

CNAS 2018 ANNUAL CONFERENCE



Sponsorship Opportunity

The Center for a New American Security invites sponsors for its 12th Annual Conference in Washington, DC to be held on June 21, 2018. The Annual Conference is CNAS' signature event and convenes the nation's leading policymakers, practitioners, and analysts from government, the private sector, and academia. This year's annual conference will spur debate on U.S. foreign policy in an increasingly competitive world. From the U.S. response to China's power plays, to shaping tomorrow's force for new competitions, to projecting the future of U.S. economic power and international leadership capacity, each session will highlight CNAS' ability to elevate the national security debate.

Sponsorship of the CNAS Annual Conference provides a unique branding and thought leadership opportunity through which sponsors reinforce their positions as key players in the national security arena.

Conference Impact

 **1,212**

1200+ attendees, including senior government officials, CEOs, military officers, journalists, and rising national security leaders

 **4,937**

Nearly 5,000 live stream viewers during the conference

 **16,775**

Nearly 17,000 web visitors to conference content including audios, videos, photos, and transcripts

 **158.6K**

158.6K Twitter impressions, reaching more than 2000 individual Twitter accounts

 **7,219**

7,219 downloads of CNAS reports in June 2017

 **Top Tier**

Media coverage about the conference or its related reports featured in top tier national, foreign affairs, and Hill publications



Bronze Sponsor - \$10,000

At the Bronze level, sponsors will receive the following benefits:

Recognition in at least two promotional materials prior to the event to CNAS' entire distribution list of over 23,000 national security professionals (logo size dependent on sponsorship level)

Recognition at the conference, including sponsor's logo in conference program, signage, and slideshow loop (logo size dependent on sponsorship level)

Verbal acknowledgement by CNAS leadership at the opening and close of conference

Recognition on the CNAS conference web page with a link to the sponsor's website

Invitation for two (2) corporate representatives to a private VIP breakfast with a distinguished speaker the morning of the conference

Reserved seating at the conference

All the benefits of a CNAS donor, including recognition as a donor on the CNAS website, country-specific geopolitical analyses, and priority seating at 200-plus special events with thought leaders, policy-makers, and business executives

Silver Sponsor - \$25,000

In addition to all of the benefits of a Bronze-level sponsorship, Silver-level conference sponsors receive additional exposure and networking opportunities, including:

Logo and verbal recognition during the breakout session

Invitations for four (4) corporate representatives to a private breakfast with a distinguished speaker the morning of the conference

Two (2) private briefings with CNAS experts featured at the conference before or after the conference

Logo placement on the livestream broadcast sent to CNAS' entire distribution list of over 23,000 national security professionals

Logo recognition at the cocktail networking reception

Gold Sponsor - \$50,000+

In addition to the benefits of a Bronze and Silver-level sponsorship, Gold-level conference sponsors will have additional exclusive opportunities, including:

Logo recognition and verbal acknowledgement at the private breakfast with a distinguished speaker the morning of the conference

Invitation for six (6) corporate representatives at the private VIP breakfast with a distinguished speaker the morning of the conference

A private executive briefing with CNAS CEO Toria Nuland or President Richard Fontaine and CNAS experts featured at the conference before or after the conference

Invitation for sole company branding during one conference presentation (branding can include use of company products, company marketing presentation, or CEO participation in a panel discussion as agreed upon prior to the event)

Logo placement on post-conference communications to CNAS' entire distribution list of over 23,000 national security professionals



FOR MORE INFORMATION:
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