

2026

ANNUAL SPONSORSHIP PROSPECTUS



Annual Sponsor Benefits

SHOWCASE YOUR BRAND

Gain visibility before, during and after Council events. Your name and logo appear in pre-event marketing and throughout programming, putting your brand in front of top public affairs executives and key decision makers.

NETWORK AND CONNECT

Build direct relationships at every event. Sponsors receive attendee lists, including email addresses, an exclusive benefit that deepens engagement with today's leaders and tomorrow's decision makers.

(See [Sponsor Policies](#) for list usage.)

ACCESS PREMIUM OPPORTUNITIES

Annual Sponsors enjoy first access to sponsorship options before they're opened to single-event partners, securing the most in-demand opportunities and maximizing exposure.

“The value of Council membership cannot be matched... from signature events to workshops and webinars focused on topics like public affairs management, advocacy, government relations, social impact, PACs and campaign finance. There is no other nonpartisan, international public affairs organization that provides **executive education to public affairs leaders and young professionals.**”

– Ellie Shaw

Director of Federal Government Affairs, American Express

“Public affairs executives are being asked to show the value of their work in **real, impactful terms. The Council's research and expertise** provide compelling trends that help us stay ahead of an evolving value proposition... **this is what sets the Council apart.**”

– Greg Crist

Chief Advocacy Officer & Head of External Affairs, Advanced Medical Technology Association (AdvaMed)

LEVERAGE THE
LARGEST PUBLIC
AFFAIRS COMMUNITY

Council Reach

14K+

Public Affairs Professionals

775+

Member Organizations

5K+

Unique Conference
Attendees Annually

38K+

Social Media Followers

70+

Webinars, Workshops
and Conferences Annually

25%

Growth in Workshop Attendance

2025 Gold
TRENDY
Award

Outstanding Association
Newsletter – Impact

2026 Public Affairs Council Events

EVENTS FROM THE U.S. OFFICE

PUBLIC AFFAIRS INSTITUTE

Jan 12–15, 2026 | Laguna Beach, CA

The Council's premier executive education program is a three-year course of study with small, carefully selected classes of 35 participants. The program offers unmatched opportunities to learn from expert faculty, exchange insights and build peer relationships at the highest level of the profession.

THE ADVOCACY CONFERENCE

Jan 26–29, 2026 | Phoenix, AZ

The nation's largest gathering of grassroots, communications and digital advocacy professionals brings together 450 practitioners, experts and consultants to share emerging trends and advanced strategies. Sponsorship ensures high visibility across all programming and networking, aligning your brand with the leading advocacy event.

NATIONAL PAC CONFERENCE

Mar 2–5, 2026 | Tampa, FL

The foremost event for professionals with PAC-related responsibilities combines essential skills training with sessions on fundraising, political strategy, communications and compliance. With 350 participants, sponsorship provides premier exposure alongside the Council's most recognized PAC event.

SPRING EXECUTIVE CONFERENCE

Spring 2026 | Washington, D.C.

A must-attend event for senior executives from companies, associations, nonprofits and consultancies, featuring high-level discussions on politics, business strategy and emerging issues. Sponsorship offers access to an exclusive leadership audience, positioning your brand at the forefront of public affairs.

TECHNOLOGY / AI SUMMIT (NEW)

Summer 2026 | Washington, D.C.

A new, high-profile event exploring how AI and technology are reshaping public affairs. This event helps professionals navigate data security, emerging tools and future-focused strategies. Sponsorship positions your organization as a thought partner in how the profession adapts and thrives in a rapidly changing landscape.

GOVERNMENT RELATIONS & POLICY CONFERENCE

Fall 2026 | Washington, D.C.

The leading event on fundamentals, emerging trends and advanced strategies in local, state and federal government relations. The event brings together 200 practitioners and consultants to exchange ideas, build connections and strengthen their government relations work. Sponsorship ensures recognition at the center of the policy community.

EVENTS FROM THE EU OFFICE

BRUSSELS PUBLIC AFFAIRS FORUM

June 24, 2026 | Brussels

The premier gathering for practitioners and strategists in EU and global public affairs. The forum brings together more than 100 executives from European and Fortune 500 companies to explore how shifting priorities, new leaders and global dynamics are reshaping policy and advocacy. Sponsorship aligns your brand with Europe's most influential public affairs event and ensures visibility among top international decision makers.

