STRATEGIC INDUSTRY PARTNER PROGRAM
2024

FOR MORE INFORMATION, CONTACT:
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Director, Membership and Events
djarvis-miller@aphsa.org
(202) 866-0569

www.APHSA.org
WHO WE ARE

The American Public Human Services Association (APHSA) supports leaders from state, county, and city human services agencies to advance the well-being of individuals, families, and communities nationwide. As a bipartisan membership association, we work with our members to generate pragmatic solutions grounded in lived experience with a lens for equity and belonging.

APHSA members administer, oversee, and align programs that build resilience and bolster family well-being through access to food, health care, housing, employment, child care, and many other key building blocks necessary for thriving communities. Our members also work to modernize and align human services Information Technology (IT) systems, performance measurement and data analysis, workforce development and training, and the legal dimensions of the sector. Learn more about APHSA.

APHSA IS A NETWORK OF STATE, COUNTY, AND CITY HUMAN SERVICES LEADERS COMMITTED TO SYSTEMS-LEVEL CHANGE.

We work within and across systems and sectors, fostering partnerships and elevating innovations to effect change. APHSA connects with federal agencies, Congress, and the Administration to help policymakers understand what works at the state, county, and city levels and how to modernize national policies, through guidance, regulations, and legislation. We bring foundations, researchers, people with lived experience, community-based organizations, and other thought leaders into conversations with our connected network. Together, we facilitate information sharing and catalyze meaningful system change throughout the nation.

Partnering with APHSA, as part of our Strategic Industry Partner (SIP) program, means reaching one of your key audiences—our core members. Our SIPs play an influential role in engaging and educating APHSA members, funding initiatives that positively impact the human services community, and enhancing our policy and program positions and strategies. In short, APHSA is a network of human services leaders committed to systems-level change. Learn more below and join us!

OUR VISION

A nation of thriving communities built on human potential.

Dedicated to public service and the common good, our members build well-being from the ground up so that everyone can thrive.

OUR MISSION

Influence, Build, Connect

In partnership with our members, we influence modern approaches to sound policy, build the capacity of public agencies to enable healthy families and communities, and connect leaders to accelerate learning and generate practical solutions together.
DIAMOND SIP ANNUAL BENEFITS

POLICY BRIEFING
Policy briefing with senior-level policy staff at least twice per year

PRINT & DIGITAL OPPORTUNITIES
Editorial opportunities in Policy & Practice
Opportunity to post human services-related papers, podcasts, case studies, resource links, or news on the SIP partner page of the APHSA website, created by partner (Value Per Posting: $3,500) New Website Launching in Summer 2024!
Blog posts created by partner
Policy & Practice advertising provided by partner 25% Discount
APHSA digital retargeting campaigns 10% Discount
This Week in Washington and The Compass e-newsletter subscriptions Unlimited

EDUCATIONAL & UNDERWRITING OPPORTUNITIES
Co-sponsor educational webinars*** (Value Per Webinar: $3,850) 4
Participation in the National Human Services Summit (Summit) educational sessions (Subject to availability and alignment) 2x Per Year
Priority consideration to present/participate in sponsored educational sessions at the Economic Mobility & Well-Being Conference (EMWB) and the National Staff Development and Training Association Conference (NSDTA) (Subject to availability and alignment, additional fees may apply)
Recognized as an underwriter for national conferences: Summit, EMWB, and NSDTA (ISM+PHSA Education Conference & Expo is a separate investment.)
Underwrite a limited number of educational scholarships for members to attend APHSA conferences
Complimentary registration to in-person conferences, max comps per conference is ten (10) (Complimentary registration does not apply to ISM+PHSA Education Conference & Expo.) 20 Total
Discounted registration for additional staff within the same organization
Receipt of all pre-and post-conference rosters

BRANDING/RECOGNITION AS STRATEGIC INDUSTRY PARTNER (Total Value of Branding/Recognition Bundle: $10,000)
Company logo with profile relating to human services on Strategic Industry Partner section of APHSA website
Logo on website and e-publications, This Week in Washington and The Compass
Logo recognition in the quarterly Policy & Practice magazine

