Sponsorship Packages and Benefits

Highlights include prominent experts discussing pressing threats to American democracy, values-based tech policy in 2024 and beyond, and changing the narratives on immigration. Truman's prestigious award recognizing Exceptional Moral Courage in Public Service caps the eventful day. Previous award recipients include: Rep. Jamie Raskin, Amb. Linda Thomas-Greenfield, Mayor Muriel Bowser, and Alexander Vindman.
Don’t miss TruCon2024: the premier conference advancing timely, principled, and innovative solutions to complex national security challenges. Convening 250 in person and livestreamed around the world, TruCon attendees and livestreamers include current and future U.S. Government officials; Mayors and local officials, policymakers; renowned subject matter experts; leading industry consultants and decision-makers, and so much more. Your customers, your workforce, your advocates, all at TruCon.

TruCon offers a unique opportunity to connect with U.S. government and private sector leaders who bridge foreign and domestic policy across defense, development, diplomacy, and democracy to strengthen national security.

Truman members and stakeholders attend and livestream TruCon to network and learn, debate, present and discuss the most pressing issues of today.

TruCon is where seeds of pioneering national security policies, initiatives, and projects are planted and take root. It’s where innovators of today and tomorrow unite, build, and lead. Past Truman initiatives include “Operation Free,” declaring climate change as a national security issue; recognizing and empowering Frontline Civilians within the interagency space; and Truman Members leading the 2021 evacuation of Afghanistan during the fall of Kabul.

Sponsoring this flagship gathering strengthens your organization’s position as a leader in this tremendous community and demonstrates your commitment to principled, inclusive national security that protects and defends all Americans.

**TRUCON AT A GLANCE**

- Livestreamed around the world with viewers from nearly 70 countries
- **250 in-person members** of Truman’s national security community from across the United States
- Federal and local government officials (current, former and future)
- Policymakers and staffers
- Renowned subject matter experts
- Leading industry decision-makers and consultants
- 1.1M+ social media impressions
- Media coverage including VOX, C-Span, the Agence France Press, DOD News

TruCon2024 will sell out! In-person attendance by invitation only.

Reserve your sponsor spot today!
Your sponsorship supports mission-critical activities like:

**TruFriend**
($5,000)
Your generous contribution could support assistance for 20 Truman members to attend TruCon, ensuring that no one misses this opportunity for exceptional leadership development, workshops, and panel discussions because of cost. Priority consideration is given to applicants from historically underrepresented communities, whose expertise and lived experience are critical to ensuring that America’s national security protects and defends everyone.

**TruChampion**
($10,000)
Your vital support can broaden impact and educational outreach through live-streamed programming, providing widespread access to TruCon’s vital conversations nationwide and globally. By eliminating financial barriers to participation your support can ensure broader engagement, fostering deeper understanding in cities, states, and communities about the crucial roles of defense, development, diplomacy, and democracy in national security.

**TruAmbassador**
($15,000)
Your generous support could make it possible for members of Truman’s nation-wide affinity groups, including TruDiversity, TruRural, and others, to convene, network, and collaborate on addressing pressing issues. These gatherings foster the exchange of ideas and experiences, often leading to innovative, cross-community solutions that can be implemented in public or private-sector workplaces. Your investment at this level could enable these groups to come together, share insights, and drive positive change throughout the national security landscape.

**TruLeader**
($25,000)
Your generous support could help convene 70 leaders from diverse backgrounds, including mayors of major cities, UN ambassadors, and leaders from the public and private sectors, on their path to becoming change agents in their communities. This provides them with valuable experiences and resources to lead constructive dialogues on pressing issues in their communities on core national security topics including defense, development, and democracy.
**Sponsor Benefits**

Customized packages available to meet your needs.

<table>
<thead>
<tr>
<th>Open TruCon with on-stage welcome live-streamed around the world.</th>
<th>TruFriend $5,000</th>
<th>TruChampion $10,000</th>
<th>TruAmbassador $15,000</th>
<th>TruLeader $25,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition at, and invitation to Truman’s “Dinner of Distinction” attended by Truman Board, Advisory Council, key chapter leaders and members</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Logo placement on TruCon website lightbox for 30 days prior to event.</td>
<td>Premier Placement</td>
<td>Top placement</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Logo included in virtual waiting room background displayed as viewers log in and between sessions.</td>
<td>Premier Placement</td>
<td>Top placement</td>
<td>✔</td>
<td>✔</td>
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<td>Digital product, discount codes, or free trials in thousands of virtual swag bags for all in-person attendees and live streamers. Get your product, service, or brand in the hands of all TruCon attendees and live-streamers with your QR, access, or promo code. (Think: Free product or service trials, codes for digital or tangible merch, other giveaways or coupons.)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Promotional pre-event email to registered TruCon guests highlighting your product, service, employment opportunities, or message of choice.</td>
<td>Limited to first 3 sponsors</td>
<td>Limited to first 5 sponsors</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>In-person exhibit space providing 11 opportunities with some of the best and the brightest national security, private industry, government, legal, or academic professionals in the country. Whether you want to strengthen your employment pipeline, customer base, or policy network, this is a target-rich environment like no other. Includes 1 high-top table, 2 chairs, 6’ of space (limited to first 10 sponsors).</td>
<td>✔</td>
<td>Prominent location</td>
<td>Premier location</td>
<td>Top location</td>
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<tr>
<td>Guaranteed, complimentary TruCon tickets with priority seating, Sponsor recognition on name badge, select event branding commensurate with sponsorship level.</td>
<td>2*</td>
<td>2*</td>
<td>4*</td>
<td>4*</td>
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<tr>
<td>Social Media Uplift (X, Instagram, Facebook, LinkedIn)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<td>Graphic presence in person and on live-stream throughout the day.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<td>Discounted membership in Truman’s Corporate Council (New Corporate Council members only)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Presence in TruCon App</td>
<td>✔</td>
<td>Profile</td>
<td>Profile + banner on select elevated-traffic pages</td>
<td>Profile + banner on select high-traffic pages</td>
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</tbody>
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*Includes exhibit personnel. Not to be combined with other TruCon credentials.

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My company’s exhibit booth and/or sponsorship activation provided valuable leads or connections. 100% of 2023 respondents agreed:
Our Values

At Truman, we believe that the United States must use a wide range of tools that bridge foreign and domestic policy, and go beyond military might, to strengthen national security. We define national security broadly and believe that issues ranging from climate change to immigration to democratic resilience and more all impact America’s national security.

Because broader inputs into policymaking processes lead to better policy outcomes, Truman leverages its national network, unwavering commitment to Diversity, Equity, Inclusion, Accessibility, and Belonging, and a growing body of work that extends throughout America to reshape the national security discourse. In short, we bring national security nationwide, and we bring the diverse viewpoints of the American people to national security policymaking.

NOTE: Where possible, sponsors and exhibitors are strongly encouraged to avoid single-use plastics, non-biodegradable balloons, and other items that are harmful to the environment.