BRUSSELS STUDY TOUR

June 25–26, 2026 | Brussels

A two-day immersive program offering first-hand insight into how public affairs, advocacy and lobbying operate within the EU. Participants engage in high-level discussions and site visits to the EU Commission and Parliament. Sponsorship connects your organization to an elite group of global practitioners and demonstrates your leadership within the EU policy environment.

BRUSSELS TECH FOR PA SUMMIT

Dec 1–2, 2026 | Brussels

The leading event for public affairs professionals navigating the impact of technology on the field. The summit expands on the success of the European Digital Advocacy Summit, bringing together more than 100 executives from major companies and associations to explore how artificial intelligence (AI) and emerging technologies are reshaping advocacy and trust. Sponsorship positions your brand as a forward-looking partner driving innovation across the global public affairs community.

BRUSSELS COMBINED PACKAGE

Sponsor two international events for one discounted rate. The package includes all Leader-level benefits at either the Brussels Forum + Study Tour or the Brussels Forum + TechForPA Summit, maximizing reach and recognition across Europe's premier public affairs gatherings.

Annual U.S. Sponsorship Packages & Benefits at a Glance

(Council membership required)



NEW

Visionary: \$65,000

Total Value: \$80,000

ONLY 3 AVAILABLE

The highest level of visibility, access and impact

VISIONARY-LEVEL CONFERENCE SPONSORSHIPS:

- **Includes all Leader-level Benefits** (\$55,000 value)
- **Public Affairs Institute Sponsorship** (\$15,000 value)
 - Sponsor one cohort (first, second or third year)
 - One complimentary registration for the full event
- **Private, Curated Executive Event** (\$10,000 value)
 - Tailored networking opportunity with senior leaders



Leader: \$45,000

Total Value: \$55,000

Priority access, premier placement and expansive reach.

LEADER-LEVEL CONFERENCE SPONSORSHIPS:

- **The Advocacy Conference** (\$12,000)
Jan. 26–29, 2026, Phoenix, AZ
- **National PAC Conference** (\$12,000)
Mar. 2–5, 2026, Tampa, FL
- **Spring Executive Conference** (\$7,000)
Apr. 2026, Washington, D.C.
- **Technology / AI Summit (NEW)** (\$4,000)
Summer 2026, Washington, D.C.
- **Government Relations & Policy Conference** (\$5,000)
Fall 2026, Washington, D.C.

ADDITIONAL BENEFITS:

- **10 Complimentary Registrations + 7 at 50% off** (usable at any event)
- **Preferred Partner Status*** (\$5,000)
- **Event Sponsorships & Digital Engagement Credits** (\$10,000)

*Preferred Partner status includes Council membership dues and additional benefits (details forthcoming).

Annual U.S. Sponsorship Packages & Benefits at a Glance

(Council membership required)



Patron:
\$28,000

Total Value: \$37,000

Strong visibility and meaningful engagement across Council events

PATRON-LEVEL CONFERENCE SPONSORSHIPS:

- The Advocacy Conference (\$8,500)
- National PAC Conference (\$8,500)
- Technology / AI Summit (NEW) (\$3,000)
- Government Relations & Policy Conference (\$4,000)

ADDITIONAL BENEFITS:

- 6 Complimentary Registrations + 4 at 50% off (usable at any event)
- Preferred Partner Status* (\$5,000)
- Event Sponsorships & Digital Engagement Credits (\$8,000)



Supporter:
\$19,000

Total Value: \$26,500

Foundational sponsorship for broad exposure and flexible access

SUPPORTER-LEVEL CONFERENCE SPONSORSHIPS:

- The Advocacy Conference (\$6,000)
- National PAC Conference (\$6,000)
- Technology / AI Summit (NEW) (\$2,000)
- Government Relations & Policy Conference (\$2,500)

ADDITIONAL BENEFITS:

- 3 Complimentary Registrations + 2 at 50% off (usable at any event)
- Preferred Partner Status* (\$5,000)
- Event Sponsorships & Digital Engagement Credits (\$5,000)

*Preferred Partner status includes Council membership dues and additional benefits (details forthcoming).

Event Sponsorship Opportunities: Benefits at a Glance

Annual sponsors receive the first choice of available opportunities.