MEMBERSHIP
Recognized as an APHSA Member (Value: priceless)

MARKETING TO AND ENGAGEMENT WITH APHSA MEMBERS
Participate in an APHSA-hosted VIP event with c-suite-level attendees at least once a year (Value: Priceless) 3x Per Year
Targeted email communication to APHSA membership with a partner announcement/white paper/survey (APHSA sends on behalf of partner; partner creates the message and content)
Option to host a private event at national conferences (Subject to space and time availability, the underwriting organization is responsible for all additional costs) First Option
Tabletop display at conferences^^
Insert one (1) marketing piece in the conference bag for the Summit, EMWB, and NSDTA conferences; deadlines apply
APHSA Job Bank discount 20% Discount

TOTAL DIAMOND LEVEL INVESTMENT $55,000

CONFERENCE EXPERIENCES BELOW WILL BE OFFERED TO INDUSTRY PARTNERS**
For these experiences, Diamond is given the first option, followed by Platinum, then Silver, as separate or additional sponsorship opportunities arise. Fees associated with these are different from the SIP fees above.

CURRENT OPPORTUNITIES AVAILABLE (APHSA Events Team can change or offer additional opportunities as needed):
Conference App, Chatbot, Conference Bag, Opening or Closing Keynote Speaker, Hotel Key Cards, Conference Journal, Networking Breaks, Conference Signage, Charging Station, Continental Breakfasts, Meeting Room Wi-Fi, Opening Receptions
^^Tabletop displays are part of the smaller conferences. If a SIP purchases a Conference Experience, the cost of the experience will apply.
**ISM+PHSA Education Conference & Expo requires and has separate sponsorship fees and experiences.
***Rate is available for Strategic Industry Partners only. Higher rates will prevail for others.

APHSA Strategic Industry Partner Program 2024 | www.APHSA.org | Rev. 02/28/24
### PLATINUM SIP ANNUAL BENEFITS

#### POLICY BRIEFING
- Policy briefing with senior-level policy staff at least twice per year

#### PRINT & DIGITAL OPPORTUNITIES
- Editorial opportunities in *Policy & Practice*
- Opportunity to post human services-related papers, podcasts, case studies, resource links, or news on the [SIP partner page](#) of the APHSA website, created by partner *(Value Per Posting: $3,500) New Website Launching in Summer 2024!*
- Blog posts created by partner
- *Policy & Practice* advertising provided by partner
- APHSA digital retargeting campaigns
- This Week in Washington and The Compass e-newsletter subscriptions

#### EDUCATIONAL & UNDERWRITING OPPORTUNITIES
- Co-sponsor educational webinars** (Value Per Webinar: $3,850)
- Priority consideration to present/participate in sponsored educational sessions at the Economic Mobility & Well-Being Conference (EMWB) and the National Staff Development and Training Association Conference (NSDTA) *(Subject to availability and alignment, additional fees may apply)*
- Recognized as an underwriter for national conferences: Summit, EMWB, and NSDTA *(ISMPHSA Education Conference & Expo is a separate investment.)*
- Underwrite a limited number of educational scholarships for members to attend APHSA conferences
- Complimentary registration to in-person conferences, max comps per conference is five (5) *(Value: $16,650) Complimentary registration does not apply to ISM+PHSA Education Conference & Expo.*
- Discounted registration for additional staff within the same organization
- Receipt of all pre-and post-conference rosters

#### BRANDING/RECOGNITION AS STRATEGIC INDUSTRY PARTNER *(Total Value of Branding/Recognition Bundle: $10,000)*
- Company logo with profile relating to human services on Strategic Industry Partner section of APHSA website
- Logo on website and e-publications, This Week in Washington and The Compass
- Logo recognition in the quarterly *Policy & Practice* magazine

