

## ABOUT STR/DE

STR/DE: A Social Impact Summit is the Council's newest gathering for public affairs professionals working in social impact. Centered on corporate social responsibility, sustainability and diversity, equity and inclusion, STR/DE is a place to share ideas and network to create impact.



## AUDIENCE

We expect over 100 DEI, sustainability, communications, government relations and public affairs professionals to attend this event. Attendees represent Fortune 500 companies, trade associations and non-profits, professional societies, consultancies and more.

## SPONSOR BENEFITS

### *Promote and Showcase*

Sponsoring STR/DE allows you to advertise your firm and services to our attendees. Your name and brand are present in pre-conference marketing and throughout the conference itself, giving you repeated exposure to this unique and incredibly engaged community. Sponsors will receive EXCLUSIVE ACCESS TO THE CONTACT INFORMATION FOR OUR ATTENDEES, including mailing and email addresses, for event-related communications. Please see our [sponsorship policies](#) for additional information regarding the use of this list.

### *Network and Connect*

There will be numerous opportunities to network and meet new people in the profession. STR/DE provides valuable exposure to key public affairs decision-makers and leaders.

## Overview of Sponsorship Opportunities

Benefits	Platinum	Premier
Free Conference Registration(s)	2	1
Discounted Registration(s) Available (taken at the early bird rate)	2 @ 50% off	1 @ 50% off
Opportunity to Introduce a Session or Grand Prize Drawing	✓	
Opportunity to Sponsor a Branded Item		✓
Attendee Contact Information & Advanced Release	15 business days	10 business days
Display of Name & Logo in Summit Space	✓	✓
Inclusion in Marketing Emails	All emails	3 emails
Recognition on Summit Website and Conference App	✓	✓
Price	\$4,000	\$3,000

### Important Instructions When Registering as a Sponsor:

- You must be a **Public Affairs Council member** in good standing at the time of the meeting to take advantage of any sponsorship opportunities.
- We will confirm receipt of your registration form. Within 10 business days, we will notify you as to whether your request can be honored.
- In fairness to all interested sponsors, **sponsorship holds are not available.**
- Registrations can only be made by submitting a completed form by email to eharris@pac.org.
- Except where noted, sponsorship may not include registration for the entire conference.

[Please click here to view of our full sponsor and conference attendee policies](#)

## Your Sponsorship Options

### Mobile App

As the official sponsor of the conference mobile app, your company will be prominently recognized with a banner ad. Attendees will have access to the app before, during and after the conference. Your company will also be featured in one push notification sent via the app recognizing your sponsorship.

### Branded Items (like Tote Bags, Hats, Pens, Notebooks, etc.)

Have your brand on display at the conference and beyond! Your company logo, along with the conference logo, will be prominently displayed on items that many attendees take home as keepsakes.

### General Sessions/Breakout Sessions

Maximize your exposure by addressing the audience. The sponsoring company's representative will introduce the speaker(s) and will have 1-2 minutes to address the audience.

### Seated Luncheon

Maximize your exposure by addressing the audience at the luncheon. The sponsoring company's representative will have 1-2 minutes to speak.

### Grand Prize Drawing

Become part of the excitement as conference registrants gather for the closing session. As the grand prize sponsor, you will address the crowd gathered for the drawings and announce the winners. The first prize is \$150, and the second prize is \$100.

### Reception

The sponsoring company's representative will have 1-2 minutes to address the audience during the networking reception.

## Sponsorship Packages

### PLATINUM SPONSOR | \$4,000

#### REGISTRATION BENEFITS

- Two (2) free conference registrations.
- Up to two (2) additional registrations at 50% off the early bird member price. *Additional discounts, like the multiple participant discount, cannot be added to this discount. Sponsors are welcome to offer their discounted registration to a staff member, client or potential customer.*
- Opportunity to address attendees.

#### MARKETING BENEFITS

- 15-business day advance release of the participant list with weekly updates leading up to the conference. *The participant list with contact information is an exclusive benefit for sponsors.*
- Prominent placement of the company name and/or logo in the conference space throughout the event.
- Inclusion of the company logo in all conference marketing emails with recognition of sponsorship.
- Recognition on the conference website.
- Inclusion of company information on the conference app.

*Opportunities to address attendees with brief remarks (1-2 minutes).*

- ~~—Welcome Breakfast~~
- ~~—Opening Keynote — Let's Talk Legislation with [...]~~
- **Breakout Sessions I:**
  - \* Deep Dive: Community Centered Initiatives
  - \* Relationship Building in a Diverse Congress
- **Breakout Sessions II:**
  - \* Crafting Inclusive Advocacy Campaigns
  - \* Employee Engagement and Employee Resource Groups
- ~~—Networking Lunch~~
- **Breakout Session III:**
  - \* Sustainability Communications
  - \* Social Impact 15
- **Breakout Sessions IV:**
  - \* What's at Play? ESG in the States
  - \* Case Studies: Corporate and Association Sustainability Initiatives
- ~~—Closing Keynote — Managing Reputational Risk~~
- **Grand Prize Drawing**
- **Networking Reception**

View the conference agenda [HERE](#)

## Sponsorship Packages

### PREMIER SPONSOR | \$3,000

#### REGISTRATION BENEFITS

- One (1) free conference registration.
- One (1) additional registration at 50% off the early bird member price. *Additional discounts, like the multiple participant discount, cannot be added to this discount. Sponsors are welcome to offer their discounted registration to a staff member, client or potential customer.*
- One (1) branded item.

#### MARKETING BENEFITS

- 10-business day advance release of the participant list with weekly updates leading up to the conference. *The participant list with contact information is an exclusive benefit for sponsors.*
- Prominent placement of the company name and/or logo in the conference space throughout the event.
- Inclusion of the company logo in three (3) conference marketing emails with recognition of sponsorship.
- Recognition on the conference website.
- Inclusion of company information on the conference app.

### Sponsorship Registration

STR/DE

December 6, 2023 | AT&T Forum, 601 New Jersey Ave. | Washington, D.C.

Submit to: Erica Harris | eharris@pac.org |

#### SPONSOR INFORMATION

Sponsor Level:  Platinum (\$4,000)  Premier (\$3,000)

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_  
*Street Address*

\_\_\_\_\_

*City* *State* *Zip Code*

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Web Address: \_\_\_\_\_ Twitter Handle: \_\_\_\_\_

#### SPONSOR OPTIONS

Please list your 3 preferred sponsorship sessions or branded items. Upon confirmation of your sponsorship, staff will work with you to finalize placement or item eligibility. (If selecting a breakout session, please specify the title below.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### ADVANCE PAYMENT IS REQUIRED

Once your sponsorship has been processed you will receive an e-mail confirmation, which will include information on how to process a credit card payment via our secure online portal. If you'd prefer to pay via phone, you may contact [eharris@pac.org](mailto:eharris@pac.org) for assistance. If you select "pay by check," an invoice will be provided with your confirmation.

The Public Affairs Council enforces the Payment Card Industry Data Security Standard (PCI DSS) to keep credit card information secure. Please do not send us your credit card information via voicemail, fax, e-mail or text.

Prefer to pay by Check

Prefer to pay by Credit Card

Signature: \_\_\_\_\_

By signing this document, I acknowledge that I have read and agree to abide by the Council's sponsor policies, which can be viewed at [http://pac.org/conferences\\_policies#sponsors](http://pac.org/conferences_policies#sponsors).

**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 Erica Harris at eharris@pac.org.