



Sponsorship Benefits Menu



2021

Sponsorship 2021

INCLUDED BENEFITS

First-time conference attendees and [small business with 10 or fewer employees](#) may be eligible for discounted sponsorship and conference registration rates. [Click here for more information.](#)

[To submit an 2021 Sponsorship agreement form, click here.](#)

	Bronze	Silver	Gold	Platinum
Annual business memberships	1	2	4	6
Registration at Midyear Meeting	1	2	4	6
Registration at Annual Conference	1	2	4	6

Sponsorship 2021

INCLUDED BENEFITS

	Bronze	Silver	Gold	Platinum
Company logo and link on NSGIC.org home page	✓	✓	✓	✓
Company logo, description and link on NSGIC.org sponsor page	✓	✓	✓	✓
Recognition on NSGIC social media twice per year		✓	✓	✓
Company logo projected during session breaks at conferences	✓	✓	✓	✓
Complimentary participation in Roll Call of States at Annual Conference			✓	✓
Corporate Leadership Council and early benefits enrollment			✓	✓
Points	75	150	200	275

Points may be allocated towards your choice of opportunities listed on the following pages to create a fully customizable sponsorship package. Additional points may be purchased at \$125 per point.

Sponsorship 2021

PRICING AND DISCOUNTS

	Bronze	Silver	Gold	Platinum
Standard	\$8,240	\$11,845	\$18,540	\$25,750
Renewal or upgrade without gap (10% discount)	\$7,416	\$10,660	\$16,686	\$23,175
First-time sponsorship (20% discount)	\$6,592	\$9,476	\$14,832	\$20,600

[To submit an 2021 Sponsorship agreement form, click here.](#)

Sponsorship 2021

Through sponsorship, geospatial firms join NSGIC as partners. State Geographic Information Officers (GIOs), statewide GIS coordinators, state agency GIS leads, state GIS coordinating council representatives, local GIS managers, federal agency partners, tribal representatives, national nonprofit collaborators, academicians, and fellow private sector colleagues all have a seat at the table.

And the table is expanding. In 2020, the foresight of NSGIC leadership found the organization well positioned to pivot at the outset of the pandemic, joining with other geospatial organizations to stand up the National Pandemic GIS Task Force, issuing a broadly endorsed statement on the importance of GIS in pandemic response and planning, and presenting a virtual annual conference drawing three times as many participants as last year's conference - including a number of new stakeholders. The NSGIC online community, My.NSGIC, saw traffic increase tenfold, as members participated in general discussions, subject matter interest groups, committee work, and more. Virtual programming surged far beyond the annual conference, with networking events, member webinars, and joint online programs filling the calendar.

None of this would be possible without the support of NSGIC sponsors. You are our financial backers, subject matter experts, advocates, and solution-providers. Thank you for being such a vital part of the NSGIC community.

Sponsorship 2021

We may not know exactly what 2021 will bring, but NSGIC leadership is firmly committed to continuing to provide a serious return on investment to our sponsors. Your investment includes:

Access to GIS Decision-Makers and Influencers through:

- Social/networking events
- Speed Networking facilitated activity
- Individual consultations with the NSGIC Board
- Interactive discussions/workshops
- Digital attendance lists

Insights via:

- State activities, progress, and needs - through the Geospatial Maturity Assessment and annual Roll Call of States
- Articles and publications
- Programmatic initiatives, including 3DEP for the Nation, Elevation-Derived Hydrography for the Nation, Geo-Enabled Elections, and more
- My.NSGIC online discussion communities
- Updates on the greater geospatial ecosystem through NSGIC representatives and liaisons

Sponsorship 2021

Continued:

Opportunities to Demonstrate Thought Leadership with:

- Conference-based presentations
- Webinars and on-demand content in NSGIC's Learning Link
- Articles
- Fireside chats

Increased Visibility with Branding by:

- Roll Call of States company overview
- Recognition based on underwriting selections

Sponsorship 2021

Based on what we know now about the Covid-19 arc and its impacts to safety and budgets, we've assembled a few different scenarios for what NSGIC engagement might look like in 2021.

