WHO WE ARE

MISSION
The American Public Human Services Association advances the well-being of all people by influencing modern approaches to sound policy, building the capacity of public agencies to enable healthy families and communities, and connecting leaders to accelerate learning and generate practical solutions together.

VISION
Thriving communities BUILT on human potential.

AT THE CORE OF OUR WORK
We are relentlessly in pursuit of building a modern, responsive Health and Human Services (H/HS) system that leads to stronger, healthier families and communities.

As H/HS leaders, we share a core belief that all individuals should have the opportunity to live healthy lives and be well regardless of where we live, what our histories are, or what our life experiences have been. The nation’s H/HS system is a cornerstone to building a strong, dynamic and healthy nation. In coordination with other “human-serving” systems – including education, employment, and justice – we can provide all Americans with the opportunities and tools to live well and build a sustainable future for ourselves and our families.

As leaders, we also recognize that to achieve this desired state we must evolve our H/HS system from a traditional “regulative model,” rooted in regulatory compliance and programmatic outputs, to what we refer to through the Human Services Value Curve as a “generative approach.” This approach works seamlessly across sectors and engages whole communities in addressing the multi-dimensional socioeconomic issues faced by individuals and families.

Working in concert with our Strategic Industry Partners and members, we believe that the nation’s H/HS systems can continue the path of innovation, transformation and improved service delivery for all citizens.

Because we build well-being from the ground up.
PARTNER WITH US

When you partner with APHSA you reach one of your key audiences - state and local agencies that manage and oversee the nation’s health and human services system - the core members of APHSA. These agencies have a significant impact on how national H/HS policy is formulated and enacted. APHSA provides access to all states, hundreds of counties and the senior leadership of each respective human-serving organization. Additionally, APHSA Associate members are comprised of higher education, non-profit and research organizations who participate in the collective work of the association.

COLLABORATIVE CENTERS

Our Partners are engaged members of the H/HS community – supporting and working with APHSA’s three Collaborative Centers on policy initiatives, attending and speaking at conferences and events, hosting informative discussions that benefit H/HS leaders and acting as a transformative force to bring positive change to the broader H/HS community.

The National Collaborative for Integration of Health and Human Services (National Collaborative), the Center for Child and Family Well-Being (CCFWB), and the Center for Employment and Economic Well-Being (CEEWB) each serve as a Collaborative Center focused on preventive and evidence-informed investments that improve overall population health and well-being and strengthen communities.

These Collaborative Centers are creative teams of members and partners organized to:
1. Develop, influence and advance policy change;
2. Elevate innovations and solutions;
3. Develop tools and guidance for the field;
4. Leverage our Organizational Effectiveness practice to strengthen the drivers of general organizational readiness, continuous improvement and performance;
5. Shape and spread key messages using framing science; and
6. Test and refine emerging applications.

STRATEGIC INDUSTRY PARTNERS

APHSA Strategic Industry Partners are organizations that share our values of creating a modern H/HS system that leads to stronger, healthier individuals, families, and communities. These partners are actively involved in helping to shape national policies that positively affect human-serving agencies by working with APHSA and our members on specific issues which benefit from private sector input and support.

We Engage with Members & Partners to Generate Solutions Together
As a Strategic Industry Partner, APHSA connects you with top-level Health and Human Services executives at the State and Local level; enables you to influence their buying decisions; and, implement solutions which help to modernize human-serving systems and advance the well-being of individuals, families, and communities. Also, your investment supports numerous APHSA efforts that further the advancement of the health and human services sector.

Through this partnership, these additional benefits will apply:

- Access to State and Local H/HS executives – the decision makers you want and need to reach.
- Have a “seat at the table” in helping APHSA, and our members develop select policy initiatives that benefit the nation’s H/HS system.
- Opportunity to serve on task forces and/or in work groups that address specific Collaborative Center initiatives.
- Recognition as an Industry Partner on all pages of APSHA’s website.
- Ability to add examples of your successful H/HS private/public partnership projects to the APHSA website.
- Opportunities to present and/or speak at APHSA events and conferences. These are some of the premier events and conferences in the H/HS community and draw a diverse group of attendees across multiple H/HS sectors – your potential customers.
- Participate with and through members in the comprehensive review of federal policies and regulations to advise national leaders on current and emerging issues and identify ways to modernize the H/HS sector to improve the delivery of health and human services.
- Editorial exposure in APHSA’s bi-monthly magazine Policy & Practice and on APHSA blog page. This is the opportunity to highlight real-world solutions that you have developed and implemented with state or local H/HS agencies.
- Co-sponsor and host webinars that highlight the solutions you have successfully implemented with state or local agencies.
- Within the Collaborative Centers:
  - Access multiple communication platforms to further your reach to key public agency executives, senior level staff, and other stakeholders.
  - Include presentations at co-branded Affinity/Center webinars, conferences, and other events to disseminate knowledge gained from the Collaborative Centers through a national, coordinated information sharing and learning network.
  - Opportunity to provide content abstracts for consideration in the agenda development of the annual APHSA Health and Human Services Summit and APHSA affinity group conferences – subject matter is aligned with the overall goals of the APHSA Collaborative Centers.
  - Explore and help execute APHSA research and funding/partnerships opportunities aimed at increasing knowledge and building evidence on emerging, cross-programmatic interventions.
- Emerging Leaders Program – Preparing Tomorrow’s H/HS Executives. The APHSA Emerging Leaders Program, in partnership with the Human Services IT Advisory Group (HSITAG), is an ongoing effort to identify, develop and connect rising leaders within the government and private sectors, provide specialized professional development sessions as part of a conference-within-a-conference setting and encourage networking and collaboration among peers. The Emerging Leaders’ class is comprised of state, local and private sector individuals who are nominated by their leadership and identified as a rising leader in the health and human services sector.
FACE-TO-FACE OPPORTUNITIES

