

SPONSORSHIP OPPORTUNITIES

Government Sector



2017

ABOUT PERFORMANCE INSTITUTE

The Performance Institute is a non-partisan think tank seeking to improve government performance through the principles of performance, competition, accountability, and transparency. It is the goal of the Performance Institute to train and connect today's government leaders for a public sector focused on performance.

The Performance Institute invites corporate sponsorship for its annual events.

WHO ATTENDS PI EVENTS?

The Performance Institute's events attract senior career and political C-Level executives as well as program managers and analysts with lead responsibility for implementing government management improvement efforts.

- Government Performance Summit – 500
- City and County Performance Summit – 100
- Transitions in Governance – 60 per forum
- Individual Executive Policy Forums – 10 to 40 per forum

CUSTOMIZE YOUR ROLE

Each sponsor is given a customized package to reflect their unique service offerings and marketing approach to government. For sponsoring multiple events, discounts are available.

CONTACT

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The Performance Institute is joined with 16 other good-government groups to execute the Transitions in Governance Initiative to develop a management agenda for the incoming Trump Administration to consider.

Panelists are selected with the goal of assembling as diverse and expert a group as possible, with participants chosen based on their current or former experience as senior career officials, political appointees from all recent Administrations, Congressional officials, Inspectors General, and other key stakeholders.

Each panel discussion session of the Transitions dialogues are transcribed with panelists' identities protected, with proceedings summarized and published in the final report.

WHAT WILL PRESIDENT TRUMP'S MANAGEMENT AGENDA LOOK LIKE?

UPCOMING 2017 TRANSITIONS POLICY FORUM EVENTS

Executive Talent and Leadership

Performance Accountability
and Data-Driven Decisions

Enterprise Transformation

Federal Workforce Management

Partnerships and Acquisition

Risk Management

*Forum dates to be determined
with coordination from Trump
Administration

GOVERNING FOR RESULTS



A Transition and Management Agenda
to Lead Policy Change in a New Administration



Carl DeMaio
Project Director
transitions2016.org

October 17, 2016

Download the full report at
Transitions2016.org

SPONSOR (LIMIT 1 PER TRANSITIONS EVENT)

TBD
PER EVENT

FEATURED ROLE IN PROGRAM

- Sponsor representative will participate in the Transitions panel

GENERAL PROMOTION

- Placement of logo on sponsor event signage
- Sponsor will receive two attendance passes for staff



19TH ANNUAL GOVERNMENT PERFORMANCE SUMMIT APRIL 18-19, 2017

PLATINUM LEVEL SPONSOR – LIMITED AVAILABILITY

\$10,000

FEATURED ROLE IN PROGRAM

- Exclusive sponsorship of a plenary keynote or panel discussion
- Sponsor representative will introduce speaker or moderate Q&A for session assigned
- Branded workshop on topic of sponsor's choosing will be included in the program

GENERAL PROMOTION

- Sponsor's logo and link on all promotional materials and event website
- One full-page color ad in event guide and/or on event website
- Prominent placement of logo on session signage
- Placement of logo on sponsor event signage
- Sponsor's material and/or gift given out to attendees

EXHIBIT SPACE AND BOOTH SPECIFICATIONS

- Sponsor will receive four attendance passes for staff
- Sponsor receives a tabletop exhibit space in premium location

GOLD LEVEL SPONSOR – LIMITED AVAILABILITY

\$5,000

FEATURED ROLE IN PROGRAM

- Sponsor representative will introduce speaker or moderate Q&A for session assigned

GENERAL PROMOTION

- Sponsor's logo and link on all promotional materials and event website
- One full-page ad in event guide and/or website
- Placement of logo on sponsor event signage
- Sponsor's material and/or gift given out to attendees

EXHIBIT SPACE AND BOOTH SPECIFICATIONS

- Sponsor will receive three attendance passes for staff
- Sponsor receives a tabletop exhibit space

SPONSOR

\$2,500

GENERAL PROMOTION

- Sponsor's logo and link on all promotional materials and event website
- Quarter-page ad in event guide and/or website

EXHIBIT SPACE AND BOOTH SPECIFICATIONS

- Sponsor will receive two attendance passes for staff
- Sponsor receives a tabletop exhibit space