- Virtual Midyear Meeting + Virtual Annual Conference + Calendar of Other Virtual Programs Year-Round
- Virtual Midyear Meeting + Hybrid Virtual/In-Person Annual Conference + Calendar of Other Virtual Programs Year-Round
- Virtual Midyear Meeting + Fully In-Person Annual Conference + Calendar of Other Virtual Programs Year-Round

2021 Virtual Midyear Meeting

Virtual Midyear Meeting (confirmed)

In all cases, the Virtual Midyear Meeting has been reimagined. It will be a three-day meeting, running from February 23 to 25. Tuesday and Thursday will be filled with a total of five two-hour workshops with substantive and productive discussions facilitated by NSGIC leaders. Wednesday will be the Innovation Summit focused entirely on emerging technologies and trends coming down the pike for state GIS. And of course it wouldn't be a NSGIC event without lots of fun and networking sprinkled throughout.

Each Innovation Summit presentation will be limited to 30 minutes with an additional 15 minutes for chat-based Q&A. Follow-up discussions will be held in a private discussion forum for Midyear Meeting participants.

Five Innovation Summit presentations will be selected by the NSGIC Conference Committee on a competitive basis. As a sponsor, you have the opportunity to submit an abstract for consideration. Submission acceptance is not guaranteed and no points will be required for these competitive slots. Abstracts will be solicited in early January.

2021 Annual Conference Scenarios

Virtual Annual Conference (possible)

Much like the Virtual Annual Conference held in September 2020, the 2021 Virtual Annual Conference will feature a weeklong program of interactive plenary sessions, breakout meetings, networking events, breaks and lounges, and small group discussions. On-demand content augments the week's offerings and provides content options to stretch across time zones. If held virtually, the conference will be hosted on NSGIC's Learning Link.

2021 Annual Conference Scenarios

Hybrid Virtual/In-Person Annual Conference (possible)

We know that there's nothing like interacting with conference participants in person. That's why we'll consider a 2021 Annual Conference that brings together the members of the community able to travel and virtually plug in those who can't. The format for a hybrid conference will be developed in consultation with sponsors to ensure maximum return on investment.

2021 Annual Conference Scenarios

Fully In-Person Annual Conference (possible)

The 2021 Annual Conference is set to be held in Dallas from September 20 to 24. If conditions permit us to hold the Annual Conference with “normal” attendance, participants can expect a conference experience that includes plenary sessions, lunch programs, and lots of great opportunities for social activities and networking. The true home of productive “hallway conversations,” the signature NSGIC conference would serve as a return to the best relationship-building interactions of the year.

2021 Virtual Programming

Calendar of Other Virtual Programs Year-Round (confirmed with possible additions)

Even when in-person meetings resume, we anticipate continuing to build programming to connect members, sponsors, and partners to share information and foster collaborations. Leveraging technology for presentations, video chatting, panel discussions, roundtables, small group conversations, demonstrations, workshopping, and facilitated networking, NSGIC will offer an expansive collection of live and on-demand programs throughout 2021.

Benefits Menu

Sponsors secure opportunities by allocating points on a first-come, first-serve basis, opening to Gold and Platinum sponsors a week before full open enrollment begins in January.

Please note that you are not required to allocate all of your points at the beginning of the year. You can reserve points to allocate as NSGIC determines conference logistics and confirms sponsor opportunities. You may also reallocate points at any time during the year, depending on availability of sponsor opportunities.

Benefits Menu

SPECIAL NETWORKING

Special Networking

Benefits Menu

SPECIAL NETWORKING

Speed Networking

Spring - Virtual Speed Networking will be held in early April 2021 as part of a full-day program for NSGIC state representatives. Sponsors selecting this opportunity will be invited to join state representatives for a portion of the day, during which sponsors will rotate Zoom rooms so they have a chance to speak directly with dozens of state representatives in one afternoon. Sponsors will receive a list of attendees for this virtual event in advance. **(40 points)**

