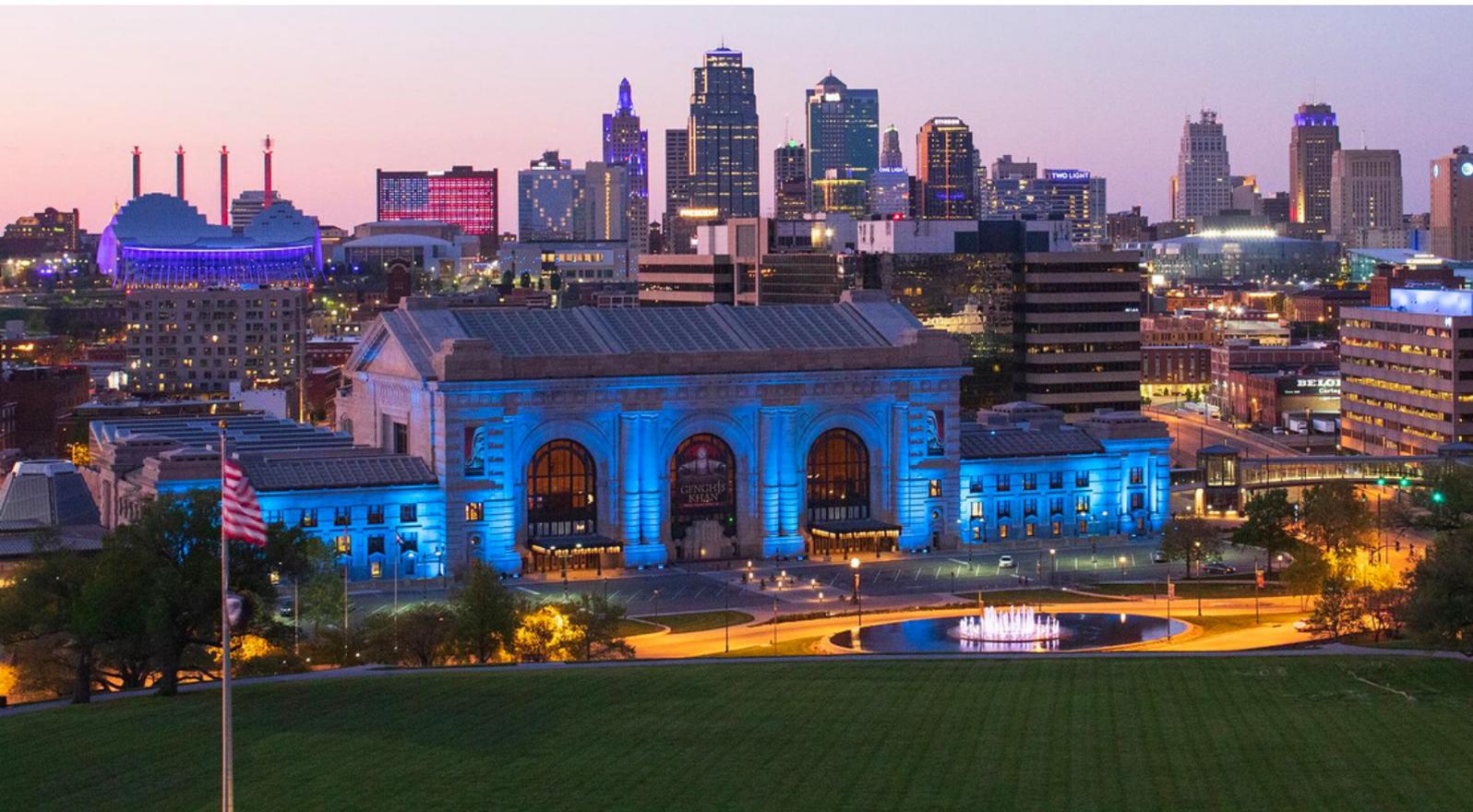


22nd Annual Social Equity Leadership Conference

SPONSORSHIP OPPORTUNITIES





PARTNER LETTER

You are invited by the University of Kansas, the Mid-America Regional Council, the National Academy of Public Administration, and the members of the Academy's Standing Panel on Social Equity to join us as a partner and sponsor of the 22nd annual Social Equity Leadership Conference. This leading national curation of best practices in social equity is occurring between June 12 – 14, 2023, in Kansas City, Missouri. This year's focus is advancing the social equity work of practitioners in both policy and practice. Our educational sessions are an annual opportunity for professionals and practitioners to exchange best practices and demonstrate social equity in action!

The 2022 Social Equity Leadership Conference was a phenomenal success, with over 1,500 practitioners, collegiate educators, and university students virtually participating.

