

Annual Sponsorship European Programs



2025

SPONSOR BENEFITS

SHOWCASE YOUR BRAND

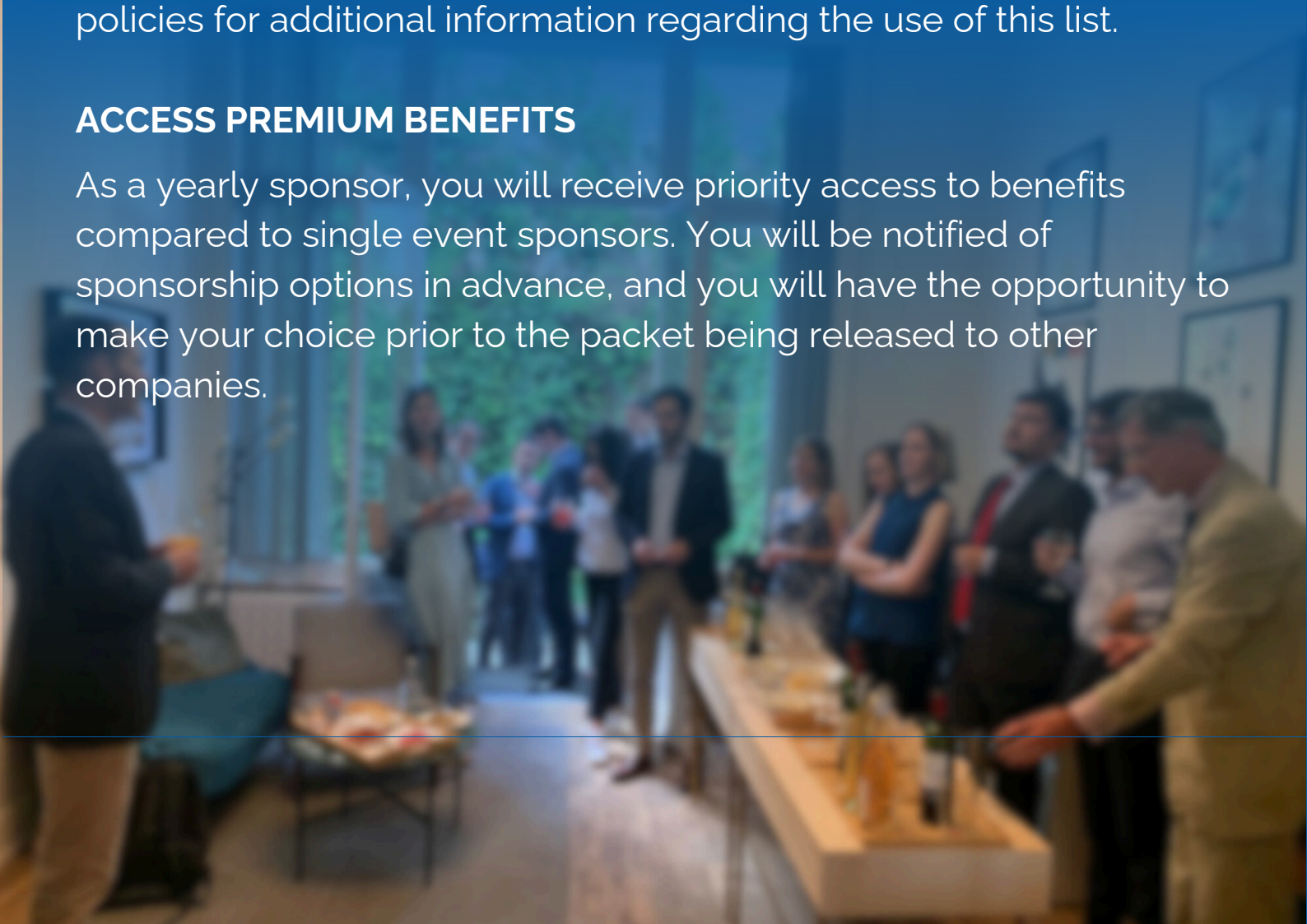
Sponsoring events allows you to promote your brand to attendees. Your name and brand are present during pre-conference marketing and throughout the conferences, which gives you ample exposure in front of key public affairs executives and other decision makers.