As a Strategic Industry Partner, your organization will help to underwrite the face-to-face, educational and engagement opportunities for our members when we bring them together to share best practices, lessons learned and to network with peer groups. Your support allows us to help keep these opportunities affordable as many states and localities do not have sufficient funds to enable participation in these events. APHSA and our partners offer scholarships for agency leadership, helping to offset costs and drive attendance at these important events.

Currently, APHSA holds six national conferences with content focused on the mission of each of the affinity groups housed within APHSA.

• National Health and Human Services Summit

• American Association of Health and Human Services Attorneys (AAHHS)

• American Association of SNAP Directors (AASD) and National Association of State TANF Administrators (NASTA)

• National Association for Program Information and Performance Measurement (NAPIPM)

• National Staff Development and Training Association (NSDTA)

• IT Solutions Management for Human Services (ISM) Annual Conference and Expo (which has its own underwriting opportunities.)

The benefits of the Strategic Industry Partnership program do not include sponsorship of the ISM Annual Conference and Expo. However, Strategic Industry Partners are given priority consideration for sponsorship opportunities and booth space placement.
<table>
<thead>
<tr>
<th>Benefit</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COLLABORATIVE CENTER PARTICIPATION</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to serve on Collaborative Center committees or workgroups</td>
<td>✔</td>
<td>✔</td>
<td>N/A</td>
</tr>
<tr>
<td>Policy briefing with Senior Level Policy Staff, at least twice per year (at minimum, one would be in person)</td>
<td>✔</td>
<td>✔</td>
<td>N/A</td>
</tr>
<tr>
<td>Recognized as a partner with the APHSA Collaborative Centers</td>
<td>✔</td>
<td>✔</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>PRINT OR DIGITAL OPPORTUNITIES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Editorial Opportunities in Policy &amp; Practice</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Opportunity to post white papers, case studies, research data, resource links or news on Partner Page of the APHSA website (must be H/HS related)</td>
<td>5</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Blog Posts</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Podcasts</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td><strong>PRINT OR DIGITAL OPPORTUNITIES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Policy &amp; Practice Advertising</td>
<td>25% discount</td>
<td>15% discount</td>
<td>10% discount</td>
</tr>
<tr>
<td>APHSA Electronic Advertising</td>
<td>10% discount</td>
<td>5% discount</td>
<td></td>
</tr>
<tr>
<td>This Week in Washington subscription</td>
<td>Unlimited subscriptions</td>
<td>Unlimited subscriptions</td>
<td>Unlimited subscriptions</td>
</tr>
<tr>
<td><strong>EDUCATIONAL AND UNDERWRITING OPPORTUNITIES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Co-sponsor educational webinars, per year</td>
<td>Value per Webinar: $3,500</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Participation in APHSA HHS Summit Workshops/General Session (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 educational sessions at conferences (subject to availability and alignment) (NSDTA, NAPIPM, AASD/NASTA and AAHHSA)</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**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Underwrite a limited number of educational fellowships for members to attend National Summit, NSDTA, NAPIPM, AASD/ NASTA and AAHHSA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary registrations (National Summit, NSDTA, NAPIPM, AASD/NASTA and AAHHSA) (currently at 5), max comps per conference is ten (10)</td>
<td>20 total</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Complimentary registrations (National Summit, NSDTA, NAPIPM, AASD/NASTA and AAHHSA) (currently at 5), max comps per conference is five (5)</td>
<td>N/A</td>
<td>10 total</td>
<td>N/A</td>
</tr>
<tr>
<td>Complimentary registrations (National Summit, NSDTA, NAPIPM, AASD/NASTA and AAHHSA) (currently at 5), max comps per conference is one (1)</td>
<td>N/A</td>
<td>5 total</td>
<td></td>
</tr>
<tr>
<td>Discount APHSA registration for additional staff, from the same firm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receipt of all conference pre- and post-conference rosters</td>
<td>Pre- and Post-Conference</td>
<td>Post-conference only</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 profile with logo relating to H/HS on Strategic Industry Partner section of APHSA website</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Website and E-Publications (sized appropriately to web design)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition in bi-monthly P&amp;P Magazine</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Recognized on conference app as a Strategic Industry Partner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MEMBERSHIP</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognized as an APHSA Associate Member (4 associate memberships for the firm)</td>
<td>Value: $14,000</td>
<td>4</td>
<td>N/A</td>
</tr>
<tr>
<td>Recognized as an APHSA Associate Member (2 associate memberships for the firm)</td>
<td>Value: $7,000</td>
<td>N/A</td>
<td>2</td>
</tr>
<tr>
<td>Recognized as an APHSA Associate Member (1 associate membership for the firm)</td>
<td>Value: $3,500</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<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 function/event with C-Suite level attendees at least 1x per year</td>
<td>Value: Priceless</td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>Targeted email communication to APHSA membership with a partner announcement/white paper/survey (APHSA sends on partner behalf; partner creates the message and content)</td>
<td>2x per year</td>
<td>1x per year</td>
<td>N/A</td>
</tr>
<tr>
<td>Option to host a private event at national conferences (subject to availability, additional cost).</td>
<td>First option</td>
<td>Additional Cost</td>
<td>Additional Cost</td>
</tr>
<tr>
<td>Tabletop display at conferences, where appropriate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insert one (1) marketing piece in conference bag at five (5) conferences</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>APHSA Job Bank</td>
<td>25% discount</td>
<td>15% discount</td>
<td>10% discount</td>
</tr>
<tr>
<td><strong>INVESTMENT</strong></td>
<td>$55,000</td>
<td>$35,000</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

