Elevate Your Brand at State of GovTech 2024

Connect. Innovate. Impact. These three pillars embody the spirit of the State of GovTech 2024, presented by CivStart in partnership with e.Republic, Kansas City, MO, and the National League of Cities. As the cornerstone event for local government innovation, we are gathering an unparalleled assembly of **300 of the brightest minds**—spanning startups, tech leaders, investors, NGOs, academia, and government sectors—to sculpt a future where technology and governance unite for societal benefit.

Why Sponsor?

- **Elevate Your Brand**: Align your company with a movement towards technological governance, showcasing your commitment to innovation and the betterment of communities nationwide.
- **Strategic Engagement**: Direct access to a curated audience of government decision-makers, trailblazers, and influencers across the government technology landscape.
- **Market Insights**: Be at the forefront, sharing and gaining insights on the latest market trends, policy shifts, and technological advancements driving the gov tech sector.
- **Premier Networking**: Capitalize on unmatched opportunities for networking and collaboration, setting the stage for future partnerships and business growth.
- **Innovative Exposure**: Demonstrate your solutions and expertise to a targeted audience, enhancing your visibility and impact in a market known for stability and growth potential, even in uncertain times.

Attendee Snapshot

The State of GovTech 2024 offers an unparalleled opportunity to engage with various government entities, each with significant influence and purchasing power. This year, our event will host attendees from various levels of government, ensuring expansive exposure for your brand. Here's a glimpse at the diversity of our attendees:

- Geographic Diversity: From the City of Los Angeles, CA, to the State of Alaska, our attendees represent local and state governments across the United States.
- City and County Representation: Major cities like New York City, NY, Philadelphia, PA, and San Francisco, CA, along with smaller municipalities such as the City of Angleton, TX, and Carlisle Borough, PA, show the breadth of urban and rural engagement.
- Statewide Influence: State governments, including California, Minnesota, and Texas, alongside specific state departments like the NJ Department of Health, ensure high-level policymaking exposure.
- Special Entities: Unique governmental bodies like the NJ Transit and the Consulate of Belgium - hub.brussels, indicating international and specialized governmental participation.

Here is a breakdown of our public-sector attendees by role, showing the breadth of representation and influence:

- Chief Administrative Officer / City Manager / County Manager: 4%
- CSuite / Chief Officers: 6%
- CIO/Chief Innovation Officer/Technology: 14%
- Department Head/Director: 12%
- Economic Development: 3%
- Mayor/CEO: 1%
- Assistant to the Manager/CAO: 1%
- Other roles: 58%

These figures highlight the wide-ranging roles and levels of influence of our attendees. By sponsoring the State of GovTech 2024, your organization will have direct access to:

- A broad spectrum of government leaders from various departments and specialties.
- Senior officials who are directly involved in procuring and implementing new technologies.
- Influential figures in government who are shaping the future of tech in public administration.

What to Expect!

- **Visibility and Brand Recognition**: Your brand will be prominent at the event, and featured in event promotions, signage, and digital platforms. You will gain recognition as a key player in the government tech ecosystem.
- **Exclusive Access**: Enjoy VIP access to exclusive networking events, roundtables, and sessions, where you can connect in a more intimate setting with government officials, industry leaders, and startups.
- **Speaking Opportunities**: Position your leaders as thought leaders in the govtech space with opportunities to speak or participate in panel discussions, sharing insights and achievements with a captive audience.
- **Customized Engagement**: Benefit from tailored sponsorship packages designed to meet your strategic goals, whether it's showcasing technology solutions, hosting targeted workshops, or leading innovative discussions.
- **Strategic Networking**: Leverage the event's networking platform to schedule meetings, connect with potential clients and partners, and engage with attendees interested in your solutions.
- **Feedback Loop**: Gain valuable insights and feedback from a diverse stakeholder group, helping guide future product development and market strategy.
- **Community Impact**: Directly contribute to fostering an inclusive and innovative gov tech community, driving forward solutions that benefit local governments and communities nationwide.