#### MEMBERSHIP
- Recognized as an APHSA Member *(Value: Priceless)*

#### MARKETING TO AND ENGAGEMENT WITH APHSA MEMBERS
- Targeted email communication to APHSA membership with a partner announcement/white paper/survey *(APHSA sends on behalf of partner; partner creates the message and content)*
- Option to host a private event at national conferences *(Subject to space and time availability, the underwriting organization is responsible for all additional costs)*
- Tabletop display at conferences**
- Insert one (1) marketing piece in the conference bag for the Summit, EMWB, and NSDTA conferences; deadlines apply
- APHSA Job Bank discount

#### TOTAL PLATINUM LEVEL INVESTMENT
**TOTAL PLATINUM LEVEL INVESTMENT**

<table>
<thead>
<tr>
<th><strong>Value</strong></th>
<th><strong>Discount</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$35,000</strong></td>
<td><strong>15% Discount</strong></td>
</tr>
</tbody>
</table>

**CONFERENCE EXPERIENCES BELOW WILL BE OFFERED TO INDUSTRY PARTNERS**

For these experiences, Diamond is given the first option, followed by Platinum, then Silver, as separate or additional sponsorship opportunities arise. Fees associated with these are different from the SIP fees above.

**CURRENT OPPORTUNITIES AVAILABLE (APHSA Events Team can change or offer additional opportunities as needed):**
- Conference App, Chatbot, Conference Bag, Opening or Closing Keynote Speaker, Hotel Key Cards, Conference Journal, Networking Breaks, Conference Signage, Charging Station, Continental Breaks, Meeting Room Wi-Fi, Opening Receptions
- Tabletop displays are part of the smaller conferences. If a SIP purchases a Conference Experience, the cost of the experience will apply.

**ISMPHSA Education Conference & Expo requires and has separate sponsorship fees and experiences.
**Rate is available for Strategic Industry Partners only. Higher rates will prevail for others.
# SILVER SIP ANNUAL BENEFITS

## PRINT & DIGITAL OPPORTUNITIES

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial opportunities in <em>Policy &amp; Practice</em></td>
<td>1</td>
</tr>
<tr>
<td>Opportunity to post human services-related papers, podcasts, case studies, resource links, or news on the SIP partner page of the APHSA website, created by partner</td>
<td>2</td>
</tr>
<tr>
<td>Blog posts created by partner</td>
<td>2</td>
</tr>
<tr>
<td><em>Policy &amp; Practice</em> advertising provided by partner</td>
<td>10% Discount</td>
</tr>
<tr>
<td>APHSA digital retargeting campaigns</td>
<td>5% Discount</td>
</tr>
<tr>
<td>This Week in Washington and The Compass e-newsletter subscriptions</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

## EDUCATIONAL & UNDERWRITING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-sponsor educational webinars***</td>
<td>Value Per Webinar: $3,850</td>
</tr>
<tr>
<td>Recognized as an underwriter for national conferences: Summit, EMWB, and NSDTA</td>
<td>(ISM+PHSA Education Conference &amp; Expo is a separate investment.)</td>
</tr>
<tr>
<td>Underwrite a limited number of educational scholarships for members to attend APHSA conferences</td>
<td>○</td>
</tr>
<tr>
<td>Complimentary registration to in-person conferences, max comps per conference is three (3)</td>
<td>Value: $10,000</td>
</tr>
<tr>
<td>Discounted registration for additional staff within the same organization</td>
<td>9 Total</td>
</tr>
</tbody>
</table>

## BRANDING/RECOGNITION AS STRATEGIC INDUSTRY PARTNER

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on website and e-publications, <em>This Week in Washington</em> and <em>The Compass</em></td>
<td>○</td>
</tr>
<tr>
<td>Logo recognition in the quarterly <em>Policy &amp; Practice</em> magazine</td>
<td>○</td>
</tr>
</tbody>
</table>

## MEMBERSHIP

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognized as an APHSA Member</td>
<td>Priceless</td>
</tr>
</tbody>
</table>

