



Public Affairs
Council

Annual Sponsorship Package for European programs

2023

Public Affairs Council European office

Annual Sponsorship Package

WHY SPONSOR PUBLIC AFFAIRS COUNCIL EVENTS IN EUROPE?

Joining the Public Affairs Council's European events as a sponsor is an excellent way to be part of the largest and most widely recognized global community of public affairs professionals.

Through the various available sponsorship opportunities, you will be visible throughout the year to leaders and industry decision-makers in Europe and globally.

As an annual sponsor, you will enjoy unique opportunities to:

- Reach a selected audience of transatlantic public affairs executives leading teams in Brussels, in key European capitals and globally.
- Position your brand as a thought leader in public affairs related topics.
- Engage in virtual and face-to-face networking (as soon as restrictions permit) and take advantage of ample opportunities for personal interactions.

AUDIENCE

Every year, more than one thousand public affairs executives participate as speakers and attendees at Public Affairs Council events in Europe.

Participants in past events include employees from a broad spectrum of corporations, industry associations, consulting firms, European institutions, NGOs and academia, including:

AmCham EU	European Youth Forum	McDonald's Corporation
Bayer	Exxon Mobil	Microsoft
CEFIC	ECFR	Neste
Chevron Corporation	Hewlett Packard	Oxfam International
Confederation of British	Imperial Brands	Pfizer Inc.
Council of Europe	IKEA	Samsung
DigitalEurope	Imperial Brands	Tetrapak
Danfoss	Johnson & Johnson	Toy Industries of Europe
European Commission	Lego	Unilever
European Parliament	LinkedIn	World Wildlife Fund

Sample titles of attendees include:

Director of European Markets | Director Government Affairs | EU Policy Manager | Secretary General | Communication Manager | Head of EU office | Director of External Affairs | Head, Public Affairs & Sustainability | Senior Policy Advisor | Senior Manager, Government & Public Affairs, EMEA | Deputy Head of Public Affairs.

WHAT DO I GET FROM MY SPONSORSHIP?

As annual partners of a Public Affairs Council European event, sponsors have access to a range of premium benefits, including:

- Your logo featured on the event webpage
- Free event registrations
- Your logo displayed on event marketing emails and event reminders
- 2-minute speaking slot before one conference session or moderation of one conference session (for conferences only)
- Your organization featured on the event's virtual platform, plus access to an individual sponsor's booth (for conferences only)
- You may add one item of promotional material to the conference handout and include one piece of featured text (for conferences only)
- Sponsor's recognition in one social media post (four posts for conferences) as well as recognition by the moderator during the event
- Display one piece of branding in face-to-face events

WHICH EVENTS CAN I SPONSOR?

As annual partners of a Public Affairs Council European event, sponsors will have the opportunity to sponsor:

- Public Affairs Council flagship conferences in Europe:
 - Brussels Public Affairs Forum (June 2023)
 - European Digital Advocacy Summit (December 2023)
- Public Affairs Council European webinars. Topics include:
 - Writing & Storytelling for Advocacy in the EU
 - Negotiation Techniques for Public Affairs Professionals
 - Managing Risks, Seizing Opportunities: Insights in Geopolitics for Public Affairs Teams
 - Engaging with EU Policy Makers on Challenging Issues
 - Tools, Campaigns and Lessons Learned in US Public Affairs
 - Managing Teams Across Europe - Case Studies and Lessons Learned
 - Transparency in European Public Affairs - Regulations and Best Practices
 - Public Affairs in EU capitals - Case Studies, Best Practices & Lessons Learned
 - And more...

Note: Exact titles and number of webinars offered are subject to change.

YEARLY SPONSORSHIP OPTIONS FOR EUROPEAN PROGRAMS

FULL PREMIUM	Join our two flagship conferences in Europe as a premium sponsor, plus two European webinars of your choice.	Individual value
	Brussels Public Affairs Forum (#BrusselsForum23)	€1700
	European Digital Advocacy Summit (#EUDAS23)	€1700
	Two webinars of your choice*	€600
	Package pricing	€4100*
FLAGSHIP PREMIUM	Join our two flagship conferences in Europe as a premium sponsor.	Individual value
	Brussels Public Affairs Forum (#BrusselsForum23)	€1700
	European Digital Advocacy Summit (#EUDAS23)	€1700
	Package pricing	€3100
MIXED PREMIUM	Join one of our flagship conferences in Europe as a premium sponsor, plus one European webinar of your choice.	Individual value
	Brussels Public Affairs Forum (#BrusselsForum23) or European Digital Advocacy Summit (#EUDAS23)	€1700
	One webinar of your choice*	€600
	Package pricing	€2100*
SINGLE PREMIUM	Join one of our flagship conferences in Europe as a premium sponsor	Individual value
	Brussels Public Affairs Forum (#BrusselsForum23) or European Digital Advocacy Summit (#EUDAS23)	€1700
	Early bird pricing	€1550

*We have only one sponsor per webinar, the choice will therefore be made on a first come first served basis.



Public Affairs
Council

WE VALUE YOU

We appreciate what you offer to the community and to our event, and we're dedicated to helping you get the most out of this opportunity. We will be happy to consider additional ideas for branding opportunities. Please contact us with your suggestions.

Annual Sponsorship Registrations

Contact: João Sousa | europe@pac.org