Annual Conference - The second Speed Networking opportunity will be held in person at the Annual Conference if an in-person conference is held. In person, this event has sponsors moving from table to table of state representatives, as you rotate through the entire roster during the conference. If the Annual Conference is held virtually, the event will run in the same way the Spring event is run, and will be held during the Annual Conference timeframe. **(40 points)**

Benefits Menu

SPECIAL NETWORKING

Member Mixers (25 points)

Held via Zoom once per quarter, this new hour-long networking event is fun and fast-paced as participants are randomly assigned to breakout rooms in groups of five, automatically switching rooms every 10 minutes. This is a great opportunity to chat with old friends and make new ones. Open only to NSGIC government members and sponsors selecting this benefit. Sponsors will receive contact information about registrants in advance of the event.

One-on-One Meeting with the NSGIC Board of Directors (30 points)

Sit down - in person or virtually - with members of NSGIC's Board of Directors and Executive Director to discuss a topic of your choice. Sponsors may choose to speak with NSGIC leadership about organizational strategy and collaborations, share your perspective on current events shaping the industry, explore state priorities, or offer insights into your products or services. Meetings last 15 minutes and are scheduled virtually on an ad hoc basis or in-person at the Annual Conference.

Benefits Menu

SPECIAL NETWORKING

Virtual Coffee Breaks (25 points)

NSGIC will set up a “coffee shop” meeting space where sponsors can host a 20-minute virtual coffee break for up to six NSGIC members, organized around a topic of your choice. NSGIC coffee mugs will be sent to participants in advance. Sponsors may choose to extend direct invitations or have NSGIC promote the event to all members to sign up on a first-come-first-served basis.

Registration Sponsor (20 points)

Annual Conference, if held in person - Take a seat (or two) at the conference registration desk, where you will have an opportunity to interact with attendees as they check in and pick up name badges and goodies.

Access to Digital Attendance List (10 points per conference or 15 for both)

Augment your meeting preparation and follow-up efforts with attendance lists provided before and after the conference. Lists include attendee names, states/organizations, email addresses, and mailing addresses.

Benefits Menu

CONFERENCE PRESENTATIONS

Conference Presentations

In line with NSGIC's strategic direction, conference content will be selected on a highly competitive basis. For sponsors, that means that there are fewer opportunities for "guaranteed spots" on the agenda. However, competitively-selected sessions will not require the use of sponsor points. Due to this shift, we encourage sponsors to pay close attention to deadlines for abstract submissions and to frame proposed sessions in terms of highest value content to the NSGIC audience. Please note that the expansion of other content delivery options offer alternative opportunities for sponsors to share their messages with NSGIC members (and, in fact, have additional benefits such as extensive playback via the NSGIC Learning Link).

Benefits Menu

CONFERENCE PRESENTATIONS

Annual Conference Lunch & Learn (85 points)

The stage is yours. If held in person, the Annual Conference will feature two hour-long Lunch & Learn sessions, when sponsors present in a luncheon setting. Sessions are open to all conference attendees. If held virtually, these sessions will be scheduled in early- to mid-afternoon (depending on time zone). These sessions are not selected competitively, but on a first-come, first-served sign-up basis.

On-Demand Presentation (40 points)

In 2021, all conferences, held virtually or not, feature on-demand content. This content is branded with the conference and made available on the NSGIC Learning Link library. For in-person conferences, on-demand presentations are also available through the conference app. These pre-recorded sessions can be up to 60 minutes in length.

Benefits Menu

CONFERENCE PRESENTATIONS

Keynote Sponsor (15 points)

Provide welcome remarks, not exceeding two minutes, before the Keynote Presentation. Rather than a company message, this is a chance for visibility and to introduce the keynote speaker. Limited to one sponsor per conference.

Roll Call of States (15 points; complimentary for Gold & Platinum sponsors)

Held during the Annual Conference, the Roll Call of States is a highly anticipated session. State representatives spend a few minutes sharing their year's accomplishments, challenges, and goals. Participating sponsors also have an opportunity to briefly introduce themselves and share a highlight of their year. If held virtually, these brief presentations are done by video recorded in advance.

