



## 2020 ASC SPONSORSHIP OPPORTUNITIES

# 2020 ASC Sponsorship Opportunities & Benefits

*Conferences, Events, Special Initiatives & More*

To sign up to become a 2020 ASC Sponsor, please complete our [Sponsor Sign-Up Form online](#) or contact:

**Emily Steinberg, Director of External Affairs**  
[esteinberg@statecommissions.org](mailto:esteinberg@statecommissions.org)  
(512) 961-1702

### **Sponsor Commitment Deadline:**

**Varies by Event - See Below**

America's Service Commissions (ASC) is excited to announce the following sponsorship opportunities for calendar year 2020 (January 1 - December 31) including upcoming ASC-led conferences, special events, and initiatives.

Enclosed you will find more information including sponsorship levels and benefits.

Sponsorships are tax deductible as charitable contributions as allowed by law; the amount of the contribution considered deductible for federal income tax purposes is limited to the excess of money (and the fair market value of property other than money) contributed above and beyond the value of goods or services provided. The ASC Federal Tax ID # is 58-2505548.

We thank you for your consideration and look forward to further discussing how your organization can play a role in advancing the national service and volunteer sector!

**About ASC:** *America's Service Commissions (ASC) is a nonprofit, nonpartisan organization representing and promoting the 52 governor-appointed state service commissions across the United States and territories with the mission to lead and elevate the state service network. State service commissions are governor-appointed public agencies or nonprofit organizations made up of more than 1,000 commissioners – private citizens leading the nation's service movement and administering 80 percent of the federal AmeriCorps funds available to address pressing community needs. To learn more about ASC, visit [www.statecommissions.org](http://www.statecommissions.org).*

## 2020 ASC SPONSORSHIP OPPORTUNITIES

### 2020 Sponsorship Opportunities At-A-Glance (in chronological order):

Event Date	Opportunity	Event Location	Deadline to Sponsor
February 10-11, 2020	ASC Capitol Hill Day	Washington, DC	January 31, 2020
February 12-13, 2020	Leadership Convening	Washington, DC area	January 31, 2020
March 30-April 1, 2020	Pacific/Southwest Regional Training Conference	Albuquerque, NM	February 24, 2020
May 6-8, 2020	Central Regional Training Conference	Milwaukee, WI	February 24, 2020
June 2-4, 2020	Atlantic/Southern Regional Training Conference	Burlington, VT	February 24, 2020
Week of June 8-12, 2020	Volunteer Generation Fund (VGF) Convening	Washington, DC area	April 24, 2020
September 2020 (TBA)	ASC Innovation & Leadership Awards Reception	Washington, DC area	July 31, 2020

Detailed descriptions of each event are listed below.

If you are interested in sponsoring multiple ASC events in 2020, please contact Emily Steinberg at [esteinberg@statecommissions.org](mailto:esteinberg@statecommissions.org) or (512) 961-1702 to discuss bundle options and pricing.

# 2020 ASC SPONSORSHIP OPPORTUNITIES

## ASC Capitol Hill Day

Each February, America's Service Commissions holds a Capitol Hill Day to promote national and community service to Members of Congress in Washington, DC. Last year, state leaders from across the country conducted more than 50 Capitol Hill meetings with key Congressional leaders and appropriators to share critical information regarding commission and national service impact.

**Date(s):** February 10 (kick-off meeting and reception) & February 11 (Capitol Hill Day)

**Location:** Washington, DC area

**Commitment Deadline:** January 31, 2020



### Sponsorship Levels (Non-Federal Funds Only):

**\$1,000 (Gold)** - includes 3 Tickets to Kick-Off Reception, Opportunity to Address Attendees at Kick-Off Reception, Exhibit Table and Signage displayed at Kick-Off Reception, Prominent Logo Placement on Registration Site and Event Materials, Distribution of Promotional Materials to All Participants

**\$750 (Silver)** - includes 2 Tickets to Kick-Off Reception, Standard Logo Placement on Registration Site and Event Materials, Exhibit Table and Signage displayed at Reception, Distribution of Promotional Materials to Participants

**\$500 (Bronze)** - includes 1 Ticket to Kick-Off Reception, Standard Logo Placement on Registration Site and Event Materials, Distribution of Promotional Materials to Participants

## 2020 ASC SPONSORSHIP OPPORTUNITIES

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### ASC Leadership Convening

On February 12-13, 2020, ASC will hold its annual Leadership Convening in the Washington, DC area. Each year, ASC brings together Executive Directors and Commissioners from the 52 state service commissions across the country to discuss high-level trends and developments, revisit strategic goals, report on association progress, and foster cross-state collaboration and best practice sharing. Sponsorships will allow ASC to bring in expert trainers and guest speakers on topics of critical importance to our network.