## MARKETING TO AND ENGAGEMENT WITH APHSA MEMBERS

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option to host a private event at national conferences</td>
<td>Subject to space and time availability, the underwriting organization is responsible for all additional costs</td>
</tr>
<tr>
<td>Tabletop display at conferences^^</td>
<td>Additional Cost</td>
</tr>
<tr>
<td>Insert one (1) marketing piece in the conference bag for the Summit, EMWB, and NSDTA conferences; deadlines apply</td>
<td>Additional Cost</td>
</tr>
<tr>
<td>APHSA Job Bank discount</td>
<td>10% Discount</td>
</tr>
</tbody>
</table>

## TOTAL SILVER LEVEL INVESTMENT

$15,000

## CONFERENCE EXPERIENCES BELOW WILL BE OFFERED TO INDUSTRY PARTNERS**

For these experiences, Diamond is given the first option, followed by Platinum, then Silver, as separate or additional sponsorship opportunities arise. Fees associated with these are different from the SIP fees above.

## CURRENT OPPORTUNITIES AVAILABLE (APHSA Events Team can change or offer additional opportunities as needed):

- Conference App, Chatbot, Conference Bag, Opening or Closing Keynote Speaker, Hotel Key Cards, Conference Journal, Networking Breaks, Conference Signage, Charging Station, Continental Breakfasts, Meeting Room Wi-Fi, Opening Receptions

^^Tabletop displays are part of the smaller conferences. If a SIP purchases a Conference Experience, the cost of the experience will apply.

**ISM+PHSA Education Conference & Expo requires and has separate sponsorship fees and experiences.

***Rate is available for Strategic Industry Partners only. Higher rates will prevail for others.
# Strategic Industry Partner Program 2024

<table>
<thead>
<tr>
<th>ALL LEVELS – ANNUAL BENEFITS COMPARISON</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POLICY BRIEFING</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Policy briefing with senior-level policy staff at least twice per year</td>
<td>☑️</td>
<td>☑️</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>PRINT &amp; DIGITAL OPPORTUNITIES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Editorial opportunities in Policy &amp; Practice</td>
<td>4</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Opportunity to post human services-related papers, podcasts, case studies, resource links, or news on the SIP partner page of the APHSA website, created by partner (Value Per Posting: $3,500)</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Blog posts created by partner</td>
<td>5</td>
<td>3</td>
<td>2</td>
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<tr>
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<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Participation in the National Human Services Summit (Summit) educational sessions (Subject to availability and alignment)</td>
<td>☑️</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Priority consideration to present/participate in sponsored educational sessions at the Economic Mobility &amp; Well-Being Conference (EMWB) and the National Staff Development and Training Association Conference (NSDTA) (Subject to availability and alignment, additional fees may apply)</td>
<td>2x Per Year</td>
<td>1x Per Year</td>
<td>N/A</td>
</tr>
<tr>
<td>Recognized as an underwriter for national conferences: Summit, EMWB, and NSDTA (ISM-PHSA Education Conference &amp; Expo is a separate investment)</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Underwrite a limited number of educational scholarships for members to attend APHSA conferences</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Complimentary registration to in-person conferences, max comps per conference (Complimentary registration does not apply to ISM-PHSA Education Conference &amp; Expo)</td>
<td>10 Max. Per Conference, 20 Total (Value: $22,250)</td>
<td>5 Max. Per Conference, 15 Total (Value: $16,650)</td>
<td>3 Max. Per Conference, 9 Total (Value: $10,000)</td>
</tr>
<tr>
<td>Discounted registration for additional staff within the same organization</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Receipt of all pre-and post-conference rosters</td>
<td>☑️</td>
<td>☑️</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>BRANDING/RECOGNITION AS STRATEGIC INDUSTRY PARTNER</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo with profile relating to human services on SIP section of APHSA website (Value: $10,000)</td>
<td>☑️</td>
<td>☑️</td>
<td>N/A</td>
</tr>
<tr>
<td>Logo on website and e-publications, This Week in Washington and The Compass (Value: Priceless)</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Logo recognition in the quarterly Policy &amp; Practice magazine</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td><strong>MEMBERSHIP</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Recognized as an APHSA Member (Value: Priceless)</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
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<td><strong>MARKETING TO AND ENGAGEMENT WITH APHSA MEMBERS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participate in an APHSA-hosted VIP event with c-suite-level attendees at least once a year (Value: Priceless)</td>
<td>☑️</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Targeted email communication to APHSA membership with a partner announcement/white paper/survey (APHSA sends on behalf of partner; partner creates the message and content)</td>
<td>3x Per Year</td>
<td>2x Per Year</td>
<td>N/A</td>
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<tr>
<td>Option to host a private event at national conferences (Subject to space and time availability; the underwriting organization is responsible for all additional costs)</td>
<td>First Option</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Tabletop display at conferences**</td>
<td>☑️</td>
<td>☑️</td>
<td>Additional Cost</td>
</tr>
<tr>
<td>Insert one (1) marketing piece in the conference bag for the Summit, EMWB, and NSDTA conferences; deadlines apply</td>
<td>☑️</td>
<td>Additional Cost</td>
<td>Additional Cost</td>
</tr>
<tr>
<td>APHSA Job Bank discount</td>
<td>20% Discount</td>
<td>10% Discount</td>
<td>10% Discount</td>
</tr>
<tr>
<td><strong>TOTAL LEVEL INVESTMENT</strong></td>
<td>$55,000</td>
<td>$35,000</td>
<td>$15,000</td>
</tr>
</tbody>
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**Additional Cost**