The metrics from the 2022 SELC demonstrate the relevance and impact of the educational and informative sessions:

96% of attendees stated that they would recommend the conference to others

85% of the attendees rated the conference as "Excellent" to "Very Good"

77% of the attendees expressed a plan to attend the 2023 conference

The feedback and comments from the 2022 SELC conference provide greater insight to its impact:

"I really enjoyed the COVID-19, the LGBTQIA+ Community and Public Policy presentation. All the speakers did a great job... I would like to share some of the data highlighted... Everything is well organized, has good flow, and the topics are very relevant and interesting. Wonderful job to all the planners!"

"I really loved [the] academic research session especially due to the fact that...useful information was shared which was not only relevant to graduate students but also to the incoming freshmen like me [who] really want to enter [the] field..and [have] a genuine impact on the world."

"The sessions were timely and had a mix of practitioner and expert presenters."

Your philanthropic support of a sponsorship level for the 2023 SELC gives you access as a strategic partner in the efforts to advance the best social equity practices both nationally and within your community. The 2023 SELC will be held on-site at the Westin at Crown Center in Kansas City, Missouri.

You can join us by completing the sponsorship form on page 7 and returning it as instructed. If you are also interested in additional opportunities to engage further the SELC participants that are not detailed within this package, please contact Mr. Alex Terwilliger, KU Public Management Center Associate Director, at alex.terwilliger@ku.edu or Mr. Tony Spearman-Leach, Academy Director of Business Development and Philanthropy at tspearman-leach@napawash.org.

Thank you for joining us!

Teresa W. Gerton
President and CEO
National Academy of Public
Administration

Marilu Goodyear, Ph.D.
Director, Associate Professor
KU School of Public Affairs and
Administration

David A. Warm
Executive Director
Mid-America Regional Council



WHY SUPPORT THE 22ND ANNUAL SOCIAL EQUITY LEADERSHIP CONFERENCE?

This gathering is designed to bring together experts, including practitioners, academics, and others, to think constructively and craft new solutions to these deeply rooted problems and to help public administrators and policymakers develop a broader understanding of the elements and implications of social equity.

Explore Last Year's
Sessions on YouTube



<https://bit.ly/3QJ4hGm>

Explore Last Year's
Program



<https://bit.ly/3K9L2mS>

Social Equity - a key pillar of public administration alongside economy, efficiency, and effectiveness—addresses fairness, justice, and equity within a variety of public contexts. Although the United States has made significant progress in expanding access to opportunities to more of the nation's citizens and residents, we continue to struggle with ensuring the equitable design and implementation of public policies and programs that reduce or eliminate disparities, discrimination, and marginalization. Much remains to be done to address disparities in 21st Century America including:

- Deeply rooted systemic racism in the design and delivery of government services;
- Income and wealth inequality exacerbated by a lack of access to quality education, health, and other critical infrastructure;
- A growing disparity between social and economic fortunes of urban and rural areas negatively impacting formerly vibrant communities;
- A digital divide that severely limits opportunities for success and growth; and,
- Hurdles to full participation of all Americans in the political process.

All of these disparities not only harm the individuals and families who directly experience them, but also impose substantial and increasing costs on the overall economy and society. Public agencies and administrators have a critical role to play in addressing the Grand Challenge of Fostering Social Equity. Public Administrators need a new charter to work in partnership with elected officials and to seek innovations that result in substantive change.

CONFERENCE PARTNERS - WHO WE ARE



**ADVANCING PROGRESS TOWARD
A stronger Kansas City region through
leadership, planning and action**

The Mid-America Regional Council (MARC) is a nonprofit association of city and county governments and the metropolitan planning organization for the bistate Kansas City region. Governed by a Board of Directors made up of local elected officials, we serve nine counties and 119 cities. We provide a forum for the region to work together to advance social, economic and environmental progress. MARC also serves as both the federally designated Metropolitan Planning Organization for the bistate Kansas City region and as the Council of Governments for the region.

MARC is funded by federal, state and private grants, local contributions and earned income. A major portion of our budget is passed through to local governments and other agencies for programs and services.

Learn more at marc.org.



The KU School of Public Affairs and Administration (SPAA) educates exceptional leaders for public service who provide solutions to the most pressing community challenges at all levels of governance. With roots in local government and urban policy, we advance the public good, democratic values, and ethical public management practices. Students study cutting-edge social science research combined with practical experience culminating in close working relationships between students, alumni, practitioners, and faculty.

