



2021 ASC Sponsorship Opportunities & Benefits

Conferences, Events, Special Initiatives & More

To sign up to become a 2021 ASC Sponsor, please complete our [Sponsor Sign-Up Form online](#) or contact:

Emily Steinberg, Director of External Affairs
esteinberg@statecommissions.org
(512) 961-1702

Sponsor Deadline:

Varies by Event - See Below

statecommissions.org/2021-sponsorship

America's Service Commissions (ASC) is excited to announce the following sponsorship opportunities for calendar year 2021 (January 1 - December 31) including upcoming ASC-led conferences, special events, and initiatives. Below 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.

2021 ASC SPONSORSHIP OPPORTUNITIES

2021 Sponsorship Opportunities At-A-Glance (in chronological order):

Event Date	Opportunity	Event Location	Deadline to Sponsor
May 4-7, 2021	ASC National Service Training Conference	Virtual	March 1, 2021
June 14-18, 2021	Commission Leadership Convening	Washington, DC area	May 1, 2021
Week of July 12-16, 2021 (exact day TBA)	Volunteer Generation Fund (VGF) Convening	Orlando, FL (at Points of Light Conference)	June 1, 2021
September 2021 (TBA)	ASC Innovation & Leadership Awards	Washington, DC area	August 1, 2021

Please note: ASC reserves the right to modify event locations and host events virtually if necessary due to health and safety precautions resulting from COVID-19.

Detailed descriptions of each event are listed below.

If you are interested in sponsoring multiple ASC events in 2021, please contact Emily Steinberg at esteinberg@statecommissions.org or (512) 961-1702 to discuss bundle options and pricing.

2021 ASC SPONSORSHIP OPPORTUNITIES

2021 National Service Training Conference



The banner features the AmeriCorps logo on the left and the event title '2021 National Service Training Virtual Conference' in large white text on a red background. Below the title, it says 'TAKE ACTION + PERSEVERE MAY 4-7, 2021 | VIRTUAL'. On the right, it says 'HOSTED BY: ASC AMERICA'S SERVICE COMMISSIONS' with the ASC logo.

Sponsor Deadline: March 1, 2021

Supporting more than 1,000 national service program and nonprofit staff annually, the ASC National Service Training Conference provides professionals in our field with the tools and knowledge they need to effectively manage federal AmeriCorps grants, as well as lead AmeriCorps programs, state service commissions, and volunteer-driven organizations. These attendees work hard each day to provide critical services to thousands of people in their respective states and territories. From tutoring and mentoring to hunger prevention to reintegrating veterans, these programs make a difference in local communities across the country.

Expected attendance at this year's combined, multi-region virtual conference is **1,000+ registrants**. The event will be hosted on the [HopIn virtual event platform](#) with professional production and support services provided by a third party vendor.

More information and updates on the 2021 virtual training conference can be found on the event website at www.nationalservicetraining.org.

The national service training conference provides professional development and training on AmeriCorps Fiscal and Grants Management, AmeriCorps Program Management, State Commission administration, volunteer and member engagement, and other special topics.

You can help by sponsoring or exhibiting at this year's groundbreaking virtual conference. Pricing for 2021 is as follows:

2021 ASC SPONSORSHIP OPPORTUNITIES

CONFERENCE SPONSOR BENEFITS	Gold Level \$3,500	Silver Level \$2,500	Bronze Level \$1,500	Exhibitor Only \$750	In-Kind/ Presenter** \$400
Recognition on conference website, virtual event hub, ASC social media and marketing materials	✓ (Organization name + logo - premier placement with link)	✓ (Organization name + logo)	✓ (Organization name + logo)	✓ (Virtual event hub only)	✓ (Virtual event hub only)
Event Access & Registration (value: \$200/seat)	✓ (7 tickets)	✓ (5 tickets)	✓ (3 tickets)	✓ (2 tickets)	✓ (1 ticket)
Virtual Exhibit Booth (incl. ability to live video chat, show demos, screen share, post files/documents/videos, and capture leads and data analytics)	✓ (Large Size Booth)	✓ (Medium Size Booth)	✓ (Small Size Booth)	✓ (Small Size Booth)	Not Available
Digital ad placement during conference	✓ (45-second digital ad - premier placement)	✓ (30-second digital ad)	✓ (15-second digital ad)	Not Available	Not Available
Live Mention and Recognition during Virtual Event Program	✓	✓	✓	Not Available	Not Available
Name listed as sponsor in ASC Annual Report (distributed each year to audience of 4k+)	✓ (Organization name + logo)	✓ (Organization name + logo)	✓ (Organization name + logo)	Not Available	Not Available
Promo Item Placement in Attendee "Swag Bag" mailed to attendees in advance of event (if provided by deadline)	✓	✓	Not Available	Not Available	Not Available
Access to Event Registration & Attendee List (provided pre-event)*	✓	✓	Not Available	Not Available	Not Available
Sponsor a Selected Workshop Session with Brand Recognition & Additional Digital Ad Placement	✓ (2 workshops)	✓ (1 workshop)	Not Available	Not Available	Not Available
Dedicated Post-Event Survey Question -OR- Custom Poll Question with Answer Data	✓	Not Available	Not Available	Not Available	Not Available
Opportunity to address attendees via recorded video message during Plenary	✓	Not Available	Not Available	Not Available	Not Available

2021 ASC SPONSORSHIP OPPORTUNITIES

*ASC values individual privacy. Conference attendees will have the option to opt-out of sharing contact information with event sponsors during registration.

