



2018 ANNUAL CONFERENCE
Redefining Public Administration in Age of Innovation

September 20 – 23, 2018 (Thursday - Sunday)
Sheraton Downtown Birmingham, Alabama

Sponsorship Prospectus – The Case for Your Support

The 2018 Annual Meeting of the Southeastern Conference for Public Administration (SECoPA) will be held September 20-23, 2018, at the Sheraton Birmingham Downtown, Alabama. The conference will bring together over 350 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 for 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!

HOST CHAPTER AND LOCATION

The Alabama Chapter of the American Society for Public Administration (ASPA) will be hosting the 2018 edition of SECoPA's Annual Regional Conference as we welcome delegates to the heart of the South in Birmingham, Alabama, nominated as the "top 10 places in the South" (*Southern Living Magazine*) and one of the "[52 places in the World to visit in 2017](#)" (*The New York Times*). The Conference will be held at the [Sheraton Downtown](#) at 2101 Richard Arrington Blvd., Birmingham AL 35203 (1-888-627-7095). Within walking distance, the conference attendees will have the opportunity to experience the southern renaissance with world class restaurants, craft breweries, railway walk tours, and [theaters](#).

SECoPA 2017 Sponsorship Opportunities

Gold Sponsor (\$15,000.00) 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 (\$10,000.00) 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/Session Sponsor (\$5,000.00) Category limited to 4 sponsors

- Bronze/ Session Sponsor designation on conference marketing materials
- Company name, logo and 100 word description on conference website
- Bronze/Session 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
- Full page ad in Conference Program
- Two full conference registrations and reserved seating at luncheons

Lunch or Evening Reception Sponsor (\$8,000.00) 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
- Full page ad in Conference Program
- Two full conference registration and reserved seating at luncheons

Conference Exhibitor and Advertiser Rates

- Program Book Full Page Ad (7.5w x 9.25h) - \$750
- Program Book 1/2 Page Ad (7.5w x 4.5h) - \$500
- Program Book 1/4 Page Ad (3.5x x 4.5h) - \$250
- Exhibitor Table - \$500 (includes one conference registration; additional registrations = \$125 each)
- Conference Bag Advertising - \$1500

If you are interested in becoming a SECoPA 2018 sponsor, please contact conference planner, Dr. Steven Condrey (steve@condrey-consulting.com/706-380-7107) or Dr. Akhlaque Haque (ahaque@uab.edu/ 205-601-8469) or to Program Finance at SecopA2018@gmail.com

SECoPA

SOUTHEASTERN CONFERENCE FOR PUBLIC ADMINISTRATION

2017 ANNUAL CONFERENCE DEFENDING PUBLIC ADMINISTRATION IN A TIME OF UNCERTAINTY

September 20 – 23, 2018 (Thursday - Sunday)
Sheraton Birmingham Downtown, Birmingham, AL

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 ¹	Amount	Amount Due
	Gold Sponsor	\$15,000	SOLD
	Silver Sponsor	\$10,000	
	Bronze Sponsor	\$5,000	
	Friday Opening Plenary (09/21/18)	\$4,000	
	Friday Luncheon Sponsor (09/21/18)	\$8,000	
	Friday Afternoon Session Break (09/21/18)	\$1,000	SOLD
	Friday Evening Reception Sponsor (09/21/18)	\$10,000	SOLD
	Saturday Morning Session Break (09/22/18)	\$1,000	
	Saturday Awards Luncheon Sponsor (09/22/18)	\$10,000	
	Saturday Afternoon Session Break (09/22/18)	\$1,000	
	Saturday Reception Sponsor (09/22/18)	\$10,000	SOLD
	Sunday Morning Session Break (09/23/18)	\$1,000	
	Program Book Full Page Ad (7.5w x 9.25h)	\$750	
	Program Book 1/2 Page Ad (7.5w x 4.5h)	\$500	
	Program Book 1/4 Page Ad (3.5w x 4.5h)	\$250	
	Conference Bag Advertising	\$1500	
	Exhibitor Table (includes one conference registration)	\$500	
	Exhibitor Representatives: Each Additional Conference Registration	\$125	
	Session Sponsor ²	\$5000	
	Other (please specify)		
Total Conference Sponsorship			\$

¹All sponsorship opportunities are on a first-come, first-served basis.

²Please contact Akhlaque Haque at secopa2018@gmail.com or 205-601-8469 to discuss other sponsorship options.

- Mail sponsorship agreement and payments to: SECoPA 2018 c/o Dr. Akhlaque Haque, UAB, 1401 Univ. Blvd., HHB 421, Birmingham, AL 35294

Sponsors are responsible for providing SECoPA 2018 all ads, artwork, or logos by **September 1, 2018**. This Sponsorship Agreement constitutes the entire agreement as described in the Sponsorship Opportunities document between the parties related to SECoPA 2018 and supersedes all prior written or oral agreements. We agree to abide by the above.

Sponsor Signature/Date

SECoPA 2018 Signature/Date