



ADC'S 2018 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 \$10,000. This level comes with specific benefits, including general recognition and an event registration. From that point, it is a "cafeteria plan" where you design your organization's package and add expanded and/or event opportunities listed below to develop a customized package. Alternatively, you can propose your own idea and if it works, we can assign a value and add it to your package. We developed the menu as a starting point for thinking about the types of partnership opportunities and we encourage your ideas and additions.

What are the levels?

Our program is about customizing packages to meet your needs, so we do not necessarily have specific levels of support. After all the commitments have been made, we will group sponsors into the following categories for recognition purposes:

Tier 1	\$40,000+
Tier 2	\$20,000+ up to \$40,000
Tier 3	\$10,000+ up to \$20,000
Tier 4	\$10,000

How do I get started?

Review the information below and then contact Tim Ford or Matt Borrón (see below for contact information) 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.

BASIC PARTNERSHIP PACKAGE (\$10,000 MINIMUM LEVEL OF SUPPORT)

Specific benefits:

- Four event passes that provide complimentary registration to any of ADC's three yearly events – Installation Innovation Forum, Defense Communities National Summit or Base Redevelopment Forum
 - Logo and description on ADC website
 - Logo and description in printed program of events for the Defense Communities three annual events - Installation Innovation Forum, Defense Communities National Summit or Base Redevelopment Forum
 - Recognition by ADC board member at all conferences
 - Recognition in Defense Communities 360 *On Base* newsletter during the year
 - Complimentary exhibit space at Defense Communities National Summit
 - Priority invitation to participate in an ADC Advisory Committee or Council
 - First opportunity to secure additional event sponsorship opportunities
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EXPANDED PARTNERSHIP OPPORTUNITIES

Add to your base partnership package with one of the following unique opportunities:

Outreach Event Partner

Develop and conduct a joint outreach event in a community or at an installation (or other stakeholder). This could take the form of a table-top exercise, briefing, expert team panel, or other format. Specific benefits include:

- Work collaboratively with ADC and the community or installation (or other stakeholder) to develop outreach opportunity
- 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
- 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

Regional Event Partner

Develop and conduct a joint regional event in collaboration with ADC and a community host on a specific set of topics. Specific benefits include:

- Work collaboratively with ADC and host community to determine topic and develop event
- Serve as an 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
- 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 the 2018 National Summit. 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:

- Company branding on the 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

Installation Innovation Forum Program Advisory Co-Chair

As Program Leader at one of ADC's annual events, your organization will play a leading role in developing the overall concept of the event. Specific benefits include:

- Opportunity to play a lead role in content development at the event
- Opportunity to participate in the planning committees for the event
- Additional benefits to be determined through discussions with sponsor

National Summit Program Advisory Co-Chair

As Program Advisory Co-Chair for ADC's National Summit Program Advisory Committee, your organization will play a leading role in developing the Summit program and topics. Specific benefits include:

- Opportunity to play a lead role in determining committee members
- Opportunity to play a lead role in the planning committee
- Opportunity to develop and lead a session/workshop at the Summit
- Additional benefits to be determined through discussions with sponsor

Conference Workshop

In collaboration with ADC, develop and lead a featured event at one of ADC's three annual events. Specific benefits include:

- Work collaboratively with ADC to develop the workshop
- 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

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

Award Sponsor

Serve as named sponsor for a category of the *Defense Community Awards* (i.e. ABC Company Military Leadership Award). Specific benefits include:

- Naming rights to one category of the awards program in consultation with ADC
- Recognition in marketing materials and other publicity related to the awards program
- Participation on the awards committee

- Opportunity to present award to recipient at the Awards Reception on Capitol Hill during the National Summit
- Joint publicity efforts to announce award winners
- Additional benefits to be determined through discussions with sponsor

Congressional and DoD Briefing Partner



Participate in briefings/workshops (in person or web-based) on specialized topics. *Specific benefits include:*

- Support development and presentation of the content
- Invitations to all Congressional briefings
- Invitations to all DoD briefings (if ADC controls the guest list)
- Speaking opportunities at a minimum of one Congressional and DoD briefing
- Additional benefits to be determined through discussions with sponsor

Event Pass Package

- 10 event passes; Each event pass provides complimentary registration at any one ADC event in 2018 – Installation Innovation Forum, Defense Communities National Summit or Base Redevelopment Forum
- 25% off additional conference registrations for the Installation Innovation Forum, Defense Communities National Summit or Base Redevelopment Forum

Lanyard Partner

As the lanyard partner of all three ADC events in 2018, 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
- One complimentary registration to each conference
- Recognition (logo/description) in the onsite program
- Company logo on the conference website
- Half page program ad in either the Summit or Base Redevelopment Forum programs

Conference Program Recognition Ad

- Featured full page ad in the printed program of events at two of ADC's three yearly events – Installation Innovation Forum, Defense Communities National Summit or Base Redevelopment Forum. Featured half page ad for \$1,500.

2018 ADC Partnership Commitment Form

Thank you for your willingness to support ADC. Please complete this form and return it to ADC to initiate your sponsorship. An invoice for your sponsorship and all other information will be forwarded to all addresses provided below. If you have any questions regarding your sponsorship, please contact Matt Borron at ADC at (202) 822-5256. This form can be returned to ADC via email (apavlovich@defensecommunities.org), by or faxed to our office at (202) 289-7499.

Type of Sponsorship Commitment and dollar amount:

Primary Contact

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

Secondary Contact

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

I have reviewed the enclosed information about the sponsorship and understand the benefits, deadlines, and procedures of the levels selected.

Signature of Primary Contact of Organization

Date

Signature of ADC Representative

Date