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 access to 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, and you will have 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 Worldwide

750+

Member Organizations

34K+

Social Media Followers

30

European Webinars, Workshops and Conferences Annually

Why sponsor Public Affairs Council events in Europe?

Joining the Public Affairs Council's European events as a sponsor is an excellent way to be part of the largest and most widely recognized global community of public affairs professionals. Through various sponsorship opportunities, you will be visible throughout the year to leaders and industry decision-makers in Europe and globally. As an annual sponsor, you will enjoy unique opportunities to:

- Reach a selected audience of transatlantic public affairs executives leading teams in Brussels, key European capitals, and globally.
- Position your brand as a thought leader in public affairs-related topics.
- Engage in face-to-face networking and take advantage of ample opportunities for personal interactions.

Sample Titles of Attendees Include: Director of European Markets | Director of Government Affairs | EU Policy Manager | Secretary General | Communication Manager | Head of EU Office | Director of External Affairs | Head of Public Affairs & Sustainability | Senior Policy Advisor | Senior Manager, Government & Public Affairs, EMEA | Deputy Head of Public Affairs

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WHAT DO I GET FROM MY SPONSORSHIP?

As annual partners of a Public Affairs Council European event, sponsors have access to a range of premium benefits, including:

- **Your logo** featured on the event webpage
- **Three free event registrations**
- **Your logo** displayed on event marketing emails and event reminders
- **2-minute speaking slot** before one conference session or moderation of one conference session (for conferences only)
- **One promotional material item** included in the conference handout and one featured text (for conferences only)
- **Sponsor recognition** in one social media post (two posts for conferences) and recognition by the moderator during the event
- **One branding display** at face-to-face events

YEARLY SPONSORSHIP OPTIONS FOR EUROPEAN PROGRAMS

FULL PREMIUM SPONSOR	Join our two flagship conferences in Europe as a premium sponsor, plus two European webinars of your choice	Individual value
	Brussels Public Affairs Forum (#BrusselsForum25)	€1795
	European Digital Advocacy Summit (#EUDAS25)	€1795
	Two webinars of your choice	€645
	Package pricing	€4195
FLAGSHIP PREMIUM SPONSOR	Join our two flagship conferences in Europe as a premium sponsor.	Individual value
	Brussels Public Affairs Forum (#BrusselsForum25)	€1795
	European Digital Advocacy Summit (#EUDAS25)	€1795
	Package pricing	€3295
MIXED PREMIUM SPONSOR	Join one of our flagship conferences in Europe as a premium sponsor, plus one European webinar of your choice.	Individual value
	Brussels Public Affairs Forum (#BrusselsForum25) or European Digital Advocacy Summit (#EUDAS25)	€1795
	One webinar of your choice	€645
	Package pricing	€2195
STUDY TOUR PREMIUM SPONSOR	Join our Brussels Public Affairs Forum plus the Brussels Study Tour as a sponsor	Individual value
	Brussels Public Affairs Forum (#BrusselsForum25)	€1795
	Brussels Study Tour	€845
	Package pricing	€1325
SINGLE EVENT GOLD SPONSOR	Join one of our events in Europe as a gold sponsor	Individual value
	Brussels Public Affairs Forum (#BrusselsForum25) or European Digital Advocacy Summit (#EUDAS25)	€1795
	Brussels Study Tour	€845
	One webinar of your choice	€645

Note: We have only one sponsor per webinar, and selection is made on a first-come, first-served basis.

WE VALUE YOU

We appreciate what you offer to the community and our events, and we're dedicated to helping you get the most out of this opportunity. We are happy to consider additional ideas for branding opportunities. Please contact us with your suggestions.

ANNUAL SPONSORSHIP REGISTRATIONS

Contact: João Sousa | Email: europe@pac.org



Public Affairs Council

