



STRIDE



A SOCIAL
IMPACT
SUMMIT

2024 SPONSORSHIP OPPORTUNITIES



ABOUT STR/DE

STR/DE: A Social Impact Summit is the Council's newest gathering for public affairs professionals working in social impact. Centered on corporate social responsibility, sustainability and diversity, equity and inclusion, STR/DE is a place to share ideas and network to create impact.



AUDIENCE

We expect over 100 DEI, sustainability, communications, government relations and public affairs professionals to attend this event. Attendees represent Fortune 500 companies, trade associations and non-profits, professional societies, consultancies and more.

SPONSOR BENEFITS

Promote and Showcase

Sponsoring STR/DE allows you to advertise your firm and services to our attendees. Your name and brand are present in pre-conference marketing and throughout the conference itself, giving you repeated exposure to this unique and incredibly engaged community. Sponsors will receive EXCLUSIVE ACCESS TO THE CONTACT INFORMATION FOR OUR ATTENDEES, including mailing and email addresses, for event-related communications. Please see our [sponsorship policies](#) for additional information regarding the use of this list.

Network and Connect

There will be numerous opportunities to network and meet new people in the profession. STR/DE provides valuable exposure to key public affairs decision-makers and leaders.

Overview of Sponsorship Opportunities

| Benefits | Platinum | Premier |
|------------------------------------------------------------------------|------------------|------------------|
| Free Conference Registration(s) | 2 | 1 |
| Discounted Registration(s) Available (taken at the early bird rate) | 2 @ 50% off | 1 @ 50% off |
| Opportunity to Introduce a Session | ✓ | |
| Opportunity to Sponsor a Branded Item | | ✓ |
| Attendee Contact Information & Advanced Release | 15 business days | 10 business days |
| Display of Name & Logo in Summit Space | ✓ | ✓ |
| Inclusion in Marketing Emails | All emails | 3 emails |
| Recognition on Summit Website and Conference App | ✓ | ✓ |
| Price | \$4,000 | \$3,000 |

Important Instructions When Registering as a Sponsor:

- You must be a **Public Affairs Council member** in good standing at the time of the meeting 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 to yborraycastillo@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](#)

Your Sponsorship Options

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.

Branded Items

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/Breakout Sessions

Maximize your exposure by addressing the audience. The sponsoring company's representative will introduce the speaker(s) and will have 1-2 minutes to address the audience.

Seated Luncheon

Maximize your exposure by addressing the audience at the luncheon. The sponsoring company's representative will have 1-2 minutes to speak.

Reception

The sponsoring company's representative will have 1-2 minutes to address the audience during the networking reception.

Sponsorship Packages

PLATINUM SPONSOR | \$4,000

REGISTRATION BENEFITS

- Two (2) free conference registrations.
- Up to two (2) additional registrations at 50% off 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.*
- Opportunity to address attendees.

MARKETING BENEFITS

- 15-business day advance release of the participant list with 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 all conference marketing emails with recognition of sponsorship.
- Recognition on the conference website.
- Inclusion of company information on the conference app.

Opportunities to address attendees with brief remarks (1-2 minutes).

- **Welcome Breakfast**
- **Opening Keynote: Post Election Playbook: Social Issues, Politics & Media**
- **Breakout Sessions I:**
 - * Gen Z and the Social Impact Economy
 - * Empowering Volunteerism for a Sustainable Future: Cultivating Community Engagement
- **Breakout Sessions II:**
 - * Case Study: Public-Private Partnerships for Inclusive Innovation
 - * Trust through Transparency
- **Networking Lunch**
- **Breakout Session III:**
 - * Risk Management in Social Impact
 - * Ethical AI in Public Affairs: Balancing Innovation with Responsibility
- **Closing Session: Strategic Frameworks for Times of Change**
- **Networking Reception**

View the conference agenda [HERE](#)

Sponsorship Packages

PREMIER SPONSOR | \$3,000

REGISTRATION BENEFITS

- One (1) free conference registration.
- One (1) additional registration at 50% off 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.*
- One (1) branded item.

MARKETING BENEFITS

- 10-business day advance release of the participant list with 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 three (3) conference marketing emails with recognition of sponsorship.
- Recognition on the conference website.
- Inclusion of company information on the conference app.

Sponsorship Registration

STR/DE

November 21, 2024 | AT&T Forum, 601 New Jersey Ave. | Washington, D.C.

Submit to: Yeraldin Borray | yborraycastillo@pac.org |

SPONSOR INFORMATION

Sponsor Level: Platinum (\$4,000) Premier (\$3,000)

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 sessions or branded items. Upon confirmation of your sponsorship, staff will work with you to finalize placement or item eligibility. (If selecting a breakout session, please specify the title below.)

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 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, e-mail 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 policies, which can be viewed at 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 Yeraldin Borray at yborraycastillo@pac.org.