



the  
**advocacy**  
conference

grassroots • communications • lobbying

**2025 Sponsorship Opportunities**

## Overview of Sponsorship Opportunities

Benefits	Platinum	Premier	Champion
Free Conference Registration	3	2	1
Additional Discounted Registrations (50% off early bird registration fees)	2	1	
Attendee Full Contact Information & Advanced Release	20 business days	15 business days	10 business days
Display of Name & Logo in Conference Space	YES	YES	YES
Inclusion in Marketing Emails	ALL	ALL	2
Recognition in Conference App	YES	YES	YES
Resource Marketplace Registration (*Based on availability. Priority given to Annual Sponsors)	FREE*	FREE*	FREE*
Promote Social Activities You're Offering to Attendees	YES	YES	YES
Price	\$11,000	\$7,500	\$5,000

### Important Instructions When Registering as a Sponsor:

- You must be a **Public Affairs Council member** in good standing at the time of the meeting 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 our full sponsor and conference attendee policies](#)

## Unique Branding Opportunities for This Conference

### Standing Gadget Charging Station

Help keep attendees connected at the conference. Sponsorship includes a standing charging station for attendees to charge their devices with electrical outlets provided by the Council. Your company logo will be included on a Council designed wall display on the area shown in the example photo. Sponsors are also welcome to provide items to enhance the area provided that they do not block the chargers.

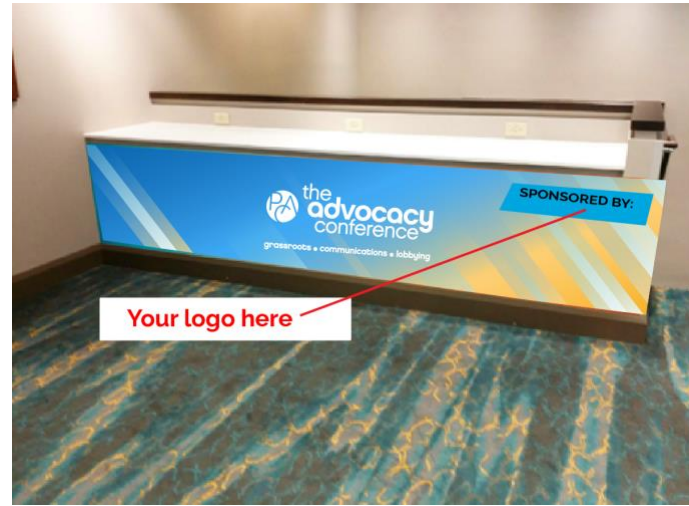
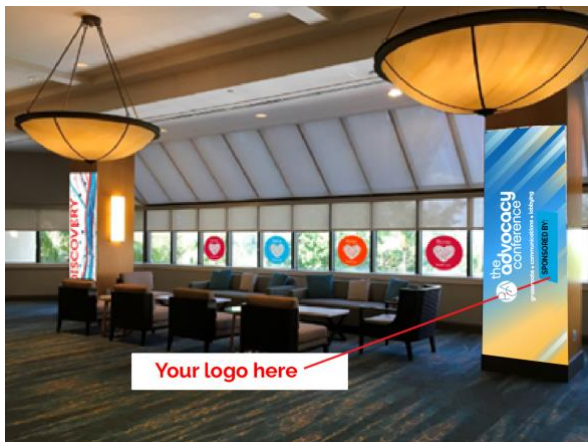


Figure 1 Graphics subject to change; this image is for example purposes only.



### Pillar Signage

Maximize your exposure with signage on large pillars in a high traffic area. The branded pillars will be in the pre-function space near the conference registration check-in area, the general session room as well as breakout and networking break spaces. Your company logo will be included on a design provided by the Council.

Figure 2 Graphics subject to change; this image is for example purposes only.

### Wall Signage

Maximize your exposure with signage on the wall at the top of the escalators in our conference space. This is a high traffic area that all attendees will traverse during the conference and also surrounds digital screens providing location and other information to direct traffic in and around the hotel. Your company logo will be included in a design provided by the Council.

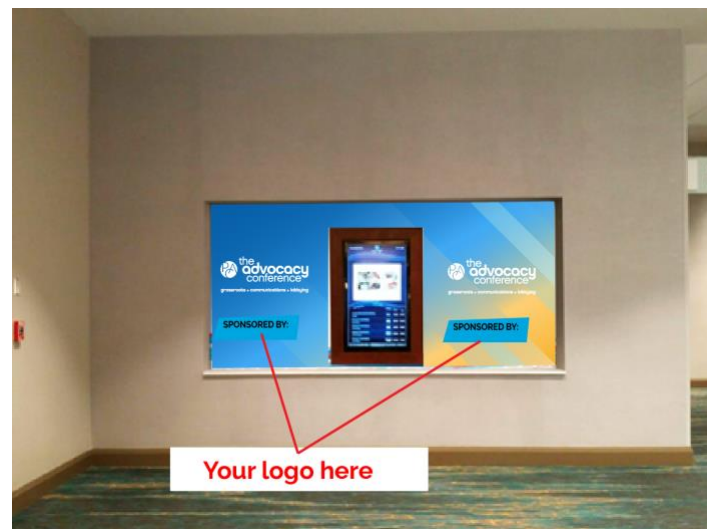


Figure 3 Graphics subject to change; this image is for example purposes only.