**Date(s):** February 12-13, 2020

**Location:** Washington, DC area

**Commitment Deadline:** January 31, 2020



### Sponsorship Levels:

**\$2,000 (Gold)** - includes Opportunity to Address and Network with Attendees, Exhibit Table and Signage displayed, Prominent Logo Placement on Registration Site and Event Materials, Distribution of up to three (3) Promotional Materials to Participants

**\$1,500 (Silver)** - includes Opportunity to Network with Attendees, Standard Logo Placement on Registration Site and Event Materials, Signage displayed on-site, Distribution of up to two (2) Promotional Materials to Participants

**\$1,000 (Bronze)** - includes Standard Logo Placement on Registration Site and Event Materials, Distribution of One (1) Promotional Material to Participants

## 2020 ASC SPONSORSHIP OPPORTUNITIES

### 2020 National Service Regional Training Conferences



**Commitment Deadline:** February 24, 2020

Supporting more than 1,100 national service program and nonprofit staff in their professional development each year, the ASC National Service Regional Training Conferences provide professionals with the tools needed to effectively manage AmeriCorps and other volunteer-driven programs making a difference throughout the country.

Expected attendance at each event is 300-400 attendees. More information on each event will be posted as available at [www.nationalservicetraining.org](http://www.nationalservicetraining.org).

The 2020 National Service Regional Training Conferences will happen over three days in three distinct regions as follows:

<b>Region:</b>	<b>Location:</b>	<b>Host Commission:</b>	<b>Event Date:</b>
Pacific/Southwest	Albuquerque, NM	Serve New Mexico	March 30-April 1, 2020
Central	Milwaukee, WI	Serve Wisconsin	May 6-8, 2020
Atlantic/South	Burlington, VT	Serve Vermont	June 2-4, 2020

The regional national service training conferences provide professional development and training on effective program and grants management to advance the national service and volunteer sector. These attendees work hard each day to provide critical services to thousands of people in their respective states. From tutoring and mentoring to hunger prevention to reintegrating veterans, these programs make a difference in local communities across the country.

You can help by sponsoring or hosting an exhibit booth at one or more of the regional national service trainings, or purchasing an ad in the conference program.

## 2020 ASC SPONSORSHIP OPPORTUNITIES

### **GOLDEN RULE SPONSOR\***

#### **\$7,500 for all three conferences or \$2,500 per event**

- Opportunity to welcome attendees at the Networking Reception.
- Special acknowledgment by event emcee during designated plenary session.
- Premier placement of name and logo in all conference marketing (digital and printed materials).
- Placement of name and logo on conference registration site and event mobile app.
- Live mobile app notification sent to attendees promoting sponsor products/services.
- Full-page ad in the conference program which will be distributed to all conference attendees.
- Opportunity to put literature in attendee registration packets.
- Opportunity to host “office hours” during conference to attract new clients.
- Tabletop exhibit space.
- Free registration for up to three (3) attendees per event.

### **CHANGE MAKER SPONSOR\***

#### **\$4,500 for all three conferences or \$1,500 per event**

- Special acknowledgment by event emcee during designated plenary session.
- Placement of name and logo in all conference marketing (digital and printed materials).
- Name and logo on conference registration site and event mobile app.
- Half-page ad in the conference program which will be distributed to all conference attendees.
- Opportunity to put literature in attendee registration packets.
- Opportunity to host “office hours” during conference to attract new clients.
- Tabletop exhibit space.
- Free registration for up to two (2) attendees per event.

### **COMMUNITY BUILDER SPONSOR\*\***

#### **\$2,250 for all three conferences or \$750 per event**

- Name recognition on select print materials, conference registration site, and event mobile app.
- Quarter-page ad in the conference program which will be distributed to all conference attendees.
- Opportunity to put literature in attendee registration packets.
- Tabletop exhibit space.
- Free registration for one (1) attendee per event.

### **EXHIBITOR ONLY**

#### **\$750 or \$250 per event**

- Tabletop exhibit space.
- Promotion of exhibitors in event program/mobile app.

*\*Additional naming/co-branding opportunities may be available for Golden Rule and Change Maker Sponsors at additional negotiated cost (for example, a sponsored break or co-branded reception). Please contact us for more information if interested.*

## 2020 ASC SPONSORSHIP OPPORTUNITIES

**\*\*In-kind donors who contribute a significant amount of products/services approved by ASC will be valued at up to the Community Builder (\$750) level. Presenters who donate their time to provide selected workshops will automatically be considered sponsors at the Community Builder (\$750) level.**

### Conference Ad Dimensions and Pricing

Ad space is available in the printed conference program for each event, which will be received by all attendees at each conference. To be included in one or more printed conference program, **ad art is due to [Emily Steinberg](#) by March 6, 2020** according to the spec requirements below.