EVENTS FROM THE U.S. OFFICE (WASHINGTON, D.C.-BASED & VIRTUAL OPPORTUNITIES)

Partner Spotlight Webinar: \$10,000

ONLY 5 AVAILABLE
First come, first served.
(limit 1 per sponsor)

A rare, high-profile opportunity for your organization to take the spotlight as the featured presenter during a 60-minute session. The recording is hosted on Council Connect for on-demand viewing, extending your reach long after the live event.

INCLUDES:

- Serve as a featured speaker(s)
- Recognition as an event sponsor
- Full registration list with participant contact information

Webinar: \$2,000

(40 available,
limit 5 per sponsor)

High-impact, one-hour virtual programs averaging over 100 registrants, with attendance doubling in recent years. Participants represent a wide range of public affairs roles and industries, engaging on timely topics including government relations, crisis communications, PAC management, grassroots and digital advocacy, corporate responsibility and more.

INCLUDES:

- Recognition as a sponsor on the Council website
- Verbal acknowledgement during opening remarks
- Complimentary registrations (3 for nonmembers; unlimited for members)
- Final registration list with participant contact information

Virtual Workshop: \$2,000

(40 available,
limit 3 per sponsor)

Two to three-hour livestreamed programs averaging more than 65 registrants, featuring mid- to senior-level practitioners across functions. Topics include government relations, crisis communications, PAC management, grassroots and digital advocacy and corporate responsibility.

INCLUDES:

- Listed as a sponsor on website
- Recognition in opening remarks
- Complimentary registrations (3 for members; 2 for nonmembers)
- Final registration list with participant contact information

Event Sponsorship Opportunities: Benefits at a Glance

Annual sponsors receive the first choice of available opportunities.

EVENTS FROM THE U.S. OFFICE (WASHINGTON, D.C.-BASED & VIRTUAL OPPORTUNITIES)

Happy Hour: \$4,000

(limit 2 per sponsor)

Quarterly in-person networking events held in Washington, D.C., providing a casual, high-visibility setting to connect directly with public affairs professionals.

INCLUDES:

- Approximately 4 per year
- Multiple sponsors per event
- Listed on website and event signage
- Brief sponsor remarks
- Final registration list with participant contact information

Lunch & Learn: \$2,000

(limit 3)

Seasonal in-person sessions (spring, summer, fall) hosted at the Council's Washington, D.C. office on K Street. Designed for focused, topical discussions with engaged public affairs professionals.

INCLUDES:

- Approximately 3 events per year
- Multiple sponsors per event
- Listed on website and event signage
- Brief sponsor remarks
- Final registration list with participant details
- Council selects topic and secures speakers

Event Sponsorship Opportunities: Benefits at a Glance

Annual sponsors receive the first choice of available opportunities.

EVENTS FROM THE EU OFFICE (BRUSSELS-BASED OPPORTUNITIES)

Brussels Public Affairs Forum

Leader – \$5,000

INCLUDES:

- 3 complimentary registrations
- Speaker and session introductions
- Recognition from the stage
- 20 business days' advance access to attendee list
- Booth or table display
- Inclusion in marketing emails and 2 social posts
- Name and logo featured on event portal and agenda

Patron – \$3,000

INCLUDES:

- 1 complimentary registration
- Recognition from the stage
- 10 business days' advance access to attendee list
- Name and logo in conference space
- Inclusion in 2 marketing emails
- Name and logo featured on event portal and agenda

Brussels Study Tour

Leader – \$3,000

INCLUDES:

- 1 complimentary registration
- Speaker introduction and recognition at program opening
- 20 business days' advance access to attendee list
- Inclusion in marketing emails
- Name and logo featured on event portal and agenda

Patron – \$1,500

INCLUDES:

- Recognition at program opening
- 10 business days' advance access to attendee list
- Inclusion in 2 marketing emails
- Name and logo featured on event portal and agenda

Brussels TECH FOR PA Summit

Leader – \$4,000

INCLUDES:

- 3 complimentary registrations
- Speaker introduction
- Recognition from the stage
- 20 business days' advance access to attendee list
- Booth or table display
- Inclusion in marketing emails and 2 social posts
- Name and logo featured on event portal and agenda

Patron – \$2,000

INCLUDES:

- 1 complimentary registration
- Recognition from the stage
- 10 business days' advance access to attendee list
- Name and logo in conference space
- Inclusion in 2 marketing emails
- Name and logo featured on event portal and agenda

Event Sponsorship Opportunities: Benefits at a Glance

Annual sponsors receive the first choice of available opportunities.