## Sponsorship Options

### **Branded Items (like Lanyards, Tote Bags, 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.

### **General Sessions/Keynotes**

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, Luncheons and Receptions**

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.

### **Standing Gadget 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.

### **Morning Fitness**

Help start the conference day off on the right foot by sponsoring two morning fitness options -- an early morning yoga class and a run/walk group. Participants can sign-up for a morning yoga class (up to 30 participants per day) which will be led by a professional yoga instructor. Or they can choose to run or walk with their fellow industry peers to network and make new friends along the way. Both events will take place rain or shine on the mornings of February 3 and 4 before breakfast. Weather permitting, yoga will be held beachside. A cooling workout towel with your logo will be provided to all participants. Attendee participation is optional.

### **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 information.

### **Professional Headshots**

Make attendees smile as the professional headshot sponsor for the conference. A photographer will be on-site to provide attendees with an opportunity to update their professional photo the afternoon of February 3. Signage near the headshot station will be provided to advertise your sponsorship.

### **Mobile App**

As the official sponsor of the conference mobile app, your company will be prominently recognized with a banner ad that will link to your conference website. 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.

### **Snacks and Dessert in the Exhibit Hall**

The Council will provide snacks and/or dessert at an afternoon break during the conference. Your company logo will be displayed on napkins during the break.

## Sponsorship Packages

### PLATINUM SPONSOR | \$11,000

#### REGISTRATION BENEFITS

- Three (3) free conference registrations
- Up to two (2) additional registrations at 50% off of the early bird price. *Additional discounts like the multiple participant discount cannot be combined with this discount. Sponsors are welcome to offer their discounted registrations to a staff member, client, or potential customer.*
- 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.*
- An exhibitor table at the Resource Marketplace will be provided complimentary **on a space available basis** to sponsors who confirm their desire to participate at the time they submit their sponsorship application. Priority for booth space is given first to Annual Sponsors and then Platinum sponsors. *Exhibit booth space availability will be confirmed no later than December 20, 2024.*

#### MARKETING BENEFITS

- 20-business day advance release of the participant list that includes mail and email address information, with updates sent each week leading up to the conference. The participant list with contact information is an exclusive benefit for sponsors.
- Prominent display of the company name and logo throughout the conference space throughout the event
- Inclusion of the company logo in all conference marketing, with recognition of sponsorship
- 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

### Select ONE of the following PLATINUM SPONSORSHIP OPTIONS

*Opportunity to address full conference body with brief remarks (1-2 mins):*

#### General Sessions

- ~~Opening Keynote: Communication in an Age of Discord and Distrust [Feb 3]~~
- ~~Day 1 Afternoon Keynote: Strengthening Democracy Through Grassroots Actions [Feb 3]~~
- ~~Day 2 Morning Keynote: What's Next for Washington with a New Congress and Administration [Feb 4]~~
- Day 2 General Session/Innovation Awards Lunch [Feb 4]
- ~~Day 3 Morning Keynote: Empowering Stories from Advocacy Champions [Feb 5]~~
- Closing Keynote: Talking on Eggshells [Feb 5]

#### Networking Lunch

- Buffet Luncheon [Feb 3]

#### Networking Receptions

- Welcome Reception [Feb 2]
- Closing Reception [Feb 4]

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

- Morning Fitness [Feb 3 & 4] **NEW** *(more details on page 4)*
- Professional Headshots [Feb 3] **NEW** *(more details on page 4)*
- Pillar Signage **NEW** *(more details on page 3)*
- Wall Signage **NEW** *(more details on page 3)*
- ~~Conference Lanyards~~
- ~~Conference Wi-Fi Access~~
- Conference Mobile App
- Conference Tote Bags
- Conference Notebooks
- Individual Hand Sanitizer
- Re-useable Water Bottles
- Luggage Tag **NEW**

View the conference agenda [HERE](#)

## Sponsorship Packages

### PREMIER SPONSOR | \$7,500

#### REGISTRATION BENEFITS

- Two (2) free conference registrations
- Up to one (1) additional registration at 50% off of the early bird price. *Additional discounts like the multiple participant discount cannot be combined with this discount. Sponsors are welcome to offer their discounted registration to a staff member, client, or potential customer.*
- 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.*
- An exhibitor table at the Resource Marketplace will be provided complimentary **on a space available basis** to sponsors who confirm their desire to participate at the time they submit their sponsorship application. Priority for booth space is given first to Annual Sponsors followed by Platinum and then Premier sponsors. *Exhibit booth space availability will be confirmed no later than December 20, 2024.*

