.)

FIELD STUDY SPONSOR

Curriculum is subject to CSG approval

Work with CSG staff on an exciting opportunity to bring attendees of the CSG National Conference on an interactive tour of your organization's facility in the Raleigh area. Dependent upon transportation needs, length of excursion and number of staff required, this is the base price for this sponsorship.

Platinum Sponsor | \$50,000

EVENING RECEPTION – PRESENTING SPONSOR | Limited Availability

In addition to the Platinum Level sponsorship benefits, presenting sponsors will have the added benefit of being recognized as a Presenting Sponsor of one of the evening receptions. All conference attendees and guests will be invited to attend these social activities. There are three reception options, which include:

- North Carolina Night Reception
- The Henry Toll Fellowship and CSG 20 Under 40 Leadership Award Reception
- Holiday Reception

HEADSHOT SPONSOR

Limited Availability (only 1)

As part of the CSG National Conference, attendees are offered the chance to update their photo. During the 2022 CSG National Conference almost a quarter of attendees opted to utilize this service. The Headshot Sponsor will have their company/organization logo placed on signage and in emails to participants.

Diamond Sponsor | \$30,000

CONFERENCE MOBILE APP SPONSOR

Limited Availability (only 1)

The 2023 CSG National Conference mobile app will be an essential part of every attendee's meeting. Every time an attendee pulls up the app to see conference sessions, speaker bios or view their fellow attendees, your organization will benefit from being visible. This sponsorship also includes pre-conference and conference mentions.

HOTEL KEY CARD SPONSOR

Limited Availability (only 1)

A key part of everyone's CSG National Conference experience is the ability to gain access to their hotel. As the Hotel Key Card Sponsor, your company/organization logo will be displayed on the opposite side of the CSG National Conference logo on every attendee's room key.. Limited to one sponsorship. Deadline to commit is Oct. 15.



Diamond Sponsor | \$30,000 (cont.)

INNOVATION CLASSROOMS*

Curriculum is subject to CSG approval

The CSG Innovation Classroom provides engaging and interactive 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. Final drafts of all presentation and marketing materials must be submitted by Oct. 1. Session times are limited. All session subject matter and curriculum are subject to CSG approval. Sponsorship of Innovation Classrooms is open to CSG Associates Program members only.



20 UNDER 40 LEADERSHIP AWARD – PRESENTING SPONSOR*

Limited Availability (only 2)

The CSG 20 Under 40 Leadership Award recognizes the outstanding work of 20 up-and-coming elected and appointed state officials from across the country who not only exemplify strong leadership skills but have also demonstrated a true commitment to serving the citizens of their state/territory. Lead sponsors of this session will have a chance to interact with the award winners, nominate a state leader for the award, and participate in celebrating with the award recipients. The deadline to commit is July 31.



WI-FI INTERNET SPONSOR

Limited Availability (only 1)

Every meeting needs wireless internet. With attendees utilizing a conference mobile app and online agendas and resources, this exclusive sponsorship is more important than ever. Your company/organization will receive recognition ahead of the conference, in the conference mobile app and across the meeting as the Wi-Fi sponsor.

CHARGING STATION SPONSOR

Limited Availability (only 1)

At some point during every conference, attendees' phone batteries run low. Sponsor the charging station and offer attendees the ability to get a quick charge between sessions, thanks to your company/organization.

RECEPTION BAR SPONSOR WITH SIGNATURE COCKTAIL | Limited Availability

Increase your brand exposure by naming a signature cocktail drink after your company. Sponsors will have exclusive onsite branding at each bar location. This sponsorship is a real power play.





Gold Sponsor | \$15,000

PRODUCT PLACEMENT SPONSORSHIPS

Does your organization have an interesting product you'd like to share? Work with CSG to connect attendees to your product throughout the meeting.

MEETING BREAK SPONSOR | Limited Availability

In the heart of North Carolina basketball country, help us honor some of the best rivalries in the sport by sponsoring a timeout between conference sessions. You will help fuel the most important aspect of the CSG meeting — the chance to network and meet new friends.

MEETING ESSENTIALS SPONSOR

Every conference finds attendees in search of a pen, paper, tissues, hand sanitizer, napkins and other essential products. Your company/organization can serve as an official sponsor and provide the meeting supplies that attendees need and value during their time together.

Silver Sponsor | \$10,000

EVENING RECEPTION SPONSOR

In addition to the Silver Level sponsorship benefits, presenting sponsors will have the added benefit of being recognized as a sponsor of one of the evening receptions. All conference attendees and guests will be invited to attend these social activities. There are three reception options, which include:

- North Carolina Night Reception
- The Henry Toll Fellowship and CSG 20 Under 40 Leadership Award Reception
- Holiday Reception

20 UNDER 40 LEADERSHIP AWARD SPONSOR

The CSG 20 Under 40 Leadership Award recognizes the outstanding work of 20 up-and-coming elected and appointed officials from across the country who not only exemplify strong leadership skills but have also demonstrated a true commitment to serving the citizens of their state/territory. Sponsors get the opportunity to nominate state officials for this honor and receive VIP seating at the recognition ceremony. Deadline to commit is July 31.

CSG protects its nonpartisan status and maintains exclusive control of all programs and activities and reserves the right to decline any sponsorship.