Conference experiences below will be offered to industry partners (diamond, then platinum, silver) as separate opportunities with associated fees.

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

**ISM Conference requires separate sponsorship

**TO LEARN MORE ABOUT THE STRATEGIC INDUSTRY PARTNER PROGRAM
Contact Donna Jarvis Miller, CMP, CEM, Director, Membership and Events at (202) 866-0569 or djarvis-miller@aphsa.org**
SPONSORSHIP OPPORTUNITY LEVELS — FULL YEAR  
SUPPORT OUR NATIONAL CONFERENCES

Private sector firms who wish to reach our members outside of the Strategic Industry Partner Program can do so by participating as an underwriter of our national conferences – from a table top to conference experiences such as receptions, keynotes and other opportunities.

Underwriting these conference experiences allows the association to keep the conference registrations affordable for members who attend and participate in our education conferences. Your underwriting supports the National HHS Summit, AASD/NASTA, NAPIPM, NSDTA and AAHSHA Education Conferences.

WANT TO REACH A SPECIFIC AUDIENCE?
Our single conference sponsorships are ideal for your marketing budget to reach specific audiences. As a sponsor, you receive complimentary registration (based on level), discounted registration for additional personnel, recognition at the specific conference, recognition on the website and access to the attendee information.

TO PARTICIPATE IN EITHER THE ALL-CONFERENCE OR INDIVIDUAL CONFERENCE SPONSOR PROGRAM
Contact Natasha Laforteza at ads_exhibits@aphsa.org

**Benefits**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Gold  $27,500</th>
<th>Silver $13,750</th>
<th>Bronze $9,350</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabletop Exhibit¹</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Acknowledgment During General Sessions and Throughout the Conference</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognized as a Sponsor on the Conference App</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Bag Insert per Conference²</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Choice of One (1) of the Following Additional Benefits for the Year³</td>
<td>Meeting Room Wi-Fi Hotel Room Keycards</td>
<td>Conference Signage Conference Bag</td>
<td>Conference Signage Water Bottles (1 Opportunity per Conference)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Conference Notebook Networking Reception (2 Opportunities per Conference) Keynote Speaker (1 Opportunity per Conference)</td>
<td>Coffee Breaks (per Conference)</td>
</tr>
</tbody>
</table>

¹ Tabletop is defined as one (1) skirted six (6) foot table or equivalent space, two chairs and access to one (1) 110 outlet. AV is additional and may be ordered directly from the AV provider.

² Bag inserts not to be larger than 8.5”x11” and weigh no more than five (5) ounces.

³ APHSA will work with you to customize the items. Most of these items are co-branded.

**Benefits**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Influence $5,500</th>
<th>Build $2,500</th>
<th>Connect $1,250</th>
<th>Table Top $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Full-Conference Registration</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Discount Conference Registration for Additional Personnel</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>6’ Table-Top with Two (2) Chairs, Electric Access</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Bag Insert (Company provided by deadline)</td>
<td>✔️</td>
<td>✔️</td>
<td>$750</td>
<td>$750</td>
</tr>
</tbody>
</table>

 updated 12/18/19
TO LEARN MORE ABOUT THE STRATEGIC INDUSTRY PARTNER PROGRAM, CONTACT:

Contact Donna Jarvis Miller, CMP, CEM, Director, Membership and Events at (202) 866-0569 or djarvis-miller@aphsa.org

www.APHSA.org

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