#### MARKETING BENEFITS

- 15-business day advance release of the participant list that includes mail and email address information, with updates sent each week leading up to the conference. The participant list with contact information is an exclusive benefit for sponsors.
- Prominent display of the company name and logo throughout the conference space throughout the event
- Inclusion of the company logo in all conference marketing, with recognition of sponsorship
- 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

### Select ONE of the following PREMIER SPONSORSHIP OPTIONS

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

#### Breakfasts

- Networking Breakfast [Feb 3]
- Networking Breakfast [Feb 4]
- Networking Breakfast [Feb 5]

#### Pre-Conference and Breakout Sessions

- Building Your Personal Brand [Feb 2]
- Networking Icebreaker Roundtables [Feb 2]
- Optional Industry Meetups [Feb 3]

View the conference agenda [HERE](#)

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

- ~~Standing Gadget Charging Station~~ *(more details on page 3)*
- Branded Pen
- Branded Lip Balm
- Branded Hand Lotion
- Branded Mini-Sunscreen
- 1 oz. Electronic/Glass Cleaning Spray w/ Cloth **NEW**
- ~~Signature cocktail to be featured at the Resource Marketplace reception [Feb 3] -- branded cup provided~~
- Refreshment Break in the Exhibit Hall [Feb 3]

## Sponsorship Packages

### CHAMPION SPONSOR | \$5,000

#### REGISTRATION BENEFIT

- One (1) free conference registration
- An exhibitor table at the Resource Marketplace will be provided complimentary **on a space available basis** to sponsors who confirm their desire to participate at the time they submit their sponsorship application. Priority for booth space is given first to Annual Sponsors followed by Platinum, then Premier and finally Champion sponsors. *Exhibit booth space availability will be confirmed no later than December 20, 2024.*

#### MARKETING BENEFITS

- 10-business day advance release of the participant list that includes mail and email address information, with updates sent each week leading up to the conference. The participant list with contact information is an exclusive benefit for sponsors.
- Display of the company name and logo throughout the conference space throughout the event
- Inclusion of the company logo in two (2) conference marketing emails, with recognition of sponsorship
- 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

## Resource Marketplace

The Advocacy Conference | February 3-4, 2025 | Ft. Lauderdale, FL.

### ABOUT THE RESOURCE MARKETPLACE

The Resource Marketplace is an outstanding opportunity to share your expertise with the community. Whether displaying a featured product, connecting with conference attendees on your services or making vital business connections, the Resource Marketplace is *the* place to be. The Resource Marketplace gives you plenty of time — and space — to network with potential clients and showcase your products and services. With all conference breaks held nearby, you will get a steady flow of interested attendees all day long. The Marketplace concludes with a reception for all attendees and speakers from 5:30–7 p.m.



### SCHEDULE

- *Set-up time:* February 3, 2025 -- 9 a.m. – Noon
- *Exhibit Hall Opening Times:*
  - February 3: Noon – 6:30 p.m. (*the Evening Networking Reception will be held in the Marketplace*)
  - February 4: 9:00 a.m. – 12:30 p.m.
- *Breakdown time:* February 4, 2025 – 12:30 – 2 p.m.

### COSTS

Space is guaranteed to all Annual Sponsors. Participation for Platinum, Premier and Champion sponsors will be based on availability with priority given to Platinum, then Premier followed by Champion sponsors. If space is available, participation will be provided FREE to all sponsor levels.

### WHAT PARTICIPATION INCLUDES

- One 6-foot display table
- Complimentary registration for TWO company staff to the Marketplace ONLY (in addition to staff paying to attend the entire conference)
- Attendance at the Resource Marketplace reception (*registration to attend other portions of the conference requires a separate conference registration*)



### ADDITIONAL INFORMATION

- Due to last-minute additions and changes, booth assignments will not be provided prior to your arrival at the conference. Booth assignments are made at Council staff's discretion, with preferential placement given to event sponsors.
- To assure the safety and timely delivery of your property, we ask that you contact the meeting venue directly and work with their staff to coordinate the shipping, storage, and on-site retrieval of any shipped items. Contact information will be provided with your confirmation.
- Review our [Event Code of Conduct](#) and our [Exhibitor Guidelines/Policies](#)





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## Sponsorship Registration

The Advocacy Conference

February 2-5, 2025 | Marriott Harbor Beach Resort | Ft. Lauderdale, Fla.

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

### SPONSOR INFORMATION

Sponsor Level:  PLATINUM (\$11,000)  PREMIER (\$7,500)  CHAMPION (\$5,000)

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

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

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

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

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

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

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

### 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. \_\_\_\_\_

### RESOURCE MARKETPLACE

Do you plan to use your complimentary registration to the Resource Marketplace?

*Booth space is only guaranteed to Annual Sponsors with priority for remaining booth spaces given first to Platinum, then Premier followed by Champion sponsors. Exhibit booth space availability will be confirmed no later than December 20, 2024.*

Yes  No

If yes, who from your company will handle the logistics for the Marketplace?

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

### 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 Public Affairs Council's [Event Code of Conduct](#) as well as our [General Conference Policies](#), including but not limited to our [Sponsor Policies](#) and our [Exhibitor Policies](#).

**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).