

# ELEVENTH ANNUAL KEY EXECUTIVE LEADERSHIP CONFERENCE

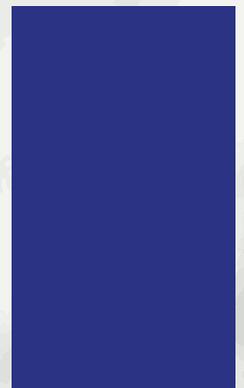


ROGER W. JONES  
**AWARD**  
☆☆☆☆☆ for ☆☆☆☆☆  
**EXECUTIVE  
LEADERSHIP**

FUTURE OF EXCELLENCE: *Service, Leadership, & the Federal Executive*

## Sponsorship & Advertising

American University • The Mayflower Hotel, Autograph Collection • May 26, 2020



SCHOOL of PUBLIC AFFAIRS  
KEY EXECUTIVE LEADERSHIP  
PROGRAMS

## ABOUT KEY

Key is the global public sector leadership program of choice. Ranked **#3** in the nation, Key challenges good managers to become extraordinary leaders who become lifelong learners and build an environment of organizational success.

Key's Executive MPA and Certificate alumni leave as leaders who exhibit a passion for improving public service, act with integrity and authenticity, become a force for personal and organizational change, and empower others to action and excel.

## ABOUT THE CONFERENCE

The Annual Key Executive Leadership Conference brings together public servants from across the country for a day of immersive learning, professional development, reflection and exploration. Most importantly, our attendees come away feeling refreshed, inspired, energized and renewed. This event provides participants with the opportunity to delve into industry trends, leadership practices, new and emerging perspectives on leadership and enhance professional skills. Featuring concurrent sessions, plenary speakers, workshops and networking, the Key Conference has spurred nearly 2,000 public servants to become exemplars of excellence in leadership and service since it began in 2010.

**This year's theme: *Future of Excellence: Service, Leadership, and the Federal Executive***

## ROGER W. JONES AWARD FOR EXECUTIVE LEADERSHIP

Since 1978, the Roger W. Jones Award has honored and recognized federal career executives for the Senior Executive Service who have demonstrated dedication to superior leadership in achieving their agency's mission and nurturing future managers. Awards will be presented to four federal executives who have demonstrated exemplary leadership and service.

Award recipients are not only committed to mission success, but also inspire those they lead, consistent with the career of the extraordinary public servant for whom the Award is named.

Roger Jones (February 3, 1908 – May 28, 1993) served seven U.S. presidents over four decades, including tours as Deputy Secretary of State, Deputy Director of the Office of Management and Budget, and Chairman of the Civil Service Commission.

## KEY AT-A-GLANCE

- **900+** students a year
- **4000+** alumni network
- **3rd** nationally ranked Executive MPA program and leadership certificate programs

## PROGRAM OFFERINGS

- Executive MPA
- Executive Leadership Graduate Certificate
- Executive Leadership Certificate

For questions please contact [jtether@american.edu](mailto:jtether@american.edu)

[key.american.edu](http://key.american.edu)

## CONFERENCE BY THE NUMBERS

33

Presenters in 2019

238

Average Number of Attendees

56%

Average Annual Growth Rate  
in Total Attendees Over the Past 10 Years

91%

Approval Rating Over 10 years

## WHY SPONSOR THE KEY CONFERENCE?

- Various sponsorship packages are available depending on your organizations' needs and your target return on investment
- Exposure to Key community of over 5,000 alumni, current students, and senior executives
- Directly interact with some our most active and enthusiastic community members at the conference
- Leave a lasting impression on federal government changemakers in attendance and build new relationships or partnerships
- Direct and prominent advertising opportunities on various media - Key website, conference collateral, Key social media (Twitter, LinkedIn), and newsletters to entire Key network



*Image Above: Key Director Dr. Patrick Malone, & American University President Sylvia Burwell*

## SPONSORSHIP LEVELS

### All packages include:

- Conference bag insert
- Direct link to your organization's website in conference outreach campaigns on social media, email marketing and the Key Conference website (minimum of 4,000 recipients per mailing)
- Featured in Key newsletter sent to entire Key network Prominent logo placement throughout conference (varies by level)
- Featured in Sponsor Bingo activity (incentivizes attendees to visit tables and engage with sponsor representatives)

### PLATINUM - \$5,000

- 4 complimentary registrations to full conference
- Brief promotional speaking opportunity – introduce/MC keynote speakers, sponsor a session
- Large booth space (2 to 3 tables for your organization in the sponsor exhibit area)
- Full page color ad in conference program brochure
- Premier table placement at the conference
- Logo featured on centerpieces in plenary room
- Wall banner ads in venue
- Lanyard sponsor

### GOLD - \$3,000

- 3 complimentary registrations to full conference
- Brief promotional opportunity – sponsor a breakout session
- Large booth space (2 tables for your organization in the sponsor exhibit area)
- Premier table placement at the conference
- Half page color ad in conference program
- Logo featured on centerpieces in plenary room
- Wall banner ad in venue