18TH ANNUAL CITY AND COUNTY PERFORMANCE SUMMIT APRIL 18-19, 2017

SPONSOR – 1 SLOT – LIMITED AVAILABILITY

\$5,000

FEATURED ROLE IN PROGRAM

- Exclusive sponsorship of a plenary keynote or panel discussion
- Sponsor representative will introduce speaker or moderate Q&A for session aligned
- Branded workshop on topic of sponsor's choosing will be included in the program

GENERAL PROMOTION

- Logo on event website
- One full-page color ad in event guide and/or on the event web site
- Prominent placement of logo on session signage
- Sponsor's materials and/or gift given to attendees

EXHIBIT SPACE AND BOOTH SPECIFICATIONS

- Sponsor will receive four attendance passes for your staff
- Sponsor receives a tabletop exhibit space in premium location

SPONSOR – 3 SLOTS

\$2,500

FEATURED ROLE IN PROGRAM

- Sponsor's logo and link will be on all promotional materials and event web site
- Quarter-page ad in event guide and/or on the event website

EXHIBIT SPACE AND BOOTH SPECIFICATIONS

- Sponsor will receive two attendance passes for staff
- Sponsor receives a tabletop exhibit space

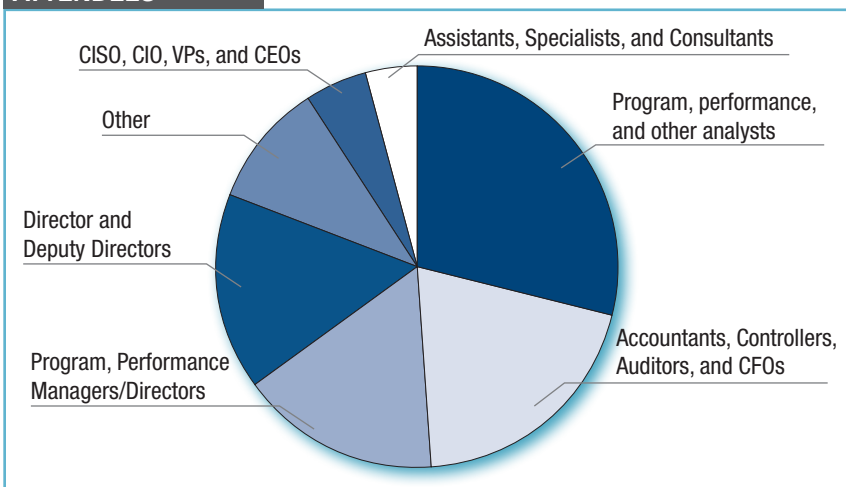


PROFILE OF ATTENDEES

Attendees at Performance Institute events range from the top executives in each government agency to program managers and management analysts who are charged with executing major initiatives within the agency.

No organization has more reach and reputation than the Performance Institute across government agencies and levels of government. The Institute can recommend programs that fit your “dream profile” of prospects with whom you are trying to build relationships.

ATTENDEES



FIVE BEST REASONS ATTENDEES COME BACK YEAR AFTER YEAR

- 1** GET UP TO SPEED ON THE LATEST GOVERNMENT MANDATES
- 2** EARN CREDIT HOURS
- 3** HEAR WHAT OTHER AGENCIES ARE DOING — BOTH TACTICAL AND PRACTICAL
- 4** NETWORK WITH YOUR COLLEAGUES AND PEERS
- 5** CONVENIENT LOCATION NEAR DOWNTOWN DC— ACCESSIBLE TO MORE THAN 26 AGENCIES

SPONSOR (LIMIT 1 PER EVENT)

**\$2,500
PER COURSE**

FEATURED ROLE IN PROGRAM

- Sponsor representative will participate in the event

GENERAL PROMOTION

- Placement of logo on sponsor event signage
- Sponsor will receive two attendance passes for staff

PERFORMANCE INSTITUTE TRAINING TOPICS

Performance Measures for Government

Strategic Planning for Government

Transforming Government Data into Useful Information

Evidence-Based Analysis and Performance Reviews

Agile Project Management

Project Management for Results

Employee Engagement and Change Management

Evaluating Employees in Government and Correcting Poor Performance

Business Analysis for Government

Performance Reporting in Government

Lean Six Certification

Performance-Based Acquisition for Government

Performance Benchmarking

Performance Auditing and Evaluation

Team-Based Leadership in Government

Human Capital Planning for Government