Benefits Menu

WEBINARS & ARTICLES

Webinars & Articles

Benefits Menu

WEBINARS & ARTICLES

Sponsor Webinar (40 points)

Host a webinar for NSGIC state representatives or the full NSGIC community. NSGIC will promote the webinar via registration page, newsletter, eblasts, and social media. Webinars will be recorded and available to members on-demand in the Learning Link. Sponsors may provide up to two webinars per year. Limited to 12 total webinars per year.

Fireside Chat (60 points)

Held quarterly, the new Fireside Chat pairs a sponsor representative with a state representative for an informal - no slides! - conversation about the possibilities with public-private partnerships. As a collaboration, NSGIC staff will work with the sponsor to identify an appropriate state representative, develop topics/subtopics, and promote the program across communication channels. The session may make use of polling to increase audience engagement. The webinar will be recorded and made available to members on-demand in the Learning Link. Limited to four sponsors per year.

Benefits Menu

WEBINARS & ARTICLES

Corporate Partner Spotlight (15 points)

Spotlight your company's work on the NSGIC GeoJava blog and in the monthly newsletter. Article content will be provided by the sponsor with final approval by NSGIC editorial staff. Article may be up to 700 words and include up to three images or graphics. Sponsors may provide up to two spotlights per year. Limited to 15 total spotlights per year.

Benefits Menu

EVENT SPONSORSHIP

Awards Reception (35 points for Pinnacle Sponsorship; 25 points for Reception Sponsorship)

Held during the Annual Conference, this reception features a presentation by the NSGIC President celebrating recipients of the year's Geospatial Excellence Awards, as well as NSGIC service awards. Pinnacle Sponsors (limit one) receive recognition in conference materials and a shout-out during the reception, while Reception Sponsors (limit six) receive recognition in conference materials.

Spatial Social (35 points for Apex Sponsorship; 25 points for Social Sponsorship)

Held at both conferences, participants look forward to the social event as a time to relax and engage. Social events vary in format, but always include food and drink. Apex Sponsors (limit one) receive recognition in conference materials and a shout-out during the reception, while Social Sponsors (limit six) receive recognition in conference materials.

Benefits Menu

EVENT SPONSORSHIP

Hospitality Suite (20 points)

Host one evening in the NSGIC Hospitality Suite. Held at the end of the conference day, this setting offers attendees a chance to gather for casual conversation. As host, the sponsor can organize fun activities for participants and (if in-person), augment the provided snacks and drinks with your own (must be coordinated in advance). Limited to one sponsor per night per conference.

Holiday Party (15 points)

To be held in December 2021, the virtual Holiday Party is open to the entire NSGIC community. Sponsors will be recognized in event invitations and materials. Limited to six sponsors.

Virtual Happy Hour (20 points)

Host a virtual happy hour event for NSGIC members, held on the first Thursday of the month. Sponsor may host a trivia game, virtual bartenders, fun playlists, or more. Limit one sponsor per month.

Benefits Menu

PROGRAM UNDERWRITING

Program Underwriting

Show your support of one or more of NSGIC's initiatives by underwriting the production of programming. Sponsors will be recognized as "brought to you with the support of" sponsor name(s) in program materials where possible. For example, on the landing page for project information or an event agenda. Please note that while your selection indicates support of a specific initiative, underwriting is not directed funding.

Benefits Menu

PROGRAM UNDERWRITING

Choose from the following:

- 3DEP for the Nation (10 points)
- Addresses & Transportation (10 points)
- Coastal Caucus (10 points)
- Council of Councils Forum (10 points)
- Elevation-Derived Hydrography for the Nation (10 points)
- Geo-Enabled Elections (10 points)
- Geospatial Maturity Assessment (10 points)
- Geospatial Preparedness (10 points)
- GeoWomen (10 points)
- GIO Academy (10 points)
- Next Generation 9-1-1 (10 points)

Benefits Menu

BRANDING

Branding

Benefits Menu

BRANDING

Learning Link Sponsorship (30 points)

Sponsor logo will be featured on the conference event page within the Learning Link, NSGIC's virtual conference platform. Limited to four sponsors per conference.

