



STRATEGIC INDUSTRY PARTNER PROGRAM 2025



FOR MORE INFORMATION, CONTACT:

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WHO WE ARE

The American Public Human Services Association (APHSAs) supports leaders from state, county, and city human services agencies to advance the well-being of individuals, families, and communities nationwide. As a bipartisan membership association, we work with our members to generate pragmatic solutions grounded in lived experience with a lens for equity and belonging.

APHSAs members administer, oversee, and align programs that build resilience and bolster family well-being through access to food, health care, housing, employment, child care, and many other key building blocks necessary for thriving communities. Our members also work to modernize and align human services Information Technology (IT) systems, performance measurement and data analysis, workforce development and training, and the legal dimensions of the sector. [Learn more about APHSAs.](#)

OUR VISION

A nation of thriving communities built on human potential.

Dedicated to public service and the common good, our members build well-being from the ground up so that everyone can thrive.

OUR MISSION

Influence, Build, Connect

In partnership with our members, we influence modern approaches to sound policy, build the capacity of public agencies to enable healthy families and communities, and connect leaders to accelerate learning and generate practical solutions together.

APHSAs IS A NETWORK OF STATE, COUNTY, AND CITY HUMAN SERVICES LEADERS COMMITTED TO SYSTEMS-LEVEL CHANGE.

We work within and across systems and sectors, fostering partnerships and elevating innovations to effect change. APHSAs connects with federal agencies, Congress, and the Administration to help policymakers understand what works at the state, county, and city levels and how to modernize national policies, through guidance, regulations, and legislation. We bring foundations, researchers, people with lived experience, community-based organizations, and other thought leaders into conversations with our connected network. Together, we facilitate information sharing and catalyze meaningful system change throughout the nation.

Partnering with APHSAs, as part of our Strategic Industry Partner (SIP) program, means reaching one of your key audiences—our core members. Our SIPs play an influential role in engaging and educating APHSAs members, funding initiatives that positively impact the human services community, and enhancing our policy and program positions and strategies. In short, APHSAs is a network of human services leaders committed to systems-level change. Learn more below and join us!





DIAMOND SIP ANNUAL BENEFITS

BRIEFINGS	
Policy briefing with senior-level policy staff at least twice per year	☑
Quarterly Strategic Industry Partner engagement calls	☑
PRINT & DIGITAL OPPORTUNITIES	
Editorial opportunities in <i>Policy & Practice</i>	4
Opportunity to post human services-related papers, podcasts, case studies, resource links, or news on the SIP partner page of the APHSA website, created by partner (Value Per Posting: \$3,500)	6
Blog posts created by partner	6
<i>Policy & Practice</i> advertising (artwork provided by partner)	50% Discount
APHSA digital retargeting campaigns	10% Discount
<i>This Week in Washington</i> and <i>The Compass</i> e-newsletter subscriptions	Unlimited
EDUCATIONAL & UNDERWRITING OPPORTUNITIES	
Co-sponsor educational webinars*** (Value Per Webinar: \$3,850)	4
Participation in the National Human Services Summit (Summit) educational sessions (Subject to availability and alignment)	☑
Priority consideration to present/participate in educational sessions at the Economic Mobility & Well-Being Conference (EMWB), National Staff Development and Training Association Conference (NSDTA), and Public Human Services Attorneys (PHSA) Conference (Subject to availability and alignment, additional fees may apply)	2x Per Year
Recognized as an underwriter for national conferences: Summit, EMWB, NSDTA, and PHSA (ISM Education Conference & Expo is a separate investment.)	☑
Underwrite a limited number of educational scholarships for members to attend APHSA conferences	☑
Complimentary registration to in-person conferences, max comps per conference is ten (10) (Value: \$25,000) (Complimentary registrations for Summit, EMWB, NSDTA, or PHSA cannot be used for registration at ISM Education Conference & Expo.)	20 Total
Discounted registration for additional staff within the same organization	☑
Receipt of all pre-and post-conference rosters	☑
Complimentary registration for the ISM Education Conference & Expo (in addition to complimentary registrations included with sponsorship)	1 Full-conference Registration
BRANDING/RECOGNITION AS STRATEGIC INDUSTRY PARTNER (Total Value of Branding/Recognition Bundle: \$10,000)	
Company logo with profile relating to human services on Strategic Industry Partner section of APHSA website	☑
Logo on website and e-publications, <i>This Week in Washington</i> and <i>The Compass</i>	☑
Logo recognition in the quarterly <i>Policy & Practice</i> magazine	☑
MEMBERSHIP	
Recognized as an APHSA Member (Value: priceless)	☑
MARKETING TO AND ENGAGEMENT WITH APHSA MEMBERS	
Participate in an APHSA-hosted VIP event with c-suite-level attendees at the Summit (Value: Priceless)	☑
Banner in the <i>TWIV</i> e-newsletter, duration one month (Art supplied by partner) (Value: \$2,250)	☑
Targeted email communication to APHSA membership with a partner announcement/white paper/survey (APHSA sends on behalf of partner; partner creates the message and content) (Value: \$4,000 per email)	3x Per Year
Option to host a private event at national conferences (Subject to space and time availability, the underwriting organization is responsible for all additional costs)	First Option
Tabletop display at conferences^^ (Value: \$1,850)	☑
Insert one (1) marketing piece in the event bag for the Summit, EMWB, NSDTA, and PHSA conferences; deadlines apply	☑
APHSA Job Bank discount	20% Discount
TOTAL DIAMOND LEVEL INVESTMENT	
	\$65,000

