

SPONSORSHIP OPPORTUNITIES

Government Sector



2018

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 may be available.

CONTACT

Phone: 877-992-9521

Email: info@performanceinstitute.org

18TH ANNUAL GOVERNMENT PERFORMANCE SUMMIT MAY 7-9, 2018

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

CITY AND COUNTY PERFORMANCE SUMMIT AND STATE PERFORMANCE SUMMIT MAY 7-9, 2018

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

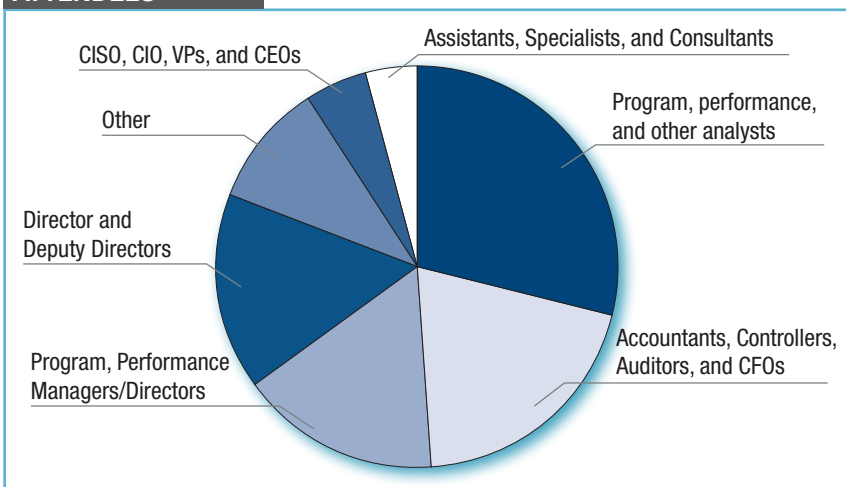


PROFILE OF ATTENDEES

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



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

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 IN 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