**Pre- and Post-Conference only**

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**Value** (for each level)

- Diamond: $7,500
- Platinum: $15,000
- Silver: $30,000

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**New Website Launching in Summer 2024**

- Recognized as an underwriter for national conferences: Summit, EMWB, and NSDTA Association Conference (NSDTA)
- Priority consideration to present/participate in sponsored educational sessions at the Economic Mobility & Well-Being Conference (EMWB) and the National Staff Development and Training Association Conference (NSDTA) (Subject to availability and alignment, additional fees may apply)
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- Discounted registration for additional staff within the same organization
- Receipt of all pre-and post-conference rosters

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**Value Per Posting:**

- $3,500

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**Value Per Webinar:**

- $3,850

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**Value Per Posting:**

- $3,500

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**Value Per Posting:**

- $22,250

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**Value Per Posting:**

- $16,650

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**Value Per Posting:**

- $10,000

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**Value Per Posting:**

- $16,650

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**Value Per Posting:**

- $10,000

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**Value Per Posting:**

- $7,500

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**Value**:

- $10,000
**2024 Calendar**

**OF EVENTS & ENGAGEMENT OPPORTUNITIES**

| JUNE 9–12 | National Human Services Summit  
Policy and Practice | Crystal Gateway Marriott  
Arlington, VA  
[www.aphsanationalsummit.com](http://www.aphsanationalsummit.com) |
|---|---|---|
| AUGUST 25–28 | Economic Mobility & Well-Being Conference  
SNAP, TANF, & Program Integrity | Hilton Portland Downtown  
Portland, OR  
[www.emwbconference.com](http://www.emwbconference.com) |
| OCTOBER 6–9 | IT Solutions Management for Human Services (ISM) + Public Human Services Attorneys (PHSA)  
Education Conference & Expo  
Technology & Legal | Gaylord Rockies Resort & Convention Center  
Aurora, CO  
[www.ismconference.com](http://www.ismconference.com)  
[www.phsattorneys.com](http://www.phsattorneys.com) |
| OCTOBER 20–23 | National Staff Development and Training Association (NSDTA) Annual Education Conference  
Organizational Effectiveness | The Clyde Hotel  
Albuquerque, NM  
[www.nsdtaconference.com](http://www.nsdtaconference.com) |
| TO BE ANNOUNCED | AAICPC Annual Business Meeting, Training Workshop, & Child Welfare Conference  
Interstate Placement | Watch for announcements on our web page.  
[www.aphsa.org/AAICPC/default.aspx](http://www.aphsa.org/AAICPC/default.aspx) |

**JOIN US AT OUR UPCOMING EDUCATIONAL EVENTS**

**FIND OUT MORE, VISIT US ONLINE**

- www.APHSA.org
- aphsa.org/APHSA/Events/conferences_webinars.aspx