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NATIONAL PARTNERSHIP PROGRAM



ASSOCIATION OF
DEFENSE
COMMUNITIES

One **Community.**
One **Mission.**

ADC'S 2024 NATIONAL PARTNERSHIP PROGRAM

ADC recognizes the importance of building high impact, high value partnerships with our corporate/organizational members. Through partnership opportunities, ADC provides a unique value for your company/organization to:

- » Enhance outreach to DoD, Congress and other key stakeholders
- » Open new markets by leveraging ADC's vast network
- » Enhance your role as a thought leader
- » Raise your profile
- » Develop new contacts
- » Play a leadership role within ADC and defense communities

HOW DOES THE PROGRAM WORK?

The basic level of support for National Partners is \$50,000. This level includes general benefits, like partnership recognition and event registrations, as well as the ability to craft your unique package. Some opportunities and benefits exceed the \$50,000, and we can discuss additional expanded opportunities if interested.

Don't see what you're looking for? We're always open to new ideas so we encourage you to reach out to discuss more options.

**A portion of your commitment may include in-kind services*

GETTING STARTED

Review the information below and then contact Matt Borron or Kelsey Judd to setup a meeting. From this meeting, ADC will develop a proposal for you to consider and once we have reached agreement, you will receive an invoice. ADC will coordinate payment arrangements and your benefits at that point.

Matt Borron

Executive Director

matt@defensecommunities.org

Kelsey Judd

Program Coordinator

kjudd@defensecommunities.org

BASIC PARTNERSHIP PACKAGE

(Included in all partnership agreements at no additional cost)

Specific benefits include:

- » 10 event passes that provide complimentary registrations and discounted registrations to any of ADC's two yearly events – Installation Innovation Forum and Defense Communities National Summit
- » Logo and description on ADC website
- » Logo and description in printed program of events for the Defense Communities two annual events - Installation Innovation Forum and Defense Communities National Summit
- » Recognition by ADC board member at all conferences
- » Complimentary branded lounge space at Defense Communities National Summit
- » Complimentary exhibit space at the Installation Innovation Forum
- » First opportunity to secure additional event sponsorship opportunities
- » Logo on signage at 2024 Installation Innovation Forum, 2024 Defense Communities National Summit, and all 2024 regional forums
- » Video recognition during a general session
- » Company logo and description in our annual *America's Defense Communities* magazine

EXPANDED PARTNERSHIP OPPORTUNITIES

Build out your base partnership package with one of the following unique opportunities:

LANYARD PARTNER

As the lanyard partner of all ADC events in 2024, your organization will have the opportunity to gain high visibility with your logo appearing on the official ADC event lanyard provided to all attendees. The lanyards will be produced by ADC.

Specific benefits include:

- » Co-branding with ADC on event lanyard, including company logo
- » Complimentary registrations to each conference
- » Recognition (logo/description) in the onsite program
- » Company logo on the conference website
- » Half page program ad in the ADC Magazine

DEFENSE COMMUNITY & INSTALLATION IMMERSION TOUR

Travel with ADC Leadership to a select community/installation for an interactive and immersive tour.

Specific benefits include:

- » Work with ADC to identify a defense community/installation of interest
- » Additional benefits to be determined through discussions with sponsor

GENERAL SESSION PARTNER

As the General Session Partner, your organization will have the opportunity to participate in a general session.

Specific benefits include:

- » Opportunity to participate in a general session at one of our two annual events
- » Additional benefits to be determined through discussions with sponsor

CAUCUS BRIEFING PARTNER

Co-Host a Caucus Briefing Session and collaborate with ADC on a breakout session.

Specific benefits include:

- » Signature Co-Host of Caucus Briefing Session
- » Recognized with signage and speaking role
- » Opportunity to help develop and lead a breakout session that aligns with one of ADC's annual event themes
- » Additional benefits to be determined through discussions with sponsor

CONFERENCE WORKSHOP PARTNER

As a Conference Workshop Partner, your organization will have the opportunity to help organize and lead a panel discussion for one of ADC's annual events.

Specific benefits include:

- » Opportunity to identify a key issue/topic important to your organization to be highlighted during one of ADC's annual events
- » Opportunity to play a lead role in organizing a panel/sessions around the identified topic
- » Opportunity to participate in one (1) breakout session at each ADC annual event
- » Additional benefits to be determined through discussions with sponsor

POLICY FORUM/SPECIAL EVENT PARTNER

Develop and conduct a joint Policy Forum or Special Event in collaboration with ADC on a specific topic.

Specific benefits include:

- » Work collaboratively with ADC to determine topic and develop event
- » Serve as exclusive co-host of activity
- » Support development and presentation of the content
- » Co-development of follow-up report and dissemination to ADC members and other stakeholders

SPECIAL REPORT PARTNER

In collaboration with ADC, develop and participate in a special report. Depending on the topic, the workshop might be presented as a series.

Specific benefits include:

- » Work collaboratively with ADC to develop a special report
- » ADC will distribute the Special Report and webinar-associated White Papers to all ADC members and relevant stakeholders at 2024 ADC events
- » Special report will be sent through ADC emails and through posts on the ADC website
- » Additional benefits to be determined through discussions with sponsor

MOBILE APP PARTNER

As the mobile app partner of the National Summit or Installation Innovation Forum your organization will provide all attendees with a special mobile device application designed specifically for ADC events. It will allow attendees a wide array of services, including an interactive program, ability to download presentations and a 'chat' feature that will allow attendees to connect with one another instantly.

Specific benefits include:

- » Marquis company logo display throughout event app
- » Recognition during the opening general session
- » Visible signage during event promoting the app
- » During registration and the opening general attendees will be encouraged to download the app
- » Wi-Fi splash page branding, if applicable to hotel network

MEDIA RECOGNITION AD

- » Featured full page ad in the printed program of events at two of ADC's yearly events – Installation Innovation Forum and Defense Communities National Summit. Featured half page ad for \$1,500.
- » Interview opportunity on America's Defense Communities - The Podcast

EVENT PASS PACKAGE

- » Event passes; each event pass provides complimentary registration at any one ADC event in 2024 – Installation Innovation Forum or Defense Communities National Summit
- » 25% off additional conference registrations for the Installation Innovation Forum or Defense Communities National Summit

WEBINAR PARTNER

In collaboration with ADC, develop and participate in a web-based workshop. Depending on the topic, the workshop might be presented as a series.

Specific benefits include:

- » Work collaboratively with ADC to develop webinar topic
- » Serve as exclusive co-host of activity
- » Support development and presentation of the content
- » Co-development of follow-up report and dissemination to ADC and other stakeholders
- » Additional benefits to be determined through discussions with sponsor