

2024

Annual Sponsorship Package for European programs





Sponsor Benefits

SHOWCASE YOUR BRAND

Sponsoring events allows you to promote your brand to attendees. Your name and brand are present during pre-conference marketing and throughout the conferences, which gives you ample exposure in front of key public affairs executives and other decision makers.

NETWORK AND CONNECT

You'll be able to network and interact with attendees during conferences, providing you with valuable exposure to key decision makers and future leaders. Sponsors receive access to the attendee list, including access to mailing and email addresses. This is an exclusive benefit of sponsorship. Please review our sponsorship policies for additional information regarding the use of this list.

ACCESS PREMIUM BENEFITS

As a yearly sponsor, you will receive priority access to benefits compared to single event sponsors. You will be notified of sponsorship options in advance, and you will have the opportunity to make your choice prior to the packet being released to other companies.

LEVERAGE THE LARGEST PUBLIC AFFAIRS COMMUNITY

12K+

Public Affairs Professionals Worldwide

750+

Member Organizations

34K+

Social Media Followers

30

European Webinars, Workshops and
Conferences Annually

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 face-to-face networking 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 leaders, practitioners and experts from a broad spectrum of corporations, Fortune 500 companies, industry associations, consulting firms, European institutions, NGOs and academia.

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.

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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
- ✓ Three 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)
- ✓ 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 (two posts for conferences) as well as recognition by the moderator during the event
- ✓ Display one piece of branding in face-to-face events

YEARLY SPONSORSHIP OPTIONS FOR EUROPEAN PROGRAMS

FULL PREMIUM SPONSOR	Join our two flagship conferences in Europe as a premium sponsor, plus two European webinars of your choice.	Individual value
	Brussels Public Affairs Forum (#BrusselsForum24)	€1700
	European Digital Advocacy Summit (#EUDAS24)	€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 (#BrusselsForum24)	€1700
	European Digital Advocacy Summit (#EUDAS24)	€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 (#BrusselsForum24) or European Digital Advocacy Summit (#EUDAS24)	€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 (#BrusselsForum24) or European Digital Advocacy Summit (#EUDAS24)	€1700
	Package pricing	€1550

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

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

