



DIGITAL MEDIA & ADVOCACY SUMMIT

JUNE 17, 2025

SPONSORSHIP INFORMATION

Overview of Sponsorship Opportunities

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 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](#)

Benefits	Platinum	Premier	Champion
Free Conference Registration(s)	2	1	0
Additional Discounted Registrations (50% off early bird registration fees)	0	0	1
Selection of Opportunity for a Branded Item and/or Addressing Summit Attendees (as indicated)	Branded Items OR Address Attendees	Branded Items ONLY	n/a
Attendee Contact Information & Advanced Release	20 business days	15 business days	10 business days
Display of Name & Logo in Summit Space	✓	✓	✓
Recognition on Summit Website and Conference App	✓	✓	✓
Price	\$5,000	\$4,000	\$2,500

Your Sponsorship Options

Branded Items (like Lanyards, Tote Bags, Notebooks, etc.)

Have your brand on display at the conference and beyond! Your company logo will be prominently displayed on items that many attendees take home as keepsakes.

Conference 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.

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.

Wi-Fi

Signage on tables (where possible) as well as PowerPoint slides will advertise your logo and the Wi-Fi password/access 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. Signage near the headshot station will be provided to advertise your sponsorship.

General Sessions/Breakout Sessions

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.

Sponsorship Packages

PLATINUM SPONSOR | \$5,000

REGISTRATION BENEFITS

- Two (2) free conference registrations
- 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.*

MARKETING BENEFITS

- 20-business day advance release of the participant list, with once 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 remaining conference marketing, with recognition of sponsorship. *(deadline for printed materials is May 23)*
- 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

PLATINUM SPONSOR

**SELECT ONE AS PART OF YOUR SPONSORSHIP:
EITHER A BRANDED SPONSORSHIP OR OPPORTUNITY TO ADDRESS ATTENDEES:**

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

- ~~Opening Keynote~~
- Breakout Session: Surviving the Inbox Apocalypse
- ~~Breakout Session: Advocacy in the Trump Era~~
- ~~Breakout Session: Crisis Mode~~
- Breakout Session: Google Analytics
- ~~Lunch Keynote~~
- ~~Breakout Session: Prompts, Pictures and Pixels~~
- ~~Breakout Session: Future-Proofing Your Advocacy Program~~
- General Session: Roundtable Discussions
- ~~Closing Keynote~~

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

- ~~Professional Headshots~~ **NEW**
- ~~Conference Lanyards~~
- Conference Notebooks
- Re-useable Water Bottles
- ~~Conference Tote Bag~~
- 1 oz. Electronic/Glass Cleaning Spray with Cloth

View the conference agenda [HERE](#)

Sponsorship Packages

PREMIER SPONSOR | \$4,000

REGISTRATION BENEFIT

- One (1) free conference registration
- Opportunity to select a branded sponsorship item. *Branded sponsorship items do NOT include the opportunity to address the attendees during the program.*

MARKETING BENEFITS

- 15-business day advance release of the participant list, with once 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 remaining conference marketing, with recognition of sponsorship. (deadline for printed materials is May 23)
- 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

SELECT ONE AS PART OF YOUR SPONSORSHIP

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

- Networking Breakfast (branded napkins and signage will be provided)
- Afternoon Refreshment Break (branded napkins will be provided during the break)
- ~~Networking Reception (branded napkins and cups will be provided)~~
- Gadget Charging Area
- ~~Conference Mobile App~~
- Conference Wi-Fi
- ~~Branded Conference Pen~~

As a reminder, the PREMIER sponsorship level does NOT include the option to make remarks

View the conference agenda [HERE](#)

Sponsorship Packages

CHAMPION SPONSOR | \$2,500

REGISTRATION BENEFIT

- One (1) registration at 50% off of 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.*

MARKETING BENEFITS

- 10-business day advance release of the participant list, with once 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 remaining marketing, with recognition of sponsorship (only guaranteed with confirmed commitment prior to May 19)
- 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



Sponsorship Registration

Digital Media and Advocacy Summit

June 17, 2025 | The LINE Hotel, Washington, D.C.

Submit to: Yeraldin Borray | yborraycastillo@pac.org | phone: 202.787.5961

SPONSOR INFORMATION

Sponsor Level:	<input type="checkbox"/> Platinum (\$5,000)	<input type="checkbox"/> Premier (\$4,000)	<input type="checkbox"/> Champion (\$2,500)
Organization:	<hr/>		
Contact Name:	<hr/>		
Job Title:	<hr/>		
Address:	<hr/>		
	<i>Street Address</i>		
	<hr/>	<hr/>	<hr/>
	<i>City</i>	<i>State</i>	<i>Zip Code</i>
Phone:	<hr/>		
	<i>Email:</i>		
Web Address:	<hr/>		
	<i>Twitter Handle:</i>		

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.

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 [Yeraldin Borray](#) 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 Code of Conduct and Sponsor Policies which can be viewed at https://pac.org/conference_policies#code_of_conduct and 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.