### SILVER - \$2,000

- 2 complimentary registrations to full conference
- Booth space (1 table in sponsor exhibit area)
- Half page color ad in conference program

### BRONZE - \$1,000

- 1 complimentary registration to full conference
- Booth space (1 table in sponsor exhibit area)
- Half page color ad in conference program

### COMMUNITY SPONSOR

*In Key's mission for inclusive excellence, we are offering limited access for the Community Sponsor package intended for small businesses, startup organizations and institutes.*

- 1 complimentary registration to full conference
- Booth space (1 table in sponsor exhibit area)
- Logo featured in conference program brochure

## WHERE ARE KEY ATTENDEES?

- Architect of the Capitol (OIG)
- Addx Corporation
- American Action Network and the Congressional Leadership Fund
- Amtrak Office of Inspector General
- ASA ALT
- Aspire@Work
- Aware Recovery Care
- Because Media
- Bennett Performance Group
- Burnett Leadership Coaching and Development, LLC
- Capitol Power Plant
- City of Rotterdam
- CKNC Enterprises LLC
- Coras
- CIGIE, Training Institute
- Consumer Financial Protection Bureau
- Dataminr
- Defense Manpower Data Center
- Deloitte Consulting
- Equal Opportunity Employment Commission
- Federal Aviation Administration
- Federal Communications Commission
- Federal Maritime Commission
- Federal Mediation and Conciliation Service
- Federal Occupational Health
- Federal Reserve Board of Governors (CFPB OIG)
- FederalNewsRadio.com
- General Services Administration (OIG)
- Georgia Tech School of Public Policy
- GetControl.net
- Graduate School USA
- Heralds of Hope Theater Company
- LRP Publications
- Hill Associates, Corp
- Hope Channel
- HR Magazine
- ICF
- Innovation Advisors
- Inquiry Institute
- Integral Focus
- Internal Revenue Service
- IO Spark Communications
- Kindall Evolve
- Leading for Breakthroughs
- Legal Services Corporation - OIG
- LinkVisum Consulting Group, Inc.
- Management Concepts
- Marine Corps
- Merit Systems Protection Board
- MITRE Corporation
- Muse Technologies, Inc.
- National Aeronautics and Space Administration
- National Archives and Records Administration (OIG)
- National Endowment for the Arts
- National Institutes of Health (NEI, NIAID, NIBIB, DEA)
- National Mediation Board
- National Science Foundation (OIG)
- Office of Inspector General
- OLA Consulting
- Passman & Kaplan, P.C.
- Pension Benefit Guaranty Corporation
- Project 986 Consulting, LLC
- Rising Tide Rentals
- RTI Innovation Advisors
- Senior Executives Association
- Small Business Administration (OIG)
- Social Security Administration (OAG, OIG)
- Society of American Indian Government Employees
- Tennessee Valley Authority (OIG)
- Teracore, Inc.
- The Cardell Group
- The Wynhurst Group, LLC
- U.S. Department of Agriculture (AMS, ARS, FDA, FSA, FNS, FSIS, FS Washington HQ, Marketing, Services, NASS, NIFA, NRCS)
- U.S. Department of the Army (Cyber Command, HQ)
- U.S. Department of Commerce (es, NOAA, NOAA Fisheries)
- U.S. Department of Defense (DMDC, Washington Services Headquarters)
- U.S. Department of Energy (EE-63B)
- U.S. Department of Health and Human Services (AHRQ, CCSQ, FDA, FOH, OIG, OTECH, Program Support Center)
- U.S. Department of Homeland Security (CBP, FEMA, ICE, TSA, USCIS, USSS, OCSO, OIG, Office of Infrastructure Protection)
- U.S. Department of Housing and Urban Development (OIG)
- U.S. Department of the Interior (OIG, Information Assurance Division)
- U.S. Department of Justice (Bureau of Justice Assistance, FBI, National Security Division, OIG)
- U.S. Department of State
- U.S. Department of Transportation (FAA, FMCSA, FRA, FTA, NHTSA)
- U.S. Department of the Treasury (U.S. Mint, OIG for Tax Administration)
- U.S. Department of Veterans Affairs (NWQ)
- U.S. Government Accountability Office
- U.S. Office of Special Counsel
- U.S. Office of Personnel Management
- U.S. Patent and Trademark Office
- U.S. Postal Service
- Washington Institute for Public Affairs Research
- Zeiders Enterprises, Inc.

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## Become a Key Conference Sponsor today!

Key Conference Sponsorship Application:

<https://american.swoogo.com/Key2020>

Contact the Key Sponsorship Team for more information on developing a custom program that fits your needs and marketing goals.

**Contact:** Jennifer Tether

**Phone:** (202) 885-3857

**Email:** [jtether@american.edu](mailto:jtether@american.edu)

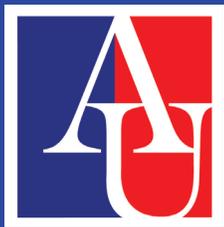
**Web:** <https://www.american.edu/spa/key/Key-Conference.cfm>

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