



**NASACT**

National Association of State  
**Auditors, Comptrollers  
and Treasurers**

# Corporate Associates Program

OVERVIEW AND BENEFITS



## Program Overview

The Corporate Associates Program is NASACT's effort to facilitate partnership between the private sector and state government. The Corporate Associates Program offers companies various opportunities for exposure and participation at NASACT's annual conferences and copies of NASACT's publications.

Joining the Corporate Associates Program is simple: a four-tiered model provides different levels of involvement to matches different private sector marketing and messaging strategies. Whether your goal is networking, staying informed about state government finance, or participating in one of the premier conferences of the year for state government officials, the Corporate Associates Program offers these benefits and more.

## About NASACT's Annual Conference

NASACT's Annual Conference is a two and one-half day event held each August. The conference is designed to provide continuing education and networking opportunities for the elected or appointed state auditors, state comptrollers and state treasurers of the 50 states. Attendance at the conference ranges from 300-350 each year. Conference themes include government financial management, auditing, the municipal bond market, the economy, transparency, fraud case studies, standards updates, and business process best practices.

### *Upcoming NASACT Annual Conferences*

- 2021: August 14-18 - Marriot Marquis, San Diego, California
- 2022: August 20-24 - Belmond Charleston Place, Charleston, South Carolina

## Speaking Opportunities

Corporate associates receive a number of benefits related to the NASACT annual conference each year. Speaking during a general or concurrent session, however, is not a guaranteed benefit.

To be eligible to speak on the program, a corporate associate must first be nominated by a NASACT member through the "Program Topics Survey," which is sent to NASACT members each January. All nominations from the survey will be reviewed by the Training and Professional Development Committee, which is responsible for making final decisions regarding speakers for the conference.

Corporate associates are welcome to let us know about projects they are coordinating with states. This information will aid in providing survey options based on current, timely state government activities.

## Join the Program or Get More Information

To become a NASACT corporate associate or learn more, contact:

R. Kinney Poynter  
Executive Director, NASACT  
Phone: (859) 276-1147  
kpoynter@nasact.org

or

Donna Maloy  
Conference Manager, NASACT  
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## Corporate Associates Program Benefits

	Platinum \$45,000 +	Gold \$25,000	Silver \$12,500	Bronze \$6,000
<b>Survey and webinar:</b> An opportunity to conduct a brief survey of NASACT members, develop a white paper based on the research and present research/paper at NASACT's annual conference. <sup>1</sup> A follow-up webinar is also possible if the research topic fits into NASACT's webinar training schedule.	✓			
<b>Rotating banner and prominent listing in conference app.</b>	✓			
<b>Guest article on website:</b> An opportunity to contribute a guest article that will be housed on NASACT's website and featured in the weekly email update. <sup>2</sup>	✓	✓		
<b>Conference input:</b> An opportunity to provide input to NASACT's executive director and conference committee chair on the NASACT annual conference.	✓	✓		
<b>Tabletop display.</b>	✓	✓		
Sponsorship or co-sponsorship of a conference event.	✓	✓	✓	✓
Complimentary registrations to the conference.	✓ (8)	✓ (6)	✓ (4)	✓ (2)
Ad in the conference onsite brochure.	✓ (full page)	✓ (half page)	✓ (quarter page)	✓ (business card)
Sponsor ribbon on conference name badge.	✓	✓	✓	✓
Verbal recognition at conference meal function.	✓	✓	✓	✓
Item in conference registration bag.	✓	✓	✓	✓
Listing on NASACT's website.	✓ (logo)	✓ (logo)	✓ (hyperlink only)	✓ (hyperlink only)
Complimentary copies of NASACT publications including: <ul style="list-style-type: none"> <li>▪ <i>NASACT Directory</i></li> <li>▪ <i>Auditing in the States</i></li> <li>▪ <i>State Comptrollers: Technical Activities and Functions</i></li> </ul>	✓	✓	✓	✓

<sup>1</sup> Surveys, white paper themes, and final presentations are subject to approval by NASACT.

<sup>2</sup> Article scheduling, topics, length, and final content are subject to approval by NASACT. Article must cover a technical issue or government case study. Pure marketing articles will not be permitted.

The National Association of State Auditors, Comptrollers and Treasurers is an organization for state officials responsible for the financial management of state government.



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