

# SECoPA

SOUTHEASTERN CONFERENCE FOR PUBLIC ADMINISTRATION

## 2017 ANNUAL CONFERENCE DEFENDING PUBLIC ADMINISTRATION IN A TIME OF UNCERTAINTY

October 4–7 (Wednesday-Saturday), 2017  
Crowne Plaza Hollywood Beach, Hollywood, FL

### Sponsorship Prospectus – The Case for Your Support

The 2017 Annual Meeting of the Southeastern Conference for Public Administration (SECoPA) will be held October 4-7, 2017, at the Crowne Plaza Hollywood Beach in Hollywood, Florida. The conference will bring together over 300 academics, public servants, elected officials, public administration students and corporate and non-profit partners. The conference offers an excellent venue for networking with and marketing to key stakeholder groups.

The Southeastern Conference on Public Administration (SECoPA) is the most prestigious regional conference of the American Society for Public Administration, the largest and most prominent professional organization in public administration with a diverse membership and customer base of over 9,000 government and nonprofit administrators, scholars, consultants, contractors, students and new professionals.

One of SECoPA's most successful endeavors is the Annual Conference. Averaging close to 350 attendees, this truly is the "public administration event of the year" for the southeastern United States, drawing participants from Florida, Louisiana, Texas, Mississippi, Alabama, Arkansas, Georgia, North and South Carolina, Tennessee, Kentucky, Virginia as well as international attendees. This is a truly unique opportunity to raise awareness of your organization and promote your brand to a diverse group of government and nonprofit leaders. You are sure to find a sponsorship option that works for you!

### SECoPA 2017 Sponsorship Opportunities

#### **Gold Sponsor (\$30,000.00) Category limited to 1 sponsor**

- Gold Sponsor designation in outbound conference marketing materials
- Company name, logo, 200 word description, and link on conference website
- Gold Sponsor designation in Conference Program
- Full page ad in Conference Program
- Brochure in attendees' registration package
- Signage at Conference venue
- Opportunity to give out gift/literature to participants at one luncheon event
- Four full conference registrations
- Reserved seating at luncheons

#### **Silver Sponsor (\$15,000.00) Category limited to 2 sponsors**

- Silver Sponsor designation in outbound conference marketing materials
- Company name, logo, 100 word description, and link on conference website
- Silver Sponsor designation in Conference Program
- Full page ad in Conference Program
- Brochure in attendees' registration package
- Signage at Conference venue
- Opportunity to give out gift/literature to participants at one luncheon event
- Two full conference registrations
- Reserved seating at luncheons

**Bronze Sponsor (\$10,000.00) Category limited to 4 sponsors**

- Bronze Sponsor designation in outbound conference marketing materials
- Company name, logo and 100 word description on conference website
- Bronze Sponsor designation in Conference Program
- Half page ad in Conference Program
- One page flyer in attendees' registration package
- Signage at Conference venue
- Opportunity to give gift to participants at registration
- One full conference registration
- Reserved seating at luncheons
- Formal recognition at luncheons and receptions

**Opening Plenary Sponsor (\$10,000.00) Category limited to 2 sponsors**

- Sign prominently displaying sponsor logo at reception
- Formal recognition and opportunity to welcome audience
- Company name and logo on conference website
- Table for display of company brochures at reception
- Quarter page ad in Conference Program
- One full conference registration

**Lunch or Evening Reception Sponsor (\$10,000.00) Category limited to 2 sponsors**

- Sign prominently displaying sponsor logo at luncheon
- Formal recognition from podium
- Reserved seating at luncheon
- Company name and logo on conference website
- Table for display of company brochures at luncheon
- Quarter page ad in Conference Program
- One full conference registration

**Morning or Afternoon Session Break Sponsor (\$1,000.00) Category limited to 2 sponsors**

- Sign prominently displaying sponsor logo at luncheon
- Formal recognition from podium
- Reserved seating at luncheon
- Company name and logo on conference website
- Table for display of company brochures at luncheon
- Quarter page ad in Conference Program
- One full conference registration

**Conference Exhibitor and Advertiser Rates**

- Program Book Full Page Ad - \$750
- Program Book 1/2 Page Ad - \$500
- Program Book 1/4 Page Ad - \$250
- Exhibitor Table - \$500 (includes one conference registration; additional registrations = \$125 each)
- Conference Bag Advertising - \$1500

**If you are interested in becoming a SECoPA 2017 sponsor, please contact conference program co-chairs, Agatha Caraballo ([acarabal@fiu.edu](mailto:acarabal@fiu.edu) /786-222-1512) or Roslyn Alic-Batson ([alic@miamidade.gov](mailto:alic@miamidade.gov) / 754-581-6242) or Treasurer, Steven Bobes ([sbobes003@gmail.com](mailto:sbobes003@gmail.com)/786-367-8539).**

# SECoPA

SOUTHEASTERN CONFERENCE FOR PUBLIC ADMINISTRATION

## 2017 ANNUAL CONFERENCE DEFENDING PUBLIC ADMINISTRATION IN A TIME OF UNCERTAINTY

October 4–7 (Wednesday-Saturday), 2017  
Crowne Plaza Hollywood Beach, Hollywood, FL

Conference Sponsorship Agreement			
Sponsor Name:		Website:	
Sponsor Contact:		Title:	
Mailing Address: City: State: Zip:			
Phone:	Email:	Fax:	
Please select (X) the sponsorship(s) you wish to reserve.			
(X)	Sponsorship Option <sup>1</sup>	Amount	Amount Due
	Gold Sponsor	\$15,000	
	Silver Sponsor	\$10,000	
	Bronze Sponsor	\$5,000	
	Thursday Opening Plenary (10/05/17)	\$10,000	
	Thursday Luncheon Sponsor (10/05/17)	\$10,000	
	Thursday Afternoon Session Break (10/05/17)	\$1,000	
	Thursday Evening Reception Sponsor (10/05/17)	\$10,000	
	Friday Morning Session Break (10/06/17)	\$1,000	
	Friday Awards Luncheon Sponsor (10/06/17)	\$10,000	
	Friday Afternoon Session Break (10/06/17)	\$1,000	
	Evening Reception Sponsor (10/06/17)	\$10,000	
	Saturday Morning Session Break (10/07/17)	\$1,000	
	Program Book Full Page Ad	\$750	
	Program Book 1/2 Page Ad	\$500	
	Program Book 1/4 Page Ad	\$250	
	Conference Bag Advertising	\$1500	
	Exhibitor Table (includes one conference registration)	\$500	
	Exhibitor Representatives: Each Additional Conference Registration	\$125	
	Create Your Own Sponsorship Opportunity <sup>2</sup>	\$\$\$	
<b>Total Conference Sponsorship</b>			<b>\$</b>

<sup>1</sup>All sponsorship opportunities are on a first-come, first-served basis.

<sup>2</sup>Please contact Steven Bobes at [sbobes003@gmail.com](mailto:sbobes003@gmail.com) or 786-367-8539 to discuss other sponsorship options.

- Mail sponsorship agreement and payments to: SECoPA 2017 c/o Steven Bobes, 1625 SW 83 Avenue, Miami, FL 33155

Sponsors are responsible for providing SECoPA 2017 all ads, artwork, or logos by **September 1, 2017**. This Sponsorship Agreement constitutes the entire agreement as described in the Sponsorship Opportunities document between the parties related to SECoPA 2017 and supersedes all prior written or oral agreements. We agree to abide by the above.

\_\_\_\_\_  
Sponsor Signature/Date

\_\_\_\_\_  
SECoPA 2017 Signature/Date