

2022 Sponsorship Benefits & Opportunities

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To submit a 2022 sponsorship agreement form, [click here](#).

Sponsorship renewal or upgrade without break receives a 10% discount (annual packages only)

WHY SPONSOR?

Through a year-long sponsorship commitment, geospatial organizations join NSGIC as partners. This unique sponsorship model is designed to create a community for continuous collaboration and to benefit both sponsors and states year-round. 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.

Based on what we know now and our experiences over the past two years, we expect both the Mid-Year Meeting and Annual Conference to be held in person with the opportunity for a virtual component to complement the in-person experience.

2021 brought the challenge of producing a hybrid Annual Conference for the first time in NSGIC history. With the hybrid conference being a huge success and the NSGIC online community, My.NSGIC, continuing to see increased traffic, as well as virtual programming to include networking events, member webinars and fireside chats being so popular, we anticipate 2022 will provide even more connections leading to better collaborations. 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.

NSGIC leadership is committed to providing the best ROI to our sponsors which 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, 3DHP, Geo-Enabled Elections, and more
- My.NSGIC online discussion communities
- Updates on the greater geospatial ecosystem through NSGIC reps and liaisons

Opportunities to Demonstrate Thought Leadership with:

- Conference-based presentations
- Webinars and on-demand content in NSGIC's Learning Link
- Sponsor spotlights & fireside chats

Increased Visibility with Branding:

- Roll Call of States company overview
- Multiple conference related branding opportunities



SPONSORSHIP LEVELS & PRICING

	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
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
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

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FIRST TIME SPONSORS

If you've never attended a NSGIC conference before and you are interested in learning more before committing to an annual sponsorship, we offer a one-time discounted conference registration rate. For more information, contact Amy Holmes at amy.holmes@nsgic.org.

SMALL BUSINESS & EMERGING PARTNER PROGRAM

Each year, NSGIC offers 5 spots in an Emerging Partner Sponsorship program. The program is designed for smaller companies, with 10 or fewer employees, so that they may participate fully in NSGIC conferences and grow towards becoming a NSGIC annual sponsor at the bronze, silver, gold, or platinum level. [Click here to learn more.](#)

[CLICK HERE to Enroll as an Emerging Partner!](#)

If you do not already have a NSGIC account, please contact Amy Holmes at amy.holmes@nsgic.org.

CUSTOMIZE YOUR SPONSORSHIP EXPERIENCE

Each sponsorship level comes with a set amount of points to be spent on opportunities of your choice in the following areas:

- [Networking & Relationships](#)
- [Conference Presentations](#)
- [Webinars & Thought Leadership](#)
- [Event Sponsorships](#)
- [Branding & Recognition](#)
- [Additional Memberships & Registrations](#)

POINT ALLOCATION

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.



SPONSORSHIP OPPORTUNITIES

NETWORKING & RELATIONSHIPS

Speed Networking

(40 points)

It is currently planned to hold both Speed Networking opportunities in the hybrid format. First, during the Midyear Meeting and second, during the Annual Conference. This fast-paced activity has sponsors moving from table to table of state representatives, as you rotate through the entire roster over 2-3 days. Limited to 15 sponsors per conference, 30 total available.

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.

Member Mixers

(25 points)

Held via Zoom once per quarter, this hour-long networking event is fun and fast-paced as participants are randomly assigned to small breakout rooms, 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 the sponsor selecting this benefit. Sponsors will receive contact information about registrants in advance of the event. Four available, one each quarter.

Hospitality Suite at Conferences

(20 points)

Host an evening in the NSGIC Hospitality Suite at either the Midyear Meeting or Annual Conference. Held at the end of each conference day, this setting offers attendees a chance to gather for casual conversation. As host, the sponsor can organize fun activities for participants and augment the provided snacks and drinks with your own (must be coordinated in advance). On-site signage will also feature your logo noting you as the evening's sponsor. Limited to one sponsor per night per conference, seven total available.

Virtual Happy Hours

(20 points)

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

Access to Digital Attendance Lists

(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.



CONFERENCE PRESENTATIONS

Presentations: Annual Conference & Midyear Meeting

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 post-event).

Details on formats and requirements will be provided in the Call for Abstracts (early January for the Midyear Meeting and July for the Annual Conference).

Lunch & Learn

(85 points)

The stage is yours. The Annual Conference will feature two hour-long Lunch & Learn sessions and the Mid-Year Meeting will have one slot available, where sponsors present in person or virtually while the captive audience of attendees enjoy a meal. These sessions are not selected competitively, but on a first-come, first-served sign-up basis.

On-Demand Presentation

(40 points)

Both conferences in 2022 will feature on-demand content. This content is included as part of the conference agenda offerings and made available on the NSGIC Learning Link library in addition to being accessible through the conference app. These pre-recorded sessions can be up to 60 minutes in length.

WEBINARS & THOUGHT LEADERSHIP

Fireside Chat

(60 points)

Held quarterly, these Fireside Chats pair 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 chat will be recorded and made available to members on-demand in the Learning Link. Limited to four sponsors per year.

