

Strategic Industry Partner Program

Connecting Organizations to Human Services Leaders



For More Information, Contact:
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2023 BENEFITS

DIAMOND PLATINUM SILVER

POLICY BRIEFING			
Policy briefing with senior level policy staff, at least twice per year	✓	✓	N/A
PRINT OR DIGITAL OPPORTUNITIES			
Editorial opportunities in <i>Policy & Practice</i>	4	3	1
Opportunity to post human services related white papers, podcasts, case studies, research data, resource links, or news on the SIP partner page of the APHSA website, <i>created by organization</i> Value Per Posting: \$3,250	5	3	2
Blog posts	5	3	2
<i>Policy & Practice</i> advertising provided by partner	25% Discount	15% Discount	10% Discount
APHSA Digital retargeting campaigns	10% Discount	5% Discount	5% Discount
<i>This Week in Washington</i> and <i>The Connection</i> subscriptions	Unlimited	Unlimited	Unlimited
EDUCATIONAL AND UNDERWRITING OPPORTUNITIES			
Co-sponsor educational webinars, per year Value Per Webinar: \$3,850	4	3	2
Participation in APHSA National Human Services Summit workshops/sessions (<i>Subject to availability and alignment</i>)	✓	N/A	N/A
Priority consideration to present/participate in sponsored educational sessions at Summit, EMWB, or NSDTA conferences (<i>Subject to availability and EMWB alignment, additional fees may apply</i>)	2x Per Year	1x Per Year	N/A
Recognized as an underwriter for national conferences: National Human Services Summit, EWMB and NSDTA. (<i>ISM+PHSA Conference & Expo is a separate investment.</i>)	✓	✓	✓
Underwrite a limited number of educational scholarships for members to attend APHSA education conferences	✓	✓	✓
Complimentary registration to in-person conferences, max comps per conference is ten (10) Value: \$20,000	20 Total	N/A	N/A
Complimentary registration to in-person conferences, max comps per conference is five (5) Value: \$12,000	N/A	15 Total	N/A
Complimentary registration to in-person conferences, max comps per conference is three (3) Value: \$8,000	✓	N/A	9 Total
Discounted registration for additional staff, within the same organization	✓	✓	✓
Receipt of all pre- and post-conference rosters	Pre- and Post-Conference	Post-Conference Only	N/A
BRANDING/RECOGNITION AS STRATEGIC INDUSTRY PARTNER			
Company logo with profile relating to human services on Strategic Industry Partner section of APHSA website	✓	✓	N/A
Logo on website and E-publications, <i>This Week in Washington</i> and <i>The Connection</i>	✓	✓	✓
Logo recognition in bi-monthly <i>Policy & Practice</i> magazine	✓	✓	✓
	Value: \$10,000	Value: \$10,000	Value: \$7,500
MEMBERSHIP			
Recognized as an APHSA Associate Member (<i>4 Associate Memberships for the organization</i>) Value: \$18,000	4	N/A	N/A
Recognized as an APHSA Associate Member (<i>2 Associate Memberships for the organization</i>) Value: \$9,000	N/A	2	N/A
Recognized as an APHSA Associate Member (<i>1 Associate Membership for the organization</i>) Value: \$4,500	N/A	N/A	1
MARKETING TO AND ENGAGEMENT WITH APHSA MEMBERS			
Participate in an APHSA-hosted VIP function/event with C-Suite level attendees at least 1x Per Year Value: Priceless	✓	N/A	N/A
Targeted email communication to APHSA membership with a partner announcement/white paper/survey (<i>APHSA sends on behalf of partner; partner creates the message and content</i>)	3x Per Year	2x Per Year	N/A
Option to host a private event at national conferences (<i>Subject to space and time availability, underwriting organization is responsible for any additional costs.</i>)	First Option	✓	✓
Tabletop display at conferences ^^	✓	✓	Additional Cost
Insert one (1) marketing piece in conference bag for National Human Services Summit, NSDTA, and EMWB conferences, <i>deadlines apply</i>	✓	Additional Cost	Additional Cost
APHSA Job Bank EMWB, and NSDTA	20% Discount	10% Discount	10% Discount
INVESTMENT	\$55,000	\$35,000	\$15,000

CONFERENCE EXPERIENCES BELOW WILL BE OFFERED TO INDUSTRY PARTNERS

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

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