CONFERENCE EXPERIENCES BELOW WILL BE OFFERED TO INDUSTRY PARTNERS**

For these experiences, Diamond is given the first option, followed by Platinum, then Silver, as separate or additional sponsorship opportunities arise. Fees associated with these are different from the SIP fees above.

CURRENT OPPORTUNITIES (EXPERIENCES) AVAILABLE (APHSA Events Team can change or offer additional opportunities as needed):

Conference App, Chatbot, Conference Bag, Keynote/General Sessions, Hotel Key Cards, Conference Journal, Networking Breaks, Conference Signage, Charging Station, Continental Breakfasts, Meeting Room Wi-Fi, Opening Receptions, Registration

^^Tabletop displays are part of the smaller conferences. If a SIP purchases a Conference Experience, the cost of the experience is an additional fee.

**ISM Education Conference & Expo requires and has separate sponsorship fees and experiences.

***Rate is available for Strategic Industry Partners only. Higher rates will prevail for others.



PLATINUM SIP ANNUAL BENEFITS

BRIEFINGS	
Policy briefing with senior-level policy staff at least twice per year	☑
Quarterly Strategic Industry Partner Engagement calls	☑
PRINT & DIGITAL OPPORTUNITIES	
Editorial opportunities in <i>Policy & Practice</i>	3
Opportunity to post human services-related papers, podcasts, case studies, resource links, or news on the SIP partner page of the APHSA website, created by partner (<i>Value Per Posting: \$3,500</i>)	4
Blog posts created by partner	4
<i>Policy & Practice</i> advertising (<i>artwork provided by partner</i>)	25% Discount
APHSA digital retargeting campaigns	5% Discount
<i>This Week in Washington</i> and <i>The Compass</i> e-newsletter subscriptions	Unlimited
EDUCATIONAL & UNDERWRITING OPPORTUNITIES	
Co-sponsor educational webinars*** (<i>Value Per Webinar: \$3,850</i>)	3
Priority consideration to present/participate in educational sessions at the Economic Mobility & Well-Being Conference (EMWB), National Staff Development and Training Association Conference (NSDTA), and Public Human Services Attorneys (PHSA) Conference <i>(Subject to availability and alignment, additional fees may apply)</i>	1x Per Year
Recognized as an underwriter for national conferences: Summit, EMWB, NSDTA, and PHSA <i>(ISM Education Conference & Expo is a separate investment.)</i>	☑
Underwrite a limited number of educational scholarships for members to attend APHSA conferences	☑
Complimentary registration to in-person conferences, max comps per conference is five (5) (<i>Value: \$19,500</i>) <i>(Complimentary registrations for Summit, EMWB, NSDTA, or PHSA cannot be used for registration at ISM Education Conference & Expo.)</i>	15 Total
Discounted registration for additional staff within the same organization	☑
Receipt of all pre-and post-conference rosters	Post-Conference Only
Complimentary registration for the ISM Education Conference & Expo <i>(in addition to complimentary registrations included with sponsorship)</i>	1 Expo Hall and General Session Registration
BRANDING/RECOGNITION AS STRATEGIC INDUSTRY PARTNER (<i>Total Value of Branding/Recognition Bundle: \$10,000</i>)	
Company logo with profile relating to human services on Strategic Industry Partner section of APHSA website	☑
Logo on website and e-publications, <i>This Week in Washington</i> and <i>The Compass</i>	☑
Logo recognition in the quarterly <i>Policy & Practice</i> magazine	☑
MEMBERSHIP	
Recognized as an APHSA Member (<i>Value: Priceless</i>)	☑
MARKETING TO AND ENGAGEMENT WITH APHSA MEMBERS	
Targeted email communication to APHSA membership with a partner announcement/white paper/survey <i>(APHSA sends on behalf of partner; partner creates the message and content)</i>	2x Per Year
Option to host a private event at national conferences <i>(Subject to space and time availability, the underwriting organization is responsible for all additional costs)</i>	☑
Tabletop display at conferences^^ (<i>Value: \$1,850</i>)	☑
Insert one (1) marketing piece in the event bag for the Summit, EMWB, NSDTA, and PHSA conferences; deadlines apply	Additional Cost
APHSA Job Bank discount	10% Discount
TOTAL PLATINUM LEVEL INVESTMENT	
	\$40,000

CONFERENCE EXPERIENCES BELOW WILL BE OFFERED TO INDUSTRY PARTNERS**

For these experiences, Diamond is given the first option, followed by Platinum, then Silver, as separate or additional sponsorship opportunities arise. Fees associated with these are different from the SIP fees above.

CURRENT OPPORTUNITIES (EXPERIENCES) AVAILABLE (*APHSA Events Team can change or offer additional opportunities as needed*):

Conference App, Chatbot, Conference Bag, Keynote/General Sessions, Hotel Key Cards, Conference Journal, Networking Breaks, Conference Signage, Charging Station, Continental Breakfasts, Meeting Room Wi-Fi, Opening Receptions, Registration

^^Tabletop displays are part of the smaller conferences. If a SIP purchases a Conference Experience, the cost of the experience is an additional fee.

