



grassroots • communications • digital

2026 Sponsorship Opportunities

Overview of Sponsorship Opportunities

Benefits	Leader	Patron	Supporter
Price	Members: \$12,000 Non-Members: \$15,000	Members: \$8,500 Non-Members: \$11,500	Members: \$6,000 Non-Members: \$9,000
Free Conference Registration	3	2	1
Additional Discounted Registrations (50% off early bird registration fees)	2	1	0
Attendee Full Contact Information & Advanced Release	20 business days	15 business days	10 business days
Display of Name & Logo in Conference Space	YES	YES	YES
Inclusion in Marketing Emails	ALL	ALL	2
Recognition in Conference App	YES	YES	YES
Resource Row Registration (previously the Resource Marketplace)	FREE	FREE	FREE
Promote Social Activities You're Offering to Attendees	YES	YES	YES

Important Instructions When Registering as a Sponsor:

- 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.
- Sponsorship applications can only be accepted by submitting a completed sponsorship registration form by email at khanley@pac.org.
- Except where noted, sponsorship may not include registration for the entire conference.

[Please click here to view our full sponsor and conference attendee policies](#)

Sponsorship Options

Branded Items (like Lanyards, Tote Bags, Hand Sanitizer, 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.

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.

Morning Yoga

Help start the conference day off on the right foot by sponsoring an early morning yoga class. Participants can sign up for a class (up to 30 participants per day) which will be led by a professional yoga instructor. A cooling workout towel with your logo will be provided to all participants. Attendee participation is optional.

Networking Lounge

Networking is often the #1 reason cited for attending the conference, so we're offering a dedicated space for it. Attendees can arrange 1:1 or small group meetups, or just hang out in the lounge to make connections. The lounge will also be equipped with electrical outlets for charging their devices. Signage outside the door will be provided, and sponsors are welcome to provide items to enhance the area.

Recharge Room

We know conferences can drain your social battery, so we're offering a quiet room where attendees can rest, charge their devices or get some work done. The Recharge Room will also feature complimentary chair massages by a licensed therapist on one day of the conference so attendees can take a moment to relax and unwind before jumping back into sessions. Signage outside the door will be provided, and sponsors are welcome to provide items to enhance the area.

Career Hub

Give professional careers a boost by sponsoring our Career Hub where attendees can get 1:1 coaching from an expert on LinkedIn profiles. Additionally, attendees will have access to a professional headshot station for an opportunity to update their professional photo. Signage outside the door will be provided.

Coaching Suite

Help attendees achieve their professional development goals with our 1:1 coaching. In the suite, attendees can meet up with leadership experts for a 30-minute coaching session. Signage outside the door will be provided.

Media Lab

Whether on mic, on stage, or on camera, the Media Lab is here to help attendees level up their communication skills. Coaches will be available for 1:1 sessions in media training, public speaking, and reputation and crisis management. Signage outside the door will be provided.

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.

Afternoon Refreshments

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.

Sponsorship Packages

LEADER SPONSOR

Member \$12,000 | Non-Member \$15,000

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 in Resource Row (previously the Resource Marketplace) will be provided complimentary.
- **NEW** Opportunity to submit a proposal for a Sponsor Spotlight session at the conference. **No sponsor is guaranteed a speaking slot.** Proposals will be selected by Council staff and the Advocacy Conference Advisory Committee on the strength of their topic, its relevance to the conference and the appeal for attendees. A maximum of nine (9) 30-minute slots will be available.

MARKETING BENEFITS

- 20-business day advance release of the participant list that includes mail and email address information, 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

Select ONE of the following LEADER SPONSORSHIP OPTIONS

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

General Sessions

- ~~Opening Keynote: What Mt. Everest Teaches About Resilience [Jan 27]~~
- ~~Day 1 Afternoon General Session: Greatest Advocacy Failures (and What We've Learned) [Jan 27]~~
- ~~Day 2 Morning Keynote: Blue Man Group and the Art of Collaboration [Jan 28]~~
- ~~Day 2 General Session/Innovation Awards Lunch [Jan 28]~~
- Day 3 Morning Keynote: Topic TBA [Jan 29]
- Closing Keynote: What to Expect in the Midterms [Jan 29]

Networking Lunch

- Buffet Luncheon [Jan 27]

Networking Receptions

- Welcome Reception [Jan 26]
- Closing Reception [Jan 28]

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:

- Morning Yoga [Jan 27 & 28] **NEW** (more details on page 3)
- Recharge Room [Jan 27 & 28] **NEW** (will include one day of chair massages - more details on page 3)
- Career Hub/Professional Headshots [Jan 27] **NEW** (more details on page 4)
- Networking Lounge/Charging Station **NEW** (more details on page 3)
- Conference Lanyards
- Conference Mobile App
- Conference Tote Bags
- Conference Notebooks
- Individual Hand Sanitizer
- Re-useable Water Bottles
- Luggage Tag

