



# 2019 CNAS NATIONAL SECURITY CONFERENCE

## Sponsorship Opportunity

The Center for a New American Security invites sponsors for the National Security Conference in Washington, D.C., to be held on June 14, 2019 at the Washington Hilton. This annual conference is the premier national security conference and is CNAS' signature event, convening the nation's leading policymakers, practitioners, and analysts from government, the private sector, and academia. This year's conference will explore the United States' efforts to sharpen its strategic edge in an era of heightened global competition. From sustaining America's military advantage, to countering high-tech illiberalism, to designing new ways to project U.S. economic power, each session will highlight CNAS' ability to elevate the national security debate.

Sponsorship of the CNAS National Security 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

 **1,529**

1,529 attendees, including senior government officials, CEOs, military officers, journalists, and rising national security leaders

 **6,546**

6,546 live stream viewers during the conference

 **18,397**

18,397 web visitors accessed conference content including audio, videos, photos, and transcripts

 **240,722**

240,722 Twitter Impressions, reaching more than 2,000 individual Twitter accounts

 **16,649**

16,649 downloads of CNAS reports in June 2018

 **Top Tier**

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

### FOR MORE INFORMATION:

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**CNAS.ORG**

## Gold Sponsor \$50,000+

*At the Gold level, sponsors will receive the following benefits:*

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

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Invitation for six corporate representatives to a private breakfast with a distinguished speaker the morning of the conference.

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A private briefing with CEO Richard Fontaine or Executive Vice President Ely Ratner before or after the conference.

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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).

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

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Full benefits of the Silver Sponsor level, as listed below.

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## Silver Sponsor \$25,000

*At the Silver level, sponsors will receive the following benefits:*

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Logo and verbal recognition during breakout sessions.

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Invitation for four corporate representatives to a private breakfast with a distinguished speaker the morning of the conference.

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One private briefing with a CNAS expert featured at the conference before or after the conference.

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Logo recognition during session breaks on the livestream broadcast, which will be sent to CNAS' distribution list of over 23,000 national security professionals.

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Logo recognition on a scrolling banner for the duration of the livestream broadcast, which will be sent to CNAS' distribution list of over 23,000 national security professionals.

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Logo recognition at the cocktail networking reception.

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Full benefits of the Bronze Sponsor level, as listed below.

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## Bronze Sponsor \$10,000

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

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

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

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Verbal acknowledgement by CNAS leadership at the opening and closing of conference.

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Logo recognition prior to the event on the CNAS conference web page with a link to the sponsor's website.

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Invitation for two corporate representatives to a private breakfast with a distinguished speaker the morning of the conference.

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Reserved seating during the plenary session of the conference.

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