**In-kind donors and presenters who contribute a significant amount of products/services approved by ASC will be valued automatically at the In-Kind/Presenter (\$400) level and will receive a complimentary virtual exhibit booth and one (1) ticket to attend the conference. In-kind sponsors may choose to upgrade sponsorship levels by paying the difference.

Digital Ad Specifications

Digital ad space is available for sponsors as outlined above. Ads may be provided as **high-resolution** static images (PNG preferred) format or as a video file (MP4, MOV, or similar), which will be viewed by all attendees during virtual conference sessions. **Ad art is due to [Emily Steinberg](#) by March 10, 2021** according to the spec requirements below.

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

2021 ASC SPONSORSHIP OPPORTUNITIES

ASC Commission Leadership Convening

From June 14-18, 2021, ASC will hold its annual Commission Leadership Convening in the Washington, DC area (or virtually if necessary due to COVID-19). During the event, 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): June 14-18, 2021

Location: Washington, DC area* (tentatively scheduled in-person; virtual format is possible)

Sponsor Deadline: May 1, 2020



Sponsorship Levels:

\$2,000 (Gold) - includes Opportunity to Provide Remarks and Network with Attendees (3 attendees), Exhibit Booth and Prominent 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 (2 attendees), Standard Logo Placement on Registration Site and Event Materials, Signage displayed on-site (no booth), Distribution of up to two (2) Promotional Materials to Participants

\$1,000 (Bronze) - includes Opportunity to Network with Attendees (1 attendee), Standard Logo Placement on Registration Site and Event Materials, Limited signage displayed on-site (no booth), Distribution of One (1) Promotional Material to Participants.

**If the event location changes to virtual due to COVID-19, ASC will ensure similar benefits of comparable value and proportion are provided to sponsors in a virtual format.*

2021 ASC SPONSORSHIP OPPORTUNITIES

2021 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 22 states receiving federal 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 July 12-16, 2021 (exact date TBA)

Location: Orlando, FL*

Sponsor Deadline: June 1, 2021

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

**If the event location changes to virtual due to COVID-19, ASC will ensure similar benefits of comparable value and proportion are provided to sponsors in a virtual format.*

2021 ASC SPONSORSHIP OPPORTUNITIES

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 2021 (exact date to be determined based on AmeriCorps Symposium schedule)

Location: Washington, DC area*

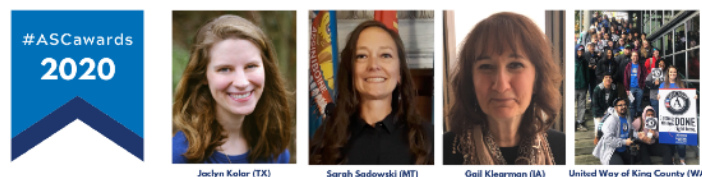
Commitment Deadline: August 1, 2021

Sponsorship Levels: See chart below.

**If the event location changes to virtual due to COVID-19, ASC will ensure similar benefits of comparable value and proportion are provided to sponsors in a virtual format.*

View past event information at www.statecommissions.org/annual-reception-awards.

**Congratulations to all
2020 Award Winners!**



2021 ASC SPONSORSHIP OPPORTUNITIES

AWARD SPONSOR BENEFITS	Gold Level \$2,500	Silver Level \$1,500	Bronze Level \$1,000	Commission Champion \$500	State Service Supporter \$300	Individual Champion \$150
VIP attendance at the reception (value: \$75/ticket)	✓ (8 tickets)	✓ (6 tickets)	✓ (4 tickets)	✓ (4 tickets)	✓ (1 ticket)	✓ (1 ticket)
Name listed on ASC marketing materials for the reception (print + digital)	✓ (Organization name - premier placement)	✓ (Organization name)	✓ (Organization name)	✓ (Organization name)	✓ (Organization name)	✓ (Individual name only)
Name listed as sponsor on online event page hosted on ASC website (statecommissions.org)	✓ (Organization name + logo linking to your website with premier placement)	✓ (Organization name + logo linking to your website)	✓ (Organization name + logo linking to your website)	✓ (Organization name)	✓ (Organization name)	✓ (Individual name only)
Name listed as sponsor in ASC Annual Report (distributed each year to audience of 4k+)	✓ (Organization name + logo)	✓ (Organization name + logo)	✓ (Organization name + logo)	✓ (Organization name)	✓ (Organization name)	✓ (Individual name only)
Ad published in printed event program	✓ (Full Page Ad)	✓ (Half Page Ad)	✓ (Quarter Page Ad)	✓ (Quarter Page Ad)	✓ (Quarter Page Ad)	Not Available
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	Not Available