Sponsorship Packages

PATRON SPONSOR

Member \$8,500 | Non-Member \$11,500

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 in Resource Row (previously the Resource Marketplace) will be provided complimentary.
- **NEW** Opportunity to submit a proposal for a Sponsor Spotlight session at the conference. **No sponsor is guaranteed a speaking slot.** Proposals will be selected by Council staff and the Advocacy Conference Advisory Committee on the strength of their topic, its relevance to the conference and the appeal for attendees. A maximum of nine (9) 30-minute slots will be available.

MARKETING BENEFITS

- 15-business day advance release of the participant list that includes mail and email address information, 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

Select ONE of the following PATRON SPONSORSHIP OPTIONS

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

Breakfasts

- Networking Breakfast [Jan 27]
- Networking Breakfast [Jan 28]
- Networking Breakfast [Jan 29]

Pre-Conference and Breakout Sessions

- Making Your LinkedIn Profile Stand Out [Jan 26]
- Networking Icebreaker Roundtables [Jan 26]
- Optional Industry Meetups [Jan 27]

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:

- Coaching Suite [Jan 27 & 28] **NEW** (more details on page 4)
- Media Lab [Jan 27 & 28] **NEW** (more details on page 4)
- Branded Pen
- Branded Lip Balm
- Branded Hand Lotion
- Branded Mini-Sunscreen
- 1 oz. Electronic/Glass Cleaning Spray w/ Cloth
- Signature cocktail to be featured at the Resource Row reception [Jan 27] – *branded cup provided*
- Afternoon Refreshments [Jan 27]

Sponsorship Packages

SUPPORTER SPONSOR

Member \$6,000 | Non-Member \$9,000

REGISTRATION BENEFIT

- One (1) free conference registration
- An exhibitor table in Resource Row (previously the Resource Marketplace) will be provided complimentary.
- **NEW** Opportunity to submit a proposal for a Sponsor Spotlight session at the conference. **No sponsor is guaranteed a speaking slot.** Proposals will be selected by Council staff and the Advocacy Conference Advisory Committee on the strength of their topic, its relevance to the conference and the appeal for attendees. A maximum of nine (9) 30-minute slots will be available.

MARKETING BENEFITS

- 10-business day advance release of the participant list that includes mail and email address information, 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 Row

The Advocacy Conference | January 26-29, 2026 | Phoenix, AZ

ABOUT RESOURCE ROW

Resource Row (previously 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, Resource Row is *the* place to be. Resource Row gives you plenty of time — and space — to network with potential clients and showcase your products and services. Now conveniently located in the event's foyer area, you will get a steady flow of interested attendees all day long.

SCHEDULE

- *Set-up time:* January 27 – 8:00 – 11:00 a.m.
- *Exhibit Hall Opening Times:*
 - January 27: 11 a.m. – 7:00 p.m. (*the Evening Networking Reception will be held in the Resource Row*)
 - January 28: 9:00 a.m. – 12:30 p.m.
- *Breakdown time:* January 28 – 12:30 – 2 p.m.



COSTS

Participation is FREE to all sponsor levels.

WHAT PARTICIPATION INCLUDES

- One 6-foot display table
- Complimentary registration for TWO company staff to Resource Row ONLY (in addition to staff paying to attend the entire conference)
- Attendance at the Resource Row reception ONLY (*registration to attend other portions of the conference, including other receptions, requires a separate conference registration*)



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 Annual 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. Contact information will be provided with your confirmation.
- Review our [Event Code of Conduct](#) and our [Exhibitor Guidelines/Policies](#)

Sponsorship Registration

The Advocacy Conference

January 26-29, 2026 | Gila River Resorts – Wild Horse Pass | Phoenix, AZ

Submit to: Kristin Hanley | khanley@pac.org | phone: 202.787.5968

SPONSOR INFORMATION

Sponsor Level: ☐ LEADER Members: \$12,000 Non-Members: \$15,000 ☐ PATRON Members: \$8,500 Non-Members: \$11,500 ☐ SUPPORTER Members: \$6,000 Non-Members: \$9,000	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 ROW

Do you plan to use your complimentary registration for Resource Row (previously the Resource Marketplace)?

☐ Yes
 ☐ No

If yes, who from your company will handle Resource Row logistics?

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 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 Public Affairs Council's [Event Code of Conduct](#) as well as our [General Conference Policies](#), including but not limited to our [Sponsor Policies](#) and our [Exhibitor Policies](#).

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.