#1

In Local Government Management
by US News and World Report since
1998

#10

In Public Management and
Leadership by US News and World
Report

#23

Top 25 overall best Public Affairs
programs in the country by US
News and World Report

100%

Placement rate within 6 months of
graduation.

The National Academy of Public Administration is an independent, nonprofit, and non-partisan organization. The Academy was chartered by the U.S. Congress in 1984 to assist agencies with significant public management challenges and recommend timely actions. The Academy strives to create a just, fair, and inclusive government that strengthens communities and protects democracy. The Academy embodies its mission through thought leadership, strategic initiatives, and work assisting clients in addressing their most critical governance and management challenges. Learn more about the Academy's work, including funded studies, the Grand Challenges in Public Administration, the Center for Intergovernmental Partnerships, and the Agile Government Center at NAPAWash.org.



KU School of Public Affairs and Administration - 1445 Jayhawk Boulevard
Wescoe Hall, Suite 4060 - Lawrence KS, 66045
Email: kupmcreg@ku.edu - Phone: 785-864-6864

2023 SOCIAL EQUITY LEADERSHIP CONFERENCE

SOCIAL EQUITY IN ACTION



JUNE 12-14, 2023

WESTIN KANSAS CITY AT CROWN CENTER

#SELC2023

The 2023 Social Equity Leadership Conference, Social Equity in Action, will focus on helping public administration practitioners advance social equity in policy and practice.

Conference Themes:

- Urgent Equity Challenges
- Working Best Practices
- Generational Shifts
- Leveraging Technology
- Political Context
- Tools and Techniques for Sustained, Intentional Organizational Action



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Registration Opens
October 1st!

[Register Now](#)



NATIONAL ACADEMY OF
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Wescoe Hall, Suite 4060 - Lawrence KS, 66045
Email: kupmcreg@ku.edu - Phone: 785-864-6864

2023 SPONSORSHIP PACKAGES

Social Equity Champions

- Inclusion within conference opening 3 min video highlighting Social Equity in Action
- Logo featured on registration table welcome banner
- Logo featured on conference event signage
- Included in sponsor slide show displayed during conference session transitions
- Banner advertisement on conference homepage
- Clickable advertisement on the conference website
- Name and logo listed on the conference website
- Electronic materials included within participant packets
- Contribution acknowledged on social media
- Contribution acknowledged in the Academy's daily electronic newsletter
- Includes 10 conference registrations

\$10,000 +

Social Equity Protectors

- Included in sponsor slide show displayed during conference session transitions
- Banner advertisement on conference homepage
- Clickable advertisement on the conference website
- Name and logo listed on conference website
- Electronic materials included within participant packets
- Contribution acknowledged on social media
- Contribution acknowledged in the Academy's daily electronic newsletter
- Includes 5 conference registrations

\$5,000

Social Equity Promoters

- Clickable advertisement on the conference website
- Name and logo listed on conference website
- Electronic materials included within participant packets
- Contribution acknowledged on social media
- Contribution acknowledged in the Academy's daily electronic newsletter
- Includes 2 conference registrations

\$2,500

Social Equity Advocates

- Name and logo listed on conference website
- Electronic materials included within participant packets
- Contribution acknowledged on social media
- Contribution acknowledged in the Academy's daily electronic newsletter
- Includes 1 conference registration

\$1,000

Social Equity Supporters (Individual Contribution)

- Contribution acknowledged on social media
- Contribution acknowledged in the Academy's daily electronic newsletter

\$250

TWO WAYS TO MAKE YOUR SPONSORSHIP CONTRIBUTION

By Credit Card - Scan the QR code or click the "Explore Options" link below:



Sponsorship Opportunities
Now Available!

[Explore Options](#)

By Mailed Check - Complete the form below and include it with your check:



First Name_____ Last Name_____

Name of Organization _____

City_____ State_____ Zip_____

Phone_____ Email_____

Indicate the name of the individual / company / organization as you would like it to appear on the conference materials:_____

Please email your organization's logo to kupmcreg@ku.edu (JPEG, PNG, TIFF, TIF, ICO, BMP).

Choose Your Sponsorship Level

- Social Equity Champions - \$10,000
- Social Equity Protectors - \$5,000
- Social Equity Promoters - \$2,500
- Social Equity Advocates - \$1,000
- Social Equity Supporters - \$250
- Other Amount:_____

Make Checks Payable To:

KU Public Management Center
1445 Jayhawk Boulevard
Wescoe Hall, Suite 4060
Lawrence, KS 66045

Agreement and Signature:

Forms must be signed to reserve and confirm the sponsorship package. I understand all sponsorship fees are to be paid in full with the application:

Signature_____

Date_____