As a sponsor of State of GovTech 2024, you're not just supporting an event; you're investing in the future of public sector innovation and positioning your brand at the heart of this transformative journey. Expect a rewarding experience filled with opportunities for growth, learning, and impactful connections. To contribute to this event with a sponsorship, please reach out directly to Sarah Nicoll at **sarah@civstart.org.**

Sponsorship Opportunities

Premier Host Sponsor: (*Only 1 Available*) $30,000
- **Elevate Your Influence:** Kick off the event with introductory remarks, showcasing your leadership.
- **Amplify Your Voice:** Lead and participate in one dynamic breakout session, plus a coveted general session speaking slot (which may include keynote remarks, moderation, or fireside).
- **Premier Visibility:** Your logo takes center stage, integrated into the event's branding, virtual program, website, communications, and social channels.
- **Engage Directly:** Showcase your innovations at a prime tabletop exhibit space.
- **Exclusive Insights:** Access pre and post-event attendee lists, with comprehensive contact details, to continue the conversation. (excludes opt-outs)
- **VIP Access:** Seven complimentary passes for your team.

Anchor Sponsor: (*Only 6 Available*) $10,000
- Speaking participation in a breakout session.
- Your logo featured in the program guide and on the event website, with a link to your site.
- Tabletop exhibit space for showcasing your solutions.
- Pre-event and post-event attendee lists (name & title; full contact details for post-event, except for opt-outs)
- Four complimentary passes for your team.

Exhibitor Sponsor $5,000
- Your logo included in the program guide and on the event website, with a link to your site.
- Tabletop exhibit space to interact with attendees.
- Pre-event and post-event attendee lists (name & title; full contact details for post-event, except for opt-outs).
- Two complimentary passes for your team.

Startup Showcase* (*Only 10 available*) $2,000
- Your logo featured in the program guide and on the event website, with a link to your site.
- Opportunity to participate in the Pitchfest (pending application approval).
- Half-sized tabletop exhibit space.
- Pre-event and post-event attendee lists (name & title; full contact details for post-event, except for opt-outs).
- Two complimentary event passes.
  *The Startup Showcase sponsorship is for startups only.

Pitchfest Sponsor $3,000
- Your logo featured in the program guide and on the event website, with a link to your site.
- Participation on the Pitchfest judge panel (one session, one spot).
- Opportunity to contribute to and brand the grand prizes for the Startup Pitchfest.
- Pre-event list of attendees (name & title); Post-event list of attendees with full contact information (excludes opt-outs)
- Two (2) complimentary event passes

Post-Event Reception Sponsor *(Only 1 available. Can be shared by two sponsors)* $15,000
- Opportunity to deliver welcome remarks at the reception.
- High-visibility logo placement at the event reception and on the Event Website.
- Your logo featured in the electronic program guide and on the event website, with a link to your site.
- Pre-event list of attendees (name & title); Post-event list of attendees with full contact information (excludes opt-outs)
- Four complimentary event passes

Breakfast Sponsor: (*Only 2 Available*) $2,000

- Exclusive sponsorship of the event's breakfast, with Acknowledgment during the opening session of the day as the Breakfast Sponsor.
- Signage with your logo prominently displayed at the breakfast venue.
- Your logo featured in the program guide and on the event website, with a link to your site.
- Pre-event and post-event attendee lists (name & title; full contact details for post-event, except for opt-outs).
- Two complimentary event passes.

Lunch Sponsor (*Only 2 Available*) $5,000
- Exclusive sponsorship of the main lunch, including the option to address attendees briefly.
- Prominent logo placement on all lunch tables and throughout the dining area.
- Your logo included in the program guide and on the event website, with a link to your site.
- Special mention during the lunch introduction as the Lunch Sponsor.
- Pre-event and post-event attendee lists (name & title; full contact details for post-event, except for opt-outs).
- Three complimentary event passes.

Snack/Break Sponsor (*Only 4 Available*) $1,000
- Exclusive sponsorship of snack breaks, ensuring visibility during key networking times.
- Your logo displayed on signage around the snack stations and in the break areas.
- Your logo in the program guide and on the event website, with a link to your site.
- Acknowledgment as the Snack/Break Sponsor during the sessions preceding and following the breaks.
- Pre-event and post-event attendee lists (name & title; full contact details for post-event, except for opt-outs).
- Two complimentary event passes.

Conference App Sponsor (*Only 1 Available*) $2,000
- Exclusive sponsorship of the official event app, used by attendees to navigate the schedule, sessions, and more.
- Your logo featured prominently within the app and in all app-related communications.
- Opportunity to send a push notification to attendees (content subject to approval).
- Four complimentary event passes.

CivStart is a nonprofit 501(c)(3). To contribute to this event with a sponsorship, please reach out directly to Sarah Nicoll at **sarah@civstart.org.**