



2021 CNAS NATIONAL SECURITY CONFERENCE

A New American Security

The Center for a New American Security (CNAS) is seeking sponsors for the 15th CNAS National Security Conference, *A New American Security*. The conference will feature innovative virtual conversations with leading experts on the new challenges, opportunities, and voices transforming America's national security landscape. The marquee events will be held virtually over the course of two weeks on June 8-10 and June 15-17, with a series of interactive sessions that include innovative audience participation and competition. Sponsorship of the CNAS National Security Conference provides unique branding and engagement opportunities, while supporting independent and bipartisan research. Sponsors can affiliate with the premier national security think tank in Washington, D.C., and have the opportunity to interact with members of a robust national security community.

This year's conference will explore the new challenges, ideas, and voices transforming America's national security landscape. It will feature a series of interactive online sessions on issues such as technology and economic competition, the future of defense, and challenges to democratic values. The conference will showcase a new generation of national security voices, including "The Pitch," the Center's annual competition of ideas, held before an interactive audience and distinguished panel of judges.

The annual conference convenes policymakers, practitioners, and analysts, as well as peers from the private sector, media, and academia. The conference will highlight cross-cutting initiatives and projects from the Center's core research programs.

2020 Conference Impact

2,000+

Livestream attendees, including senior government officials, private sector leaders, military officers, journalists, and rising national security leaders.

43,000+

Unique visits to the conference information webpage during the event.

50+

Featured speakers, panelists, and principled voices from leading organizations in the national security arena.

56,959

Downloads of CNAS reports in 2020.

**For additional information,
please contact:**

Vincent Femia
vfemia@cnas.org

Center for a New American Security
1152 15th Street NW, Suite 950,
Washington, D.C. 20005
202.457.9400 | cnas.org | [@cnasdc](https://twitter.com/cnasdc)

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Elite Sponsor | \$25,000+ Contribution

VIRTUAL BENEFITS

Logo recognition on a banner during livestream opening and interim breaks across conference days.

Recognition on an archived livestream video, which will be sent to CNAS' distribution lists of over 27,000 subscribers and will be catalogued on the CNAS website.

Acknowledgment of conference sponsorship on CNAS social media platforms, including Twitter, Facebook, and LinkedIn, prior to and following the conference.

—CNAS will provide sponsors with social media kits and digital promotion materials as it relates to all conference sessions.

Full benefits of the Premier Sponsorship, as listed below.

Premier Sponsor | \$10,000+ Contribution

VIRTUAL BENEFITS

Verbal acknowledgment by CNAS leadership during the welcoming speech of the conference.

Recognition prior to the event on the CNAS conference webpage with a link to the sponsor's website.

Recognition on event invitations, reminders, and the conference recap newsletter, which will be sent to CNAS' distribution lists of over 27,000 subscribers (open rate of around 25 percent).

Invitation to attend VIP sessions with a CNAS expert and national security principal(s).

To learn more about the conference or further details regarding sponsorship, please contact Vincent Femia at VFemia@cnas.org.

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