EVENTS FROM THE EU OFFICE (BRUSSELS-BASED OPPORTUNITIES)

Brussels Combined Packages

Gain visibility across two premier international events with full Leader-level benefits at both. Engage with an exclusive, senior-level audience of public affairs, government relations and advocacy professionals representing multinational corporations, global associations and consultancies. Participants span industries and regions, offering direct access to the decision makers shaping policy, strategy and reputation in the EU and beyond.

Option 1:

Brussels Public Affairs Forum + TECH FOR PA Summit: \$7,000

OR

INCLUDES:

All **Leader-level benefits** at both events

Option 2:

Brussels Public Affairs Forum + Study Package Tour: \$6,500

Digital Engagement Opportunities: Benefits at a Glance

Annual sponsors receive the first choice of available opportunities.

State of Corporate Public Affairs Report: \$2,000

(3 available)

The most comprehensive benchmark on how corporations manage, fund, staff and evaluate their public affairs functions. The report draws from more than 150 companies and is widely circulated among senior professionals.

INCLUDES:

- Sponsor recognition in the report and on the Council website
- Complimentary copy of the report
- Verbal acknowledgement during the corresponding webinar
- Final registration list with participant contact information

Council Connect Resources Email: \$2,000

(12 available, limit 5)

The email is sent out monthly to approximately 9,500 U.S. members and features trending or new resources from the members-only platform. It includes ad placement in one issue and subject line inclusion ("Brought to you by..."). *Average open rate: 28%*

Impact Newsletter: \$2,000

(11 available, limit 5)

Flagship newsletter and winner of the 2025 Gold TRENDY Award. Distributed monthly (except August) to ~18,000 professionals. Includes ad placement in one issue (email + website). *Average open rate: 28%*

Jobs Page: \$2,000

(12 available, limit 5)

The Council's most-visited webpage, with ~20,000 monthly views. Includes sponsor recognition on the jobs board for four weeks.

The Loop: \$2,000

(4 available, limit 4)

Members-only quarterly newsletter to ~9,500 U.S. subscribers. Includes ad placement in one issue and subject line inclusion ("Brought to you by..."). *Average open rate: 25%*

Website Ad: \$1,500

(12 available, limit 5)

Prominent ad placement on the Council website, which receives ~40,000 user sessions per month. Runs for four weeks.

Upcoming Events Email: \$1,000

(limit 5)

Weekly email to ~15,000 subscribers featuring upcoming Council programs. Includes ad placement in one issue. *Average open rate: 30%*

Application for 2026 Annual Sponsorship Package

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

SPONSOR LEVEL (check one):

☐ **Visionary: \$65,000** ☐ **Leader: \$45,000**

☐ **Patron: \$28,000** ☐ **Supporter: \$19,000**

Membership dues are included in all annual sponsorship packages.

☐ **Add [Membership Plus+](#) (+\$3,000)**

Expand your team's access to 45+ professional development workshops each year.

Event Sponsorship & Digital Engagement Selections

Annual Sponsors receive the first choice of available opportunities. These options can supplement an Annual Sponsorship package or be purchased individually.

Instructions: Explore and select your **event sponsorship and digital engagement opportunities** (see pages 6–10). You may also finalize your selections later.

Total Event Sponsorship + Digital Opportunities Credits Available:

Visionary/Leader: \$10,000
Patron: \$8,000
Supporter: \$5,000

Event Sponsorship Selections

EVENTS FROM THE U.S. OFFICE (WASHINGTON, D.C.-BASED & VIRTUAL OPPORTUNITIES)

- ☐ **Partner Spotlight Webinar:** \$10,000 (limit 1, 5 total opportunities available)
- ☐ **Virtual Workshop Sponsor:** \$2,000 (limit 3) Quantity: _____
- ☐ **Webinar Sponsor:** \$2,000 (limit 5) Quantity: _____
- ☐ **Happy Hour Sponsor:** \$4,000 (limit 2) Quantity: _____
- ☐ **Lunch & Learn Sponsor:** \$2,000 (limit 3) Quantity: _____
- ☐ *We have space available to host an event and would like to explore in-kind Happy Hour or Lunch & Learn sponsorship opportunities.*

