



# DIGITAL MEDIA & ADVOCACY SUMMIT

JUNE 10, 2024

SPONSORSHIP INFORMATION

## Overview of Sponsorship Opportunities

### Important Instructions When Registering as a Sponsor:

- You must be a **Public Affairs Council member** in good standing at the time of the meeting in order 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 at [khanley@pac.org](mailto:khanley@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](#)

Benefits	Platinum	Premier	Champion
Free Conference Registration(s)	2	1	0
Additional Discounted Registrations (50% off early bird registration fees)	0	0	1
Selection of Opportunity for a Branded Item and/or Addressing Summit Attendees (as indicated)	Branded Items OR Address Attendees	Branded Items ONLY	n/a
Attendee Contact Information & Advanced Release	20 business days	15 business days	10 business days
Display of Name & Logo in Summit Space	✓	✓	✓
Recognition on Summit Website and Conference App	✓	✓	✓
Price	\$5,000	\$4,000	\$2,500

## Your Sponsorship Options

### **Branded Items (like Lanyards, Hand Sanitizer, 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.

### **Conference Charging Station**

Help keep attendees connected at the conference while they charge their devices. Sponsorship includes a charging station in a high traffic area for attendees to network with electrical outlets provided. Sponsors are welcome to provide items to enhance the area.

### **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.

### **Wi-Fi**

Your company will have the opportunity to customize the password that attendees will enter to access the conference Wi-Fi. Signage on tables (where possible) as well as PowerPoint slides will advertise your logo and the Wi-Fi password/access information.

### **General Sessions/Breakout Sessions**

Maximize your exposure by addressing the audience while they are gathered as a group. The sponsoring company's representative will introduce the speaker(s) and will have 1-2 minutes to address the audience.

### **Breakfasts and Seated Luncheon**

Maximize your exposure by addressing the audience while they are gathered as a group. The sponsoring company's representative will have 1-2 minutes to address the audience.

### **Reception**

Maximize your exposure by addressing the audience while they are gathered to network. The sponsoring company's representative will have 1-2 minutes to address the audience.

## Sponsorship Packages

### PLATINUM SPONSOR | \$5,000

#### REGISTRATION BENEFITS

- Two (2) free conference registrations
- Opportunity to select either a branded sponsorship OR the opportunity to address attendees. *If you select an item to brand, the opportunity to address the attendees during the program is NOT included.*

#### MARKETING BENEFITS

- 20-business day advance release of the participant list, with once 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 remaining conference marketing, with recognition of sponsorship (**only guaranteed with confirmed commitment prior to May 28**)
- Recognition on the conference website
- Inclusion of company information on the conference mobile app
- Ability to promote social activities you're offering to attendees, provided the activities do not interfere with official conference events

### PLATINUM SPONSOR

**SELECT ONE AS PART OF YOUR SPONSORSHIP:  
EITHER A BRANDED SPONSORSHIP OR OPPORTUNITY TO ADDRESS ATTENDEES:**

*Opportunities to address full conference body with brief remarks (1-2 minutes):*

- ~~Opening Keynote~~
- Breakout Session: Utilizing Video for Impact
- Breakout Session: The Cookie Jar is Empty
- ~~Breakout Session: Risk Management in the Digital Age~~
- ~~Breakout Session: Harnessing the Power of Data-Driven Advocacy~~
- ~~Breakout Session: Beyond ChatGPT~~
- Breakout Session: Diversifying Your Advocate Recruitment
- ~~Closing Keynote~~

*Opportunities to put company name and/or logo on one select conference item to be distributed to or accessible by all conference attendees:*

- Conference Mobile App
- ~~Conference Lanyards~~
- ~~Conference Notebooks~~
- ~~1 oz. Electronic/Glass Cleaning Spray with Cloth~~ **NEW**
- ~~Re-useable Water Bottles~~
- ~~Conference Tote Bag~~

View the conference agenda [HERE](#)

## Sponsorship Packages

### PREMIER SPONSOR | \$4,000

#### REGISTRATION BENEFIT

- One (1) free conference registration
- Opportunity to select a branded sponsorship item. *Branded sponsorship items do NOT include the opportunity to address the attendees during the program.*

#### MARKETING BENEFITS

- 15-business day advance release of the participant list, with once 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 remaining conference marketing, with recognition of sponsorship (**only guaranteed with confirmed commitment prior to May 28**)
- Recognition on the conference website
- Inclusion of company information on the conference mobile app
- Ability to promote social activities you're offering to attendees, provided the activities do not interfere with official conference events

### PREMIER SPONSORSHIP OPTIONS

#### SELECT ONE AS PART OF YOUR SPONSORSHIP

*Opportunities to put company name and/or logo on one select conference item to be distributed to or accessible by all conference attendees:*

- Networking Breakfast (*branded napkins and signage will be provided*)
- Afternoon Refreshment Break (*brand napkins will be provided during the break*)
- ~~Networking Reception (*branded napkins and cups will be provided*)~~
- Gadget Charging Area (*branded signage in the charging area will be provided*)
- ~~Conference Wi-Fi (*ability to select wi-fi password + related signage to display the password*)~~
- Branded Conference Pen

***As a reminder, the PREMIER sponsorship level does NOT include the option to make remarks***

View the conference agenda [HERE](#)

## Sponsorship Packages

### CHAMPION SPONSOR | \$2,500

#### REGISTRATION BENEFIT

- One (1) registration at 50% off of 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.*

#### MARKETING BENEFITS

- 10-business day advance release of the participant list, with once 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 remaining marketing, with recognition of sponsorship (**only guaranteed with confirmed commitment prior to May 28**)
- Recognition on the conference website
- Inclusion of company information on the conference mobile app
- Ability to promote social activities you're offering to attendees, provided the activities do not interfere with official conference events



## Sponsorship Registration

Digital Media and Advocacy Summit

June 10, 2024 | J.W. Marriott Washington, D.C.

Submit to: Kristin Hanley | khanley@pac.org | phone: 202.787.5968

### SPONSOR INFORMATION

Sponsor Level:  Platinum (\$5,000)  Premier (\$4,000)  Champion (\$2,500)

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 opportunities. Upon confirmation of your sponsorship, staff will work with you to finalize placement.

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 [khanley@pac.org](mailto:khanley@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, email 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 Code of Conduct and Sponsor Policies which can be viewed at [https://pac.org/conference\\_policies#code\\_of\\_conduct](https://pac.org/conference_policies#code_of_conduct) and [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 Kristin Hanley at [khanley@pac.org](mailto:khanley@pac.org).