

The logo for the National PAC Conference, featuring the words "NATIONAL PAC CONFERENCE" in a bold, sans-serif font. "NATIONAL" and "CONFERENCE" are in black, while "PAC" is in white and set against a blue rectangular background. The text is centered within a white rounded rectangle that is part of a larger graphic design.

# **NATIONAL PAC CONFERENCE**

**Growing PACs since 1976**

**2025 Sponsorship Opportunities**  
**February 23-26**  
**Austin, TX**

## OVERVIEW OF SPONSORSHIP OPPORTUNITIES

Benefits	Platinum	Premier	Champion
Free Conference Registration	3	2	1
# of Additional Registrations at 50% off the early bird registration fee	2	1	0
Attendee Full Contact Information & Advanced Release	20 business days	15 business days	10 business days
Inclusion in Marketing Emails	All	All	2
Resource Marketplace Registration (*Based on availability. Priority given to Annual Sponsors)	FREE*	FREE*	FREE*
Company Information in Conference Mobile App	YES	YES	YES
Price	\$11,000	\$7,500	\$5,000

### IMPORTANT SPONSOR INFORMATION

- 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 notify you upon receipt of your registration form. Within 10 business days, we will notify you as to whether your preferred sponsorship option 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 [khanley@pac.org](mailto:khanley@pac.org).
- Except where noted, sponsorship does 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

This year, the Public Affairs Council will be creating a gaming center/activation space within our conference exhibit hall, the Resource Marketplace, which will be accessible to all attendees **February 24 from 12:15 – 6:30pm**. This space will not only be used to encourage participants to connect with sponsors, but also to network, unwind and have some fun! Each individual item listed below will be available to sponsor.

For all individual game sponsorships, the sponsoring company is welcome to host tournaments. Each game will be provided by the Public Affairs Council. **Tournaments and any related prizes will be the responsibility of individual sponsors to host/coordinate.**

Game options are as follows\*:

Jenga



Cornhole



Air Hockey



Connect4



Claw Machine



Custom Coloring Wall



Classic Arcade Games



Digital Caricature Artist



Fortune Teller



\* Please note that the images used here are for illustration purposes ONLY and do not reflect the final design of the product that will be provided.

## **ADDITIONAL SPONSORSHIP OPTIONS**

### **Branded Items (like 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.

### **Awards Presentation Sponsor**

The conference features an awards presentation prior to our closing reception. The awards presentation sponsor will have their logo prominently displayed during the awards presentation and may designate a representative from their company who will assist on stage. A script will be provided by the Council.

### **Individual Awards Sponsors**

The individual awards sponsors will assist in handing out the awards and have 1-2 minutes to address the audience prior to handing out the award. Script assistance will be provided by the Council.

### **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.

### **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.

### **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.

### **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.

## PLATINUM - \$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

### MARKETING BENEFITS

- 20-business day advance release of the participant list that includes contact information (including mailing address information and email addresses) 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

## PLATINUM SPONSORSHIP OPTIONS

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

#### Breakfasts

- Networking Breakfast [Feb 24]

#### General Sessions

- ~~Day 1 Opening Keynote: Topic TBA [Feb 24]~~
- Day 1 Afternoon General Session: Embracing Transparency [Feb 24]
- ~~Day 2 Opening Keynote: Topic TBA [Feb 25]~~
- 2025 Outstanding PAC Awards Ceremony [Feb 25]
- ~~Day 3 Opening Keynote: Outstanding PAC Awards Showcase [Feb 26]~~
- Closing General Session: Topic TBA [Feb 26]

#### Networking Lunch

- Buffet Luncheon [Feb 24]

#### Networking Receptions

- Welcome Reception [Feb 23]
- Outstanding PAC Awards/Closing Reception [Feb 25]

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:*

- ~~Conference Lanyards~~
- ~~Conference Mobile App~~
- ~~Conference Wi-Fi Access~~
- Conference Tote Bags
- Conference Notebooks
- Individual Hand Sanitizer
- Re-useable Water Bottles
- Exhibit Hall Game\*: Claw Machine
- Exhibit Hall Game\*: Custom Coloring Wall
- Exhibit Hall Game\*: Classic Arcade Games
- Exhibit Hall Game\*: Digital Caricature Artist
- Exhibit Hall Game\*: Fortune Teller

*\*All exhibit hall games (see page 3 for more information) will be available for access on Feb 24 from 12:15 – 6:30pm in the Resource Marketplace (see page 8)*

## PREMIER - \$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.

### MARKETING BENEFITS

- 15-business day advance release of the participant list that includes contact information (including mailing address information and email addresses) 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

## PREMIER SPONSORSHIP OPTIONS

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

#### General Sessions

- Opening General Session: Fundraising Panel [Feb 23]

#### Breakfasts

- Networking Breakfast [Feb 25]
- Networking Breakfast [Feb 26]

#### Awards

- Individual Awards Sponsors – Outstanding *Corporate* PAC Award [1 Available – awarded during PAC Awards Ceremony on Feb 25]
- Individual Awards Sponsors – Outstanding *Association* PAC Award [1 Available – awarded during PAC Awards Ceremony on Feb 25]

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:*

- Exhibit Hall Game\*: Giant Jenga
- Exhibit Hall Game\*: Cornhole
- Exhibit Hall Game\*: Air Hockey
- Exhibit Hall Game\*: Connect 4
- ~~Gadget Charging Station~~
- 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 24] – branded cup provided~~
- Refreshment Break in the Exhibit Hall [Feb 24]

*\*All exhibit hall games (see page 3 for more information) will be available for access on Feb 24 from 12:15 – 6:30pm in the Resource Marketplace (see page 8)*

## CHAMPION - \$5,000

### REGISTRATION BENEFIT

- One (1) free conference registration
- An exhibitor table at the Resource Marketplace will be provided complimentary.

### MARKETING BENEFITS

- 10-business-day advance release of the participant list that includes contact information (including mailing address information and email addresses) 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

National PAC Conference | February 24, 2025 | Austin, TX.

## 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 – 6:30 p.m.



## COSTS

Space is FREE for all sponsors.

## 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*)

## SCHEDULE

- *Resource Marketplace Date:* February 24, 2025
- *Exhibitor set-up time:* ~9 a.m. – 12:15 p.m.
- *Exhibit Hall Opening Times:* Noon – 6:30 p.m. (the Evening Networking Reception is held in the Marketplace)
- *Exhibitor breakdown time:* 6:30 – 8:30 p.m.

## 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.
- Review our [Exhibitor Guidelines/Policies](#)



# NATIONAL PAC CONFERENCE

Growing PACs since 1976

## Sponsorship Application

National PAC Conference

February 23-26, 2025 | Austin, Tx.

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

Would you like to participate in the Resource Marketplace?

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 Council's sponsor and exhibitor policies which can be viewed at [http://pac.org/conferences\\_policies#sponsors](http://pac.org/conferences_policies#sponsors) and [https://pac.org/conferences\\_policies#exhibitors](https://pac.org/conferences_policies#exhibitors)

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).