

**2016 Digital Media and Advocacy Summit  
June 23 | Westin Hotel, Alexandria, VA**  
Sponsorship Opportunities

**About the Conference**  
The Public Affairs Council’s Digital Media Advocacy Summit brings together the next generation of social media influencers and advocates. The conference will be held June 23 at the Westin Hotel in Alexandria, Va. The summit will feature seasoned digital advocacy and communication practitioners, experts and consultants who will share their insights and best practices for communicating policy and public affairs issues in the 21st century.

**The Audience**

This premier event for digital public affairs professionals brings together attendees from Fortune 500 companies, trade associations, professional societies and large advocacy organizations. We anticipate **more than 100 social media, advocacy, communications and media relations professionals** will attend the summit.

**Sponsorship opportunities are available on a first-come, first-served basis.**

**Premier Sponsor | $2,000  
*Six (6) Opportunities***

\*Networking Breakfast | \*Opening Keynote | \*Lunch Panel with Hill Staff

Conference Wi-Fi Access | Social Media Board | Charging Station

Benefits

* One free conference registration
* Recognition of your sponsorship in conference opening remarks
  + \*If you select one of the starred options then you have the opportunity to deliver brief remarks (2–3 minutes)
* Three of your staff members may attend the conference networking reception on Wed., June 22
* 15-business-day advance release of the participant list, with weekly updates leading up to the conference
* Inclusion of your company logo in all conference marketing, with recognition of your sponsorship
* Prominent display of your company’s name and logo on event signage
* Inclusion of a full-page ad in the conference materials
* Inclusion of your company’s logo and website on the virtual and printed agenda
* Inclusion of your company’s name and logo on the Digital Media and Advocacy Summit website, with a link to your company’s site
* Recognition on social media using the conference hashtag and website
* Ability to distribute promotional literature and mementos to attendees at the event

**Summit Supporter | $750**

Benefits

* 10-business-day advance release of the participant list, with one weekly update prior to the conference
* Inclusion of your company’s logo and website on the virtual and printed agenda
* Inclusion of your company’s name and logo on the Digital Media and Advocacy Summit website, with a link to your company’s site
* Inclusion of your company logo in one conference marketing email, with recognition of your sponsorship
* Recognition on social media using the conference hashtag and website
* Two of your staff members may attend the conference networking reception on Wed., June 22
* Ability to distribute promotional literature and mementos to attendees at the event

Important information:

* Sponsorships will be accepted on a first-come, first-served basis.
* Within five (5) business days of receipt of your completed application form, you will be notified as to whether your request can be honored.
* You must be a Public Affairs Council member in good standing at the time of the meeting in order to be a sponsor.

**Submit completed form to: Kristin Hanley |** [**khanley@pac.org**](mailto:khanley@pac.org) **| Phone: 202.787.5968 | Fax: 202.683.6744**



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You will be notified within five (5) business days as to whether your organization’s request can be honored.

*This is a protected form that can be completed electronically and emailed;*

*or, if you prefer, the form can also be printed and faxed.*

**My company will sponsor the following:**

\*Networking Breakfast One Premier Sponsor slot Fee: $2,000

\*Opening Keynote One Premier Sponsor slot Fee: $2,000

\*Lunch Panel with Hill Staff One Premier Sponsor slot Fee: $2,000

Conference Wi-Fi Access One Premier Sponsor slot Fee: $2,000

Social Media Board One Premier Sponsor slot Fee: $2,000

Charging Station One Premier Sponsor slot Fee: $2,000

Supporter Unlimited Fee: $750

\*Denotes sponsorship opportunities that include brief remarks.

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| In the event your first choice is not available, please list secondary options in order of interest. | | | | | |  | | | | | | | | | | | |
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| **Organization:** | | | |  | | | | | | | | | | | | | |
| **Contact:** | | | |  | | | | | **Title:** | | |  | | | | | |
| **Address:** | | | |  | | | | | | | | | | | | | |
| **City, State:** | | | |  | | | | | | | | | **ZIP:** | |  | | |
| **Telephone:** | | | |  | | | | **Fax:** | | |  | | | | | | |
| **Email Address:** | | | |  | | | | | | | | | | | | | |
| **Web Address:** | | | |  | | | | | | | **Twitter Handle:** | | | | |  | |
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| **ADVANCE PAYMENT IS REQUIRED** | | | | | | | | | | | | | | | | | |
| **Payment Type:** | | | | | | | | | | | | | | | | | |
| Visa | | MasterCard | | | Discover | | American Express | | | | | | | Check (payable to Public Affairs Council) | | | |
| **Card Number:** | | |  | | | | | | | **Expiration Date:** | | | | | | |  |
| **Signature**: |  | | | | | | | | | | | | | | | | |

CANCELLATIONS: Cancellations received prior to the redemption of any sponsor/exhibitor benefits will receive a full refund. Cancellations received on or before the materials deadline will receive a refund equal to half of the sponsor/exhibitor fee. No refunds will be issued after the materials deadline has passed. Cancellations must be submitted in writing to Kristin Hanley at khanley@pac.org.

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