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SILVER SIP ANNUAL BENEFITS

BRIEFINGS	
Quarterly Strategic Industry Partner Engagement calls	☑
PRINT & DIGITAL OPPORTUNITIES	
Editorial opportunities in <i>Policy & Practice</i>	1
Opportunity to post human services-related papers, podcasts, case studies, resource links, or news on the SIP partner page of the APHSA website, created by partner (<i>Value Per Posting: \$3,500</i>)	3
Blog posts created by partner	3
<i>Policy & Practice</i> advertising (<i>artwork provided by partner</i>)	20% Discount
APHSA digital retargeting campaigns	5% Discount
<i>This Week in Washington</i> and <i>The Compass</i> e-newsletter subscriptions	Unlimited
EDUCATIONAL & UNDERWRITING OPPORTUNITIES	
Co-sponsor educational webinars*** (<i>Value Per Webinar: \$3,850</i>)	2
Recognized as an underwriter for national conferences: Summit, EMWB, NSDTA, and PHSA (<i>ISM Education Conference & Expo is a separate investment.</i>)	☑
Underwrite a limited number of educational scholarships for members to attend APHSA conferences	☑
Complimentary registration to in-person conferences, max comps per conference is three (3) (<i>Value: \$12,750</i>) (<i>Complimentary registration does not apply to ISM Education Conference & Expo.</i>)	9 Total
Discounted registration for additional staff within the same organization	☑
Complimentary registration for the ISM Education Conference & Expo (<i>in addition to complimentary registrations included with sponsorship</i>)	1 Expo Hall and General Session Registration
BRANDING/RECOGNITION AS STRATEGIC INDUSTRY PARTNER (<i>Total Value of Branding/Recognition Bundle: \$7,500</i>)	
Logo on website and e-publications, <i>This Week in Washington</i> and <i>The Compass</i>	☑
Logo recognition in the quarterly <i>Policy & Practice</i> magazine	☑
MEMBERSHIP	
Recognized as an APHSA Member (<i>Value: Priceless</i>)	☑
MARKETING TO AND ENGAGEMENT WITH APHSA MEMBERS	
Option to host a private event at national conferences (<i>Subject to space and time availability, the underwriting organization is responsible for all additional costs</i>)	☑
Tabletop display at conferences^^	Additional Cost
Insert one (1) marketing piece in the event bag for the Summit, EMWB, NSDTA, and PHSA conferences; deadlines apply	Additional Cost
APHSA Job Bank discount	10% Discount
TOTAL SILVER LEVEL INVESTMENT	
	\$17,500

CONFERENCE EXPERIENCES BELOW WILL BE OFFERED TO INDUSTRY PARTNERS**

For these experiences, Diamond is given the first option, followed by Platinum, then Silver, as separate or additional sponsorship opportunities arise. Fees associated with these are different from the SIP fees above.

CURRENT OPPORTUNITIES (EXPERIENCES) AVAILABLE (*APHSA Events Team can change or offer additional opportunities as needed*):

Conference App, Chatbot, Conference Bag, Keynote/General Sessions, Hotel Key Cards, Conference Journal, Networking Breaks, Conference Signage, Charging Station, Continental Breakfasts, Meeting Room Wi-Fi, Opening Receptions, Registration

^^Tabletop displays are part of the smaller conferences. If a SIP purchases a Conference Experience, the cost of the experience is an additional fee.

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ALL LEVELS – ANNUAL BENEFITS COMPARISON

