

# 2025

## ANNUAL SPONSORSHIP PROSPECTUS





# 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 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 with the opportunity to make your choice prior to the packet being released to other companies.

# Leverage the Largest Public Affairs Community

**13K+**

Public Affairs Professionals

**750+**

Member Organizations

**5K+**

Unique Conference Attendees Annually

**36K+**

Social Media Followers

**90+**

Webinars, Workshops and Conferences Annually

**25%**

Growth in Workshop Attendance

**Outstanding Association Newsletter Awards**

Gold and Bronze Trendy Awards for Impact newsletter between 2019 and 2024



The value of Council membership cannot be matched. From signature events to workshops and webinars focused on topics like public affairs management, advocacy, government relations, social impact, PACs and campaign finance and more, there is no other nonpartisan, international public affairs organization that provides executive education to public affairs leaders and young professionals.”

**Ellie Shaw**

Director of Federal Government Affairs,  
American Express



Public affairs executives are being asked to show the value of their work in real, impactful terms. The Council's research and expertise provide compelling trends that help us stay ahead of an evolving value proposition. This is what sets the Council apart for us.”

**Greg Crist**




Chief Advocacy Officer & Head of External Affairs  
Advanced Medical Technology Association, AdvaMed

# Yearly Sponsorship Packages and Benefits at a Glance

LEADER

## WHAT'S INCLUDED

## SPONSORSHIP BENEFITS

 <p><b>\$39,000</b> VALUE \$57,000</p>	The Advocacy Conference (\$11,000)	Top-tier level sponsorship	
	National PAC Conference (\$11,000)		
	Spring Executive Conference (\$7,000)		
	Government Relations & Policy Conference (\$5,000)		
	Digital Media & Advocacy Summit (\$4,000)		
	STR/DE: A Social Impact Summit (\$4,000)		
	Public Affairs Leadership Summit (\$2,500)		
	D.C. Study Tour (\$2,500)		
	Webinars (\$2,000)		Sponsorship of 1 best-practice webinar
	Membership Dues (\$2,600 / \$3,600 / \$4,000)		Membership dues at the applicable rate are included
	<i>Impact</i> (\$2,000)	Sponsorship of 2 issues of <i>Impact</i>	
	Sponsorship of the Jobs Page (\$2,000)	Sponsorship of 4 weeks of the Jobs Page	
	 <p><b>\$24,000</b> VALUE \$34,000</p>	The Advocacy Conference (\$11,000)	Top-tier level sponsorship
National PAC Conference (\$11,000)			
Government Relations & Policy Conference (\$5,000)			
Digital Media & Advocacy Summit (\$4,000)		Sponsorship of 1 issue of <i>Impact</i>	
<i>Impact</i> (\$1,000)			
Sponsorship of the Jobs Page (\$2,000)			Sponsorship of 4 weeks of the Jobs Page
 <p><b>\$16,500</b> VALUE \$24,000</p> <p>(CHOOSE 4 EVENTS)</p>	The Advocacy Conference (\$7,500)	Mid-level sponsorship	
	National PAC Conference (\$7,500)		
	Spring Executive Conference (\$5,000)		
	Government Relations & Policy Conference (\$3,500)		
	Digital Media & Advocacy Summit (\$3,000)	Top-tier level sponsorship	
	STR/DE: A Social Impact Summit (\$4,000)		
	Public Affairs Leadership Summit (\$2,500)		

PATRON

SUPPORTER

# More Information on Council Events:

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## THE ADVOCACY CONFERENCE

The Advocacy Conference is the largest gathering of grassroots, communications, government relations and digital advocacy professionals in the country. The Public Affairs Council brings together practitioners, experts and consultants to discuss emerging trends, best practices and advanced strategies to move advocacy initiatives forward. Key to this conference are the strong community-building and networking opportunities where practitioners and consultants can gain new insights, discover and share ideas and make new connections. This annual conference will be held in Ft. Lauderdale, Florida from February 2 - 5.

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## NATIONAL PAC CONFERENCE

The National PAC Conference is the foremost event for public affairs professionals seeking unparalleled learning and countless new connections in the PAC industry. The PAC Conference is the most comprehensive program available for political action committee (PAC) professionals. It combines essential skills training with cutting-edge sessions on fundraising, political strategy, communications and compliance. The conference is the annual destination for PAC and political affairs professionals, as well as other professionals who have PAC-related responsibilities. This annual conference will be held February 23 - 36 in Austin, Texas.

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## PUBLIC AFFAIRS LEADERSHIP SUMMIT

The Public Affairs Leadership Summit will help you develop – or further develop – the skills to become a leading, in-demand public affairs strategist, opening doors for your function. Our program is about strategic thinking, planning, execution and assessment, and the relationship between public affairs strategies and tactics and your organization's bottom-line goals. This event is an annual conference held virtually or in Washington, D.C., in spring/summer.

