



## PROGRAM OVERVIEW

Each year, The Council of State Governments (CSG) brings together hundreds of state leaders from across the United States, U.S. territories and Canada at its national conference. This convening spotlights national public policy priorities through sessions, expert panels, roundtable discussions and leadership development trainings. CSG national standing committees including Shared State Legislation convene at this annual event. Special traditions like the CSG Henry Toll Fellowship graduation and the CSG 20 Under 40 Leadership Award bring all conference attendees together to celebrate excellence in state government and recognize our member's commitment to advance the common good. A focus on meaningful networking and dialogue is always a part of the agenda.

The 2024 CSG National Conference is expected to convene near 700 attendees in New Orleans, LA, including state policymakers from all three branches of government, CSG leadership development program graduates and awardees, private sector partners and industry experts.

## UNDERWRITING OPPORTUNITIES

CSG is offering the ability to sponsor the national conference which can include programmatic, reception, leadership development and/or brand awareness opportunities and are a great chance to engage with CSG and its public sector members. For the 2024 CSG National Conference, there are eight levels of partnership and benefits include:

- Company/organization name on signage
- Acknowledgment on conference mobile app
- Complimentary conference registration
- And more!

A multitude of branding opportunities are available at the meeting. Favored and anticipated offerings include receiving exclusive conference recognition, hosting local and interactive engagements, as well as engaging with CSG Outlook and leadership development tracks or the CSG National Chair's Initiative. Additional specialty sponsorship opportunities could include:

- Policy programming
- Field studies
- Receptions
- Mobile app sponsorship
- Hotel key cards
- Headshot sessions
- Meeting break stations
- Wi-Fi providers
- Device charging stations



# NEW ORLEANS

CSG NATIONAL CONFERENCE  
DECEMBER 4-7, 2024

## CSG Patron Partner\* | \$150,000

- Recognition as Patron Sponsor across all CSG National Programming for 2024-2025.
- Preliminary attendance lists for all 2024-2025 CSG National Programming and regional annual meetings.
- Featured on conference mobile app.
- Complimentary conference registration (for six).
- *Ability to build-your-own additional benefits.*

## Presenting Partner\* | \$75,000

- Exclusive sponsorship of the programming.
- Logo appears solo on supporting materials for a session (i.e., slides, handouts).
- Organization logo on event signage and mobile app.
- Complimentary conference registration (for six).
- Invitation (for three) to Leaders Reception.
- Preliminary attendance list.
- Company/organization recognized on any content repurposed and shared after the event.
- The following specialty sponsorships can be selected at this level or chosen from lower partnership levels:
  - 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 two) to Leaders Reception.
- Preliminary attendance list.
- The following specialty sponsorships can be selected at this level or chosen from lower partnership levels:
  - Reception Host Sponsor
  - Headshot and CSG Capitol Ideas Full-Page Advertisement Sponsor (Proof Deadline Oct. 1, 2024).

## 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.
- The following specialty sponsorships can be selected at this level or chosen from lower partnership levels:
  - WiFi Provider and Device Charging Station Sponsor
  - Mobile App Sponsor
  - Hotel Room Key Card Sponsor
  - Leadership Development Sponsor.

## Gold Sponsor\* | \$15,000

- Organization logo on event signage and mobile app.
- Complimentary conference registration (for three).
- Invitation to Leaders Reception
- Preliminary attendance list.
- The following specialty sponsorships can be selected at this level:
  - Bar Sponsor
  - Water/Coffee Station or Meeting Break Sponsor
  - 20 Under 40 Leadership Award Sponsor
  - CSG Outlook Sponsor

## Silver Sponsor | \$10,000

- Organization name on event signage and mobile app.
- Complimentary conference registration (for two).
- Invitation to annual CSG Associate business meeting.
- Half-page advertisement in CSG Capitol Ideas (limited to 4) (Proof Deadline Oct. 1, 2024).

## Bronze Sponsor | \$5,000

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

## In-Kind

- Company/organization name on signage.
- Acknowledgment on conference mobile app.
- Complimentary conference registration (for one).

\*Sponsorship opportunity is for CSG Associates Program members only

## CSG NATIONAL CHAIR'S INITIATIVE

As part of their leadership each year, every CSG National Chair has the opportunity to establish a National Chair's Initiative. These initiatives are selected as a policy area or program close to their heart or public service experience. Recent National Chair's Initiatives include the establishment of the 20 Under 40 program to recognize young and upcoming leaders working across the aisle, established under the leadership of 2019 CSG National Chair and New Hampshire state Senator Lou D'Allesandro. In 2020-2021, CSG National Chair and Wisconsin state Senator Joan Ballweg led CSG on a renewed visioning and strategic plan, [Forward! A Strategic Plan for The Council of State Governments](#). In 2024, the standing CSG National Chair and Connecticut state Assistant Deputy Speaker Kevin Ryan has identified **adolescent mental health** as the policy discussion of his CSG National Chair's Initiative.

Adolescent mental health will serve as a public policy programming point of interest across multiple CSG initiatives and programs, including the Medicaid Policy Academies, inaugural CSG Adolescent Mental Health Policy Academy and relevant discussions during the 2024 CSG National Conference. Public sector leaders and participants from each of the three branches of state government will engage in interactive sessions, learn from subject matter speakers, connect with engaged community leaders and collaborate with colleagues on best practices and information sharing to best address youth health-related priorities.

## CSG OUTLOOK

CSG Outlook will be an inaugural invitation-only program at the 2024 CSG National Conference. The two-day event is designed for current and past Toll Fellowship classes, other CSG leadership development alumni, state budget officers, legislative budget and tax committee leadership, judicial administrators, and other legislative and executive branch senior leadership for an exclusive fiscal policy meeting that will discuss insights, indicators, and other factors needed to anticipate economic forces across health, education, energy and more. CSG Outlook's collaborative sessions will be led by subject matter experts, industry insiders, and fellow government leaders, offering partners the opportunity to be part of focused discussions with state members and other private sector peers.

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If your team has an idea in mind you don't see listed, please let us know. CSG is happy to consider exciting opportunities that will help our members engage with our meeting and host state.

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

FOR ADDITIONAL INFORMATION ON ENGAGEMENT OPPORTUNITIES AT THE 2024 CSG NATIONAL CONFERENCE, PLEASE CONTACT THE DEVELOPMENT TEAM AT [INVESTMENT@CSG.ORG](mailto:INVESTMENT@CSG.ORG)

CSG is an IRS-designated 501(c)3 nonprofit organization.