	DIAMOND	PLATINUM	SILVER
BRIEFINGS			
Policy briefing with senior-level policy staff at least twice per year	☑	☑	N/A
Quarterly Strategic Industry Partner Engagement calls	☑	☑	☑
PRINT & DIGITAL OPPORTUNITIES			
Editorial opportunities in <i>Policy & Practice</i>	4	3	1
Opportunity to post human services-related papers, podcasts, case studies, resource links, or news on the SIP partner page of the APHSA website, created by partner <i>(Value Per Posting: \$3,500)</i>	6	4	3
Blog posts created by partner	6	4	3
<i>Policy & Practice</i> advertising (<i>artwork provided by partner</i>)	50% Discount	25% Discount	20% Discount
APHSA digital retargeting campaigns	10% Discount	5% Discount	5% Discount
<i>This Week in Washington</i> and <i>The Compass</i> e-newsletter subscriptions	Unlimited	Unlimited	Unlimited
EDUCATIONAL & UNDERWRITING OPPORTUNITIES			
Co-sponsor educational webinars*** <i>(Value Per Webinar: \$3,850)</i>	4	3	2
Participation in the National Human Services Summit (Summit) educational sessions <i>(Subject to availability and alignment)</i>	☑	N/A	N/A
Priority consideration to present/participate in educational sessions at the Economic Mobility & Well-Being Conference (EMWB), National Staff Development and Training Association Conference (NSDTA), and Public Human Services Attorneys (PHSA) Conference <i>(Subject to availability and alignment, additional fees may apply)</i>	2x Per Year	1x Per Year	N/A
Recognized as an underwriter for national conferences: Summit, EMWB, NSDTA, and PHSA <i>(ISM Education Conference & Expo is a separate investment.)</i>	☑	☑	☑
Underwrite a limited number of educational scholarships for members to attend APHSA conferences	☑	☑	☑
Complimentary registration to in-person conferences, max comps per conference <i>(Complimentary registrations for Summit, EMWB, NSDTA, or PHSA cannot be used for registration at ISM Education Conference & Expo.)</i>	10 Max. Per Conference, 20 Total <i>(Value: \$22,250)</i>	5 Max. Per Conference, 15 Total <i>(Value: \$19,400)</i>	3 Max. Per Conference, 9 Total <i>(Value: \$12,750)</i>
Discounted registration for additional staff within the same organization	☑	☑	☑
Receipt of all pre-and post-conference rosters	☑	Post-Conference Only	N/A
Complimentary registration for the ISM Education Conference & Expo <i>(in addition to complimentary registrations included with sponsorship)</i>	1 Full-conference Registration	1 Expo Hall and General Session Registration	1 Expo Hall and General Session Registration
