



**NATIONAL  
PAC  
CONFERENCE**

Growing PACs since 1976

# **2026 Sponsorship Opportunities**

**March 2-5 | Tampa, FL**

## 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
# of Additional Registrations (50% off early bird registration fees)	2	1	
Attendee Full Contact Information & Advanced Release	20 business days	15 business days	10 business days
Inclusion in Marketing Emails	All	All	2
Resource Marketplace Registration (*Based on availability)	FREE*	FREE*	FREE*
Company Information in Conference Mobile App	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 preferred sponsorship option can be honored.
- In fairness to all interested sponsors, **sponsorship holds are not available.**
- Sponsorship applications can only be made by submitting a completed sponsorship registration form by email to [khanley@pac.org](mailto:khanley@pac.org).
- Except where noted, sponsorship does not include registration for the entire conference

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

## SPONSORSHIP OPTIONS

### **Branded Items (like 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.

### **Awards Presentation Sponsor**

The conference features an awards presentation prior to our closing reception. The awards presentation sponsor will have their logo prominently displayed during the awards presentation and may designate a representative from their company who will assist on stage. A script will be provided by the Council.

### **Individual Awards Sponsors**

The individual awards sponsors will assist in handing out the awards and have 1-2 minutes to address the audience prior to handing out the award. Script assistance will be provided by the Council.

### **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.

### **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 Run/Walk**

Help start the conference day off on the right foot by sponsoring a morning run/walk group. The run/walk group will take place rain or shine on the mornings of March 3 and 4 before breakfast. A cooling workout towel with your logo will be provided to all participants. Attendee participation is optional.

### **Networking Lounge/Charging Station**

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.

### **Chair Massages**

We know conferences can drain your social battery so we're offering a quiet room where attendees can get a complimentary chair massage by a licensed therapist on one day of the conference. Massage therapists will be available for a 3-hour period of the conference on a first-come, first-served basis. Signage outside the door will be provided.

**Professional Headshots**

Help attendees update their profiles by getting an updated headshot. A photographer will be on-site to provide attendees with an opportunity to update their professional photo on one afternoon of the conference. Signage near the headshot station will be provided to advertise your sponsorship.

**Wi-Fi**

Your company will have the opportunity to customize the password that attendees will enter to access the conference Wi-Fi. Signage on tables (where possible) as well as PowerPoint slides will advertise your logo and the Wi-Fi information.

**Snacks and Dessert in the Exhibit Hall**

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.

## LEADER: 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 the Resource Marketplace will be provided complimentary.

### MARKETING BENEFITS

- 20-business day advance release of the participant list that includes contact information (including mailing address information and email addresses) 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

### Select ONE of the following LEADER SPONSORSHIP OPTIONS

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

#### Breakfasts

- ~~Networking Breakfast [Mar 3]~~

#### General Sessions

- ~~Day 1 Opening Keynote: Topic TBA [Mar 3]~~
- ~~Day 1 Afternoon General Session: Topic TBA [Mar 3]~~
- ~~Day 2 Opening Keynote: Topic TBA [Mar 4]~~
- 2026 Outstanding PAC Awards Ceremony [Mar 4]
- Day 3 Opening Keynote: Outstanding PAC Awards Showcase [Mar 5]
- Closing General Session: Topic TBA [Mar 5]

#### Networking Lunch

- Buffet Luncheon [Mar 3]

#### Networking Receptions

- Welcome Reception [Mar 2]
- Outstanding PAC Awards/Closing Reception [Mar 4]

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:*

- **NEW** Chair Massages [Mar 3]
- **NEW** Professional Headshots [Mar 3]
- Networking Lounge/Charging Station
- Conference Lanyards
- Conference Mobile App
- Conference Wi-Fi Access
- Conference Tote Bags
- Conference Notebooks
- Individual Hand Sanitizer
- Re-useable Water Bottles
- **NEW** Luggage Tags

**PATRON: 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 the Resource Marketplace will be provided complimentary.

## MARKETING BENEFITS

- 15-business day advance release of the participant list that includes contact information (including mailing address information and email addresses) 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):*

### General Sessions

- Opening General Session [Mar 2]

### Breakfasts

- Networking Breakfast [Mar 4]
- Networking Breakfast [Mar 5]

### Awards

- Individual Awards Sponsors – Outstanding *Corporate* PAC Award [1 Available – awarded during PAC Awards Ceremony on Mar 4]
- Individual Awards Sponsors – Outstanding *Association* PAC Award [1 Available – awarded during PAC Awards Ceremony on Mar 4]

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:*

- **NEW** Morning Run/Walk Group [Mar 3 & 4]
- Boxed Luncheon [Mar 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 Marketplace reception [Mar 3] – branded cup provided~~
- Refreshment Break in the Exhibit Hall [Mar 3]

## **SUPPORTER: MEMBER \$6,000 | NON-MEMBER \$9,000**

### **REGISTRATION BENEFIT**

- One (1) free conference registration
- An exhibitor table in the Resource Marketplace will be provided complimentary.

### **MARKETING BENEFITS**

- 10-business-day advance release of the participant list that includes contact information (including mailing address information and email addresses) 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

# THE RESOURCE MARKETPLACE

## National PAC Conference | March 3, 2026 | Tampa, Fla.

### ABOUT THE RESOURCE MARKETPLACE

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, the Resource Marketplace is *the* place to be. The Resource Marketplace gives you plenty of time — and space — to network with potential clients and showcase your products and services. With all conference breaks held nearby, you will get a steady flow of interested attendees all day long. The Marketplace concludes with a reception for all attendees and speakers from 5 – 6:30 p.m.



### COSTS

Space is FREE for all sponsors.

### WHAT PARTICIPATION INCLUDES

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

### SCHEDULE

- *Resource Marketplace Date:* March 3, 2026
- *Exhibitor set-up time:* ~9 a.m. – 12:15 p.m.
- *Exhibit Hall Opening Times:* 12:15 – 6:30 p.m. (the Evening Networking Reception is held in the Marketplace)
- *Exhibitor breakdown time:* 6:30 – 8:30 p.m.

### 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 event 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.
- Review our [Event Code of Conduct](#) and our [Exhibitor Guidelines/Policies](#)



## Sponsorship Application

National PAC Conference

March 2-5, 2026 | Tampa, Fla.

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

### SPONSOR INFORMATION

☐ **LEADER**☐ **PATRON**☐ **SUPPORTER**

Sponsor Level:

Members: \$12,000

Members: \$8,500

Members: \$6,000

Non-Members: \$15,000

Non-Members: \$11,500

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. \_\_\_\_\_

### THE RESOURCE MARKETPLACE

Do you plan to use your complimentary registration for The Resource Marketplace?

☐ Yes☐ No

If yes, who from your company will handle Resource Marketplace 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](mailto: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](mailto:khanley@pac.org).