For more information and to secure ad space, contact [Emily Steinberg](#) at (512) 961-1702.

Size	Price (per event)	Discounted Price (for all three events)
Full Page	\$400	\$1,000
Half Page	\$200	\$500
Quarter Page	\$100	\$250

### Ad Spec Requirements

#### File Types

Ad art file should be print-resolution with embedded fonts, CMYK colors only, and flattened transparency. Submit file as a version 1.3 (Acrobat version 4) PDF or PDF/X-1a, or an EPS or TIFF file created in InDesign, Photoshop, or Illustrator. Ads created in Pagemaker, Microsoft Publisher, or applications not listed above may not print correctly.

#### Fonts and Transparency

To avoid font issues, convert fonts to outlines or supply the fonts used in your ad. For files containing transparency, we cannot be held responsible for any resulting reproduction problems.

#### Image Resolution and Colors

All images should be at least 300dpi. Do not enlarge 300dpi images more than 100% as this will result in a lower-resolution image. Files containing bitmapped text should be at least 600dpi. Your ad must contain only process (CMYK) colors. If we receive files containing spot or RGB colors, or embedded color profiles, we are not responsible for resulting color shifts.

## 2020 ASC SPONSORSHIP OPPORTUNITIES

### 2020 Volunteer Generation Fund (VGF) Convening

During the Points of Light Conference on Volunteering and Service, ASC will hold its annual Volunteer Generation Fund (VGF) Convening for the 23 states receiving VGF grants. This one-day event touches on best practices in volunteer recruitment, management and retention; building statewide volunteer infrastructure; high-level trends and developments; and volunteer connector capacity building. Sponsorships will allow ASC to bring in expert trainers and guest speakers on topics of critical importance to our network.

**Date(s):** Week of June 8-12, 2020 (exact date to be determined but likely June 8-9)

**Location:** Washington, DC

**Commitment Deadline:** April 24, 2020

#### Sponsorship Levels:

**\$1,000 (Gold)** - includes Opportunity to Attend Convening and Address Attendees, In-room Exhibit Table and Signage displayed, Prominent Logo Placement on Event Materials, Distribution of Promotional Materials to All Participants



**\$500 (Silver)** - includes Logo Placement on Event Materials, Distribution of Promotional Materials to All Participants

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### ASC Innovation & Leadership Awards Reception

Each September, ASC hosts the Innovation & Leadership Awards Reception in conjunction with the annual AmeriCorps State/National Symposium. The event will include recognition of the 2020 ASC Innovation & Leadership Award winners in five categories as well as the ASC Raffle/Silent Auction, and acknowledgement of special guests and sponsors. Expected attendance is 150-200 guests representing state service commissions, national service leaders, federal champions and partners.

**Date(s):** September 2020 (exact date to be determined)

**Location:** Washington, DC area

**Commitment Deadline:** July 31, 2020

**Sponsorship Levels:** See chart below.



## 2020 ASC SPONSORSHIP OPPORTUNITIES

BENEFIT	Individual Champion \$150	State Service Supporter \$300	Commission Champion \$500	Bronze Level \$1,000	Silver Level \$1,500	Gold Level \$2,500
VIP attendance at the reception (value: \$75/ticket)	✓ (1 ticket)	✓ (1 ticket)	✓ (4 tickets)	✓ (4 tickets)	✓ (6 tickets)	✓ (8 tickets)
Name listed on ASC marketing materials for the reception (print + digital)	✓ (Individual name only)	✓ (Organization name)	✓ (Organization name)	✓ (Organization name)	✓ (Organization name)	✓ (Organization name - premier placement)
Name listed as sponsor on online event page hosted on ASC website ( <a href="http://statecommissions.org">statecommissions.org</a> )	✓ (Individual name only)	✓ (Organization name)	✓ (Organization name)	✓ (Organization name + logo linking to your website)	✓ (Organization name + logo linking to your website)	✓ (Organization name + logo linking to your website with premier placement)
Name listed as sponsor in ASC Annual Report (distributed each year to audience of 4k+)	✓ (Individual name only)	✓ (Organization name)	✓ (Organization name)	✓ (Organization name + logo)	✓ (Organization name + logo)	✓ (Organization name + logo)
Ad published in printed event program	Not Available	✓ (Quarter Page Ad)	✓ (Quarter Page Ad)	✓ (Quarter Page Ad)	✓ (Half Page Ad)	✓ (Full Page Ad)
Live Mention and Recognition during Event Program	Not Available	Not Available	Not Available	✓	✓	✓
Exhibit Booth and Signage displayed at the reception	Not Available	Not Available	Not Available	Not Available	✓	✓
Opportunity to address reception attendees (brief remarks)	Not Available		Not Available	Not Available	Not Available	✓