Group Photo Sponsorship (5 points)

Sponsor the group photo at the virtual conference. This image will be a branded screen-grab of all attendees during the keynote presentation. The image may be used in future marketing and communications materials. Limit to three sponsors per conference.

Benefits Menu

BRANDING

Branding Opportunities Available if Annual Conference is held In-Person

Benefits Menu

BRANDING

Conference App Sponsorship (40 points)

Sponsor logo and tagline will be prominently featured on the welcome screen of the NSGIC conference app. Limited to one sponsor.

Wifi Sponsorship (30 points)

Sponsor logo will be featured in the conference app alongside the wifi login information during the Annual Conference.

Limited Edition Swag Sponsorship (25 points)

Sponsor logo will be included on limited edition NSGIC swag items. Only available if the conference is held in person and distributed to on-site participants; limited to five sponsors.

Benefits Menu

BRANDING

Hotel Key Cards (20 points)

Sponsor's logo will be featured on hotel key cards for the official hotel for the Annual Conference. The sponsor provides printed key cards. Limited to one sponsor per conference.

Lanyards (10 points)

Sponsor's logo will be featured on lanyards for the Annual Conference. Sponsor provides printed lanyards. Limited to one sponsor per conference.

Coffee Bar Sponsorship (10 points)

Sponsor the always-popular coffee bar at the Annual Conference with optional branded napkins, cups or sleeves (provided by sponsor). One per day.

Benefits Menu

BRANDING

Headshot Sponsorship (5 points)

Sponsor the photo booth at the Annual Conference where attendees can get their headshots taken and uploaded to their NSGIC.org profiles. Limited to three sponsors per conference.

Breakfast Sponsorship (10 points)

Breakfast sponsors will be recognized through signage during the meal at the Annual Conference. Limited to one sponsor per day per conference.

Lunch Sponsorship (10 points)

Lunch sponsors will be recognized through signage during the meal at the Annual Conference. Limited to one sponsor per day per conference.

Break Sponsorship (5 points)

Break sponsors will be recognized through signage during the break at the Annual Conference. Limited to two sponsor per day per conference.

Benefits Menu

Membership & Registrations

Membership & Registrations

Additional Annual Business Membership (20 points)

- Participate in topic-specific and full membership discussion forums.
- Join committees and work groups to provide your company's expert opinion on various topics via conference calls, webinars, emails, online discussions and in-person meetings.
- Access the member database for member-to-member communication.
- Explore program archives and other members-only resources.
- Enjoy expanded virtual networking opportunities.

Additional Meeting Registrations (20 points)

Secure additional meeting registrations beyond those afforded by your sponsorship level for 20 points per attendee per conference.

Benefits Menu

FAQ

FAQ

How long is the sponsorship period?

Annual sponsorship spans a period of one calendar year.

Can I purchase additional points?

Yes. Additional points may be purchased at \$125 per point.

Can I allocate some points now and some later?

Sponsors secure opportunities by allocating points on a first-come, first-serve basis, opening to Gold and Platinum sponsors a week before full open enrollment begins in January. You are not required to allocate all of your points at the beginning of the year. You can reserve points to allocate as NSGIC determines conference logistics and confirms sponsor opportunities. You may also reallocate points at any time during the year, depending on availability of sponsor opportunities.

Benefits Menu

FAQ

FAQ

Do points roll over?

No. Points included with annual sponsorships must be spent during the correlating sponsorship cycle.

Can introductory packages be purchased more than once?

The introductory sponsorship level is limited to a one-time/one-conference use per company, after which a full, annual sponsorship level is required.

Can one sponsorship package be shared between two companies?

Sponsorships may not be split between more than one company. Points may not be shared or reassigned to other sponsors.

Can introductory level companies send more than one representative?

Yes. Introductory sponsors can send additional representatives at the \$1,500 registration fee per attendee.

Questions?

Contact NSGIC Deputy Director
Bridget Nolan
bridget.nolan@nsgic.org

[To submit an 2021 Sponsorship
agreement form, click here.](#)



National States Geographic Information Council
3436 Magazine Street #449, New Orleans, LA 70115
504-265-9720