BRANDING/RECOGNITION AS STRATEGIC INDUSTRY PARTNER			
	<i>(Value: \$10,000)</i>	<i>(Value: \$10,000)</i>	<i>(Value: \$7,500)</i>
Company logo with profile relating to human services on SIP section of APHSA website	☑	☑	N/A
Logo on website and e-publications, <i>This Week in Washington</i> and <i>The Compass</i>	☑	☑	☑
Logo recognition in the quarterly <i>Policy & Practice</i> magazine	☑	☑	☑
MEMBERSHIP			
Recognized as an APHSA Member <i>(Value: Priceless)</i>	☑	☑	☑
MARKETING TO AND ENGAGEMENT WITH APHSA MEMBERS			
Participate in an APHSA-hosted VIP event with c-suite-level attendees at least once a year	☑ <i>(Value: Priceless)</i>	N/A	N/A
<i>Banner in the TWIW e-newsletter, duration one month (Art supplied by partner) (Value: \$4,000)</i>	☑	N/A	N/A
Targeted email communication to APHSA membership with a partner announcement/white paper/survey <i>(APHSA sends on behalf of partner; partner creates the message and content)</i>	3x Per Year	2x Per Year	N/A
Option to host a private event at national conferences <i>(Subject to space and time availability, the underwriting organization is responsible for all additional costs)</i>	First Option	☑	☑
Tabletop display at conferences^^ <i>(Value: \$1,850)</i>	☑	☑	Additional Cost
Insert one (1) marketing piece in the event bag for the Summit, EMWB, NSDTA, and PHSA conferences; deadlines apply	☑	Additional Cost	Additional Cost
APHSA Job Bank discount	20% Discount	10% Discount	10% Discount
TOTAL LEVEL INVESTMENT	\$65,000	\$40,000	\$17,500

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2025 Calendar

OF EVENTS & ENGAGEMENT OPPORTUNITIES



JUNE
1-4

APHSA National Human Services Summit (Summit)
Philadelphia Marriott Downtown | Philadelphia, PA
POLICY & PRACTICE

AUGUST
24-27

Economic Mobility & Well-Being (EMWB) Conference
Hilton Minneapolis | Minneapolis, MN
SNAP, TANF, & PROGRAM INTEGRITY

SEPTEMBER
14-17

IT Solutions Management for Human Services (ISM) Education Conference & Expo
Reno-Sparks Convention Center
Atlantis Resort | Peppermill Resort | Reno, NV
TECHNOLOGY

OCTOBER
5-8

National Staff Development and Training Association (NSDTA) Education Conference
Sheraton Norfolk Waterside Hotel | Norfolk, VA
ORGANIZATIONAL EFFECTIVENESS

OCTOBER
19-22

Public Human Services Attorneys (PHSA) Education Conference
Peppermill Resort | Reno, NV
LEGAL



FIND OUT MORE, VISIT US ONLINE
WWW.APHSA.ORG