Sponsor Webinar

(40 points)

Host a webinar for NSGIC state representatives or the full NSGIC community. NSGIC will promote the webinar via 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 one per month, 12 total webinars per year.

Corporate Partner Spotlight

(25 points)

Spotlight your company's work on the NSGIC [GeoJava blog](#) and in the monthly newsletter. Article content to 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 12 total spotlights per year, one per month

EVENT SPONSORSHIPS

Awards Reception

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

Held during the Annual Conference, this reception recognizes the recipients of the year's Geospatial Excellence Awards, as well as NSGIC Service Awards. Pinnacle Sponsor (limit one) receives 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 the Annual Conference and Midyear Meeting, participants look forward to this social event as a time to relax and engage. Social events vary in format, but always include food and drink. Apex Sponsors (limit one per event) receive recognition in conference materials and a shout-out during the reception, while Social Sponsors (limit six) receive recognition in conference materials.

Holiday Party

(15 points)

To be held in December 2022, the virtual Holiday Party is open to the entire NSGIC community. Sponsors will be recognized in event invitations and materials. Limited to six sponsors.



BRANDING & RECOGNITION

Conference App Sponsor

(40 points)

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

Lanyard Sponsor

(40 points)

Sponsor may provide custom branded lanyards for all in person attendees to wear for the duration of either the Midyear Meeting or Annual Conference. Sponsor to cover costs to produce and ship lanyards to the venue. Limited to one sponsor per conference.

WiFi Sponsor

(30 points)

Sponsor logo will be featured in the Annual Conference or Midyear Meeting app alongside the WiFi login information and on-site signage. Sponsor will also have the opportunity to create a custom password for the network. Two available, one sponsor per conference.

Registration Sponsor

(30 points)

Logo recognition on the registration page, confirmation email and on-site signage at either the Midyear Meeting or Annual Conference. You may also choose to take a seat (or two) at the registration desk, where you will have an opportunity to interact with attendees as they pick up name badges and goodies. Two available, limited to one per conference.

Hotel Key Cards Sponsor

(20 points)

Sponsor's logo and custom design to be featured on hotel key cards at the official hotel for either the Midyear Meeting or Annual Conference. Key cards are provided at the sponsor's expense through PLI Card Marketing Solutions. Two available, limited to one sponsor per conference.

Learning Link Sponsorship / Conference Webpage

(20 points)

Sponsor logos will be featured on the Annual Conference or Midyear Meeting event page within the Learning Link, NSGIC's virtual conference platform. Limited to four sponsors per conference.

Hotel Door Drop or Hanger

(15 points)

Sponsor has the opportunity to provide a piece of literature or branded give away item to be either hung on the door or placed just outside of each attendees room at either the Midyear Meeting or Annual Conference hotels. Sponsor to cover hotel costs for distribution and item/collateral to be produced and shipped by sponsor. Limited to two sponsors per conference.

BRANDING & RECOGNITION (cont.)

Limited Edition Swag Sponsorship

(25 points)

Sponsor logo will be included on a limited edition NSGIC swag item to be distributed to all in person attendees at either the Midyear Meeting or Annual Conference. Limited to four sponsors per event.

Keynote Sponsor at Annual Conference

(15 points)

Provide welcome remarks, not exceeding two minutes, before the Keynote Presentation at the Annual Conference. Rather than a company message, this is a chance for visibility and to introduce the Keynote Speaker. Limited to one sponsor.

Roll Call of States at Annual Conference

(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 will also have the opportunity to briefly introduce themselves and share a highlight from their year. These brief presentations are to be recorded in advance and posted on the official Roll Call of States webpage.

Coffee Bar Sponsorship

(10 points)

Sponsor the always-popular all-day coffee bar at the Annual Conference or Midyear Meeting with on-site signage recognition and the opportunity to provide branded napkins, cups and/or sleeves (branded items to be produced and shipped by sponsor). One sponsor per day per conference.

Breakfast Sponsorship

(10 points)

Sponsors will be recognized in the mobile app, online agenda and on-site signage during breakfast at the Annual Conference or Midyear Meeting. Limited to one sponsor, per day, per conference.

Lunch Sponsorship

(10 points)

Sponsors will be recognized in the mobile app, online agenda and on-site signage during lunch at the Annual Conference or Midyear Meeting. Limited to one sponsor, per day, per conference.

Break Sponsorship

(5 points)

Sponsors will be recognized in the mobile app, online agenda and on-site signage during either a morning or afternoon break at the Annual Conference or Midyear Meeting. Limited to two sponsors, per day, per conference.

Headshot Sponsorship

(5 points)

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



ADDITIONAL MEMBERSHIPS & REGISTRATIONS

Additional Annual Business Memberships

(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 Conference Registrations

(20 points)

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

FAQs

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?

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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 Membership Associate Amy Holmes at amy.holmes@nsgic.org

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