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## DIGITAL MEDIA & ADVOCACY SUMMIT

The Digital Media & Advocacy Summit is the premier event for the digital advocacy, public affairs and grassroots communities. The Summit brings together digital experts and experienced practitioners from Fortune 500 companies, influential advocacy groups and leading associations for a full day of idea sharing, networking, tactical skill building and access to the latest content. This conference is held in Washington, D.C., in spring/summer.

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## GOVERNMENT RELATIONS & POLICY CONFERENCE

The Public Affairs Council's Government Relations & Policy Conference is the foremost event bringing together practitioners, experts and consultants to discuss fundamentals, emerging trends and advanced strategies in local, state and federal government relations. Key to this conference are community-building and networking opportunities where practitioners and consultants can establish new connections and gain insights from each other. This annual conference is held in Washington, D.C., in late summer/fall.

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## SPRING EXECUTIVE CONFERENCE

The Council's Spring Executive Meeting is a must-attend event for senior executives from top companies, associations, other nonprofits and consultancies. This meeting features high-level presentations and discussions about politics, business strategy and emerging issues in the public affairs profession. The Spring Executive Meeting is held in April in Washington, D.C., and is open to the Council's nearly 200 board members as well as other senior-level public affairs executives.

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## STR/DE – A SOCIAL IMPACT SUMMIT

STR/DE is the Council's newest professional development conference for public affairs professionals focused on social good and sustainability. This program is centered on two key drivers: advancing social impact and dismantling inequities. The Summit will inform, challenge, and build community with engaging experts, relevant and actionable content and exceptional networking opportunities. The program provides multiple avenues to network and build connections with leaders from across all sectors. This summit is held in the fall/winter in Washington, D.C.

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## D.C. STUDY TOUR

The D.C. Study Tour is a three-day program featuring interactive discussions and site visits designed to enhance participants' understanding of public affairs from the Washington perspective. Attendees visit with decision makers from Capitol Hill and federal agencies; D.C. insiders in academia, journalism, foreign diplomacy and nonprofits; as well as "best in class" Council members, including consultants and trade associations. The Study Tour attracts attendees from all over the world and is held in the fall.

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## WEBINAR SPONSORSHIPS

Council webinars average more than 150 registrants – a number that has doubled in recent years. Attendees include public affairs practitioners and executives that work across a broad spectrum of function areas and job titles. Webinar topics include strategies for best practices in government relations, crisis communications, PAC management, digital advocacy, corporate responsibility and much more.

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## IMPACT

*Impact* is the award-winning, flagship newsletter of the Public Affairs Council. Each issue includes in-depth analysis on the latest topics and trends affecting public affairs and is distributed to a list of more than 16,000 professionals.

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## JOBS PAGE

The Public Affairs Council's jobs board webpage is an online career center that is updated daily and displays the most recent public affairs job announcements and career opportunities from top corporations, associations and firms. The jobs page is the Council's most visited webpage, averaging more than 7,000 visits per month and growing.

## Important Sponsorship Information

Annual Sponsors will receive exclusive advanced access to individual event sponsorship packets before being released to the broader community. Annual Sponsors will be given at least three (3) business days advanced notice of the release date to plan accordingly. Once the selection process has opened, Annual Sponsors will have five (5) business days to make their selections of their preferred sessions/items prior to sponsorship sales opening to non-Annual Sponsors.

- Once released, Annual Sponsors will be asked to submit their top three sponsorship selections in rank order and priority will be given on a **first-come, first served basis**.
- If Annual Sponsors have NOT made selections prior to the selection deadline, sponsors will not lose guaranteed benefits, however, a selection of a session or item will be made on their behalf.



# Application for 2025 Annual Sponsorship Package

Submit to: Kristin Hanley | [khanley@pac.org](mailto:khanley@pac.org) | 202.787.5968

## SPONSOR INFORMATION

Sponsor Level:

LEADER - \$39,000    PATRON - \$24,000    SUPPORTER - \$16,500

Please also enroll me in [Membership Plus+](#) (this member benefit gives your entire team access to 45+ workshops a year for an additional \$3,000).

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

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

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

Address: \_\_\_\_\_

*Street Address*

*City*

*State*

*Zip Code*

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

Additional Email(s) for Selection: \_\_\_\_\_

Website: \_\_\_\_\_

## SUPPORTER LEVEL SPONSOR ONLY

For Supporter level sponsors **ONLY**, please list the 4 events that you would like to sponsor (*see page 5*):

1: \_\_\_\_\_

2: \_\_\_\_\_

3: \_\_\_\_\_

4: \_\_\_\_\_

Membership is required to be an annual sponsor.

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 Credit Card       Prefer to pay by Check

Prefer to pay by EFT

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

By signing this document, I acknowledge that I have read and agree to abide by the Public Affairs Council's [Event Code of Conduct](#) as well as our [General Conference Policies](#), including our [Sponsor Policies](#) and our [Exhibitor Policies](#).

## CANCELLATIONS

Cancellations are not permitted for annual sponsorships once payment has been remitted.



**PUBLIC AFFAIRS COUNCIL | 2121 K ST. N.W., SUITE 900,  
WASHINGTON D.C. 20037 | 202.787.5968**