EVENTS FROM THE EU OFFICE (BRUSSELS-BASED OPPORTUNITIES)

Individual Event Opportunities

- | | | |
|-------------------------------|---|---|
| Brussels Public Affairs Forum | ☐ Leader: \$5,000 | ☐ Patron: \$3,000 |
| Brussels Study Tour | ☐ Leader: \$3,000 | ☐ Patron: \$1,500 |
| Brussels TECH FOR PA Summit | ☐ Leader: \$4,000 | ☐ Patron: \$2,000 |

Combined Package Opportunities

Maximize your European exposure across two premier Council events at a combined rate.

- ☐ **Brussels Forum + Study Tour: Leader: \$6,500**
- ☐ **Brussels Forum + TechForPA Summit: Leader: \$7,000**

Total Event Sponsorship Selections \$ _____

Event Sponsorship & Digital Engagement Selections

Digital Engagement Selections

☐ **State of Corporate Public Affairs Report: \$2,000** (3 available)

Quantity: _____

Associate your brand with the Council's most widely referenced benchmarking report. Includes sponsor listing in the report and on the website, complimentary copy, acknowledgement in the companion webinar and access to the final registration list.

☐ **Council Connect Resources Email: \$2,000** (12 available, limit 5)

Quantity: _____

Reach ~9,500 members monthly through the Council's curated resource newsletter. Includes ad placement and subject line inclusion ("Brought to you by...").

☐ **Impact Newsletter: \$2,000** (11 available, limit 5)

Quantity: _____

Promote your brand in the Council's flagship publication, reaching 18,000+ professionals. Includes ad placement in one issue (email + website).

☐ **Jobs Page: \$2,000** (12 available, limit 5)

Quantity: _____

Gain continuous exposure on the Council's most-visited webpage (~20,000 monthly views) for four weeks.

☐ **The Loop: \$2,000** (4 available, limit 4)

Quantity: _____

Connect with members through a quarterly newsletter exclusively for Council insiders. Includes ad placement and subject line inclusion ("Brought to you by...").

☐ **Website Ad: \$1,500** (12 available, limit 5)

Quantity: _____

Maintain ongoing visibility across ~40,000 monthly website sessions with a four-week placement.

☐ **Upcoming Events Email: \$1,000** (limit 5)

Quantity: _____

Reach 15,000+ subscribers weekly through the Council's highest-performing email series.

Total Digital Engagement Selections

\$ _____

+ Total Event Sponsorship Selections

\$ _____

Total Event Sponsorship & Digital Engagement Selections

\$ _____

Important Sponsorship Information

Applies to Annual Sponsors only

- **Exclusive Access:** Annual Sponsors receive advance access to individual event sponsorship packets before they are released to the broader community.
- **Advance Notice:** Annual sponsors are notified at least three (3) business days before public release.
- **Selection Window:** Annual sponsors have five (5) business days to confirm selections before opportunities open to single-event partners.
- **Selection Process:** Submit your top three (3) choices in rank order; priority is based on first-come, first-served.
- **Missed Deadline:** If selections are not made before the deadline, guaranteed benefits remain, and a comparable session or item will be assigned on your behalf.

Contact Information

Organization: _____

Contact Name: _____

Job Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Additional Email(s) for Selection Notices: _____

Website: _____

Payment Information

- After processing, you will receive a confirmation email with instructions for secure credit card payment via the online portal.
- If you prefer to pay by phone, contact khanley@pac.org.
- If paying by check, an invoice will be included with your confirmation.
- *The Public Affairs Council complies with the Payment Card Industry Data Security Standard (PCI DSS). Please do not send credit card information via voicemail, fax, email or text.*

Total Payment \$ _____

Payment Method (check one):

☐ Credit Card ☐ Check ☐ EFT

Authorization

By signing below, I acknowledge that I have read and agree to abide by the Public Affairs Council's Event Code of Conduct, General Conference Policies, Sponsor Policies and Exhibitor Policies.

Signature: _____ Date: _____

Cancellations

Cancellations are **not permitted** for annual sponsorships once payment has been remitted.