



GOVERNMENT
RELATIONS
& POLICY
CONFERENCE
LOCAL. STATE. FEDERAL.

AMAZON HQ2 | ARLINGTON, VA
SEPTEMBER 9-10, 2026



***Becca Bycott, Vice President
of Strategic Partnerships***

Hi there,

Thank you for your interest in partnering with the Public Affairs Council through sponsorship. The Government Relations & Policy Conference is the leading event on best practices, emerging trends and advanced strategies in local, state and federal government relations.

This premier gathering brings together government relations practitioners, corporate leaders, policy experts, association executives, and others who are navigating today's policy environment and gives you, as a sponsor, recognition at the center of the policy community.

The Council looks forward to receiving your application and experiencing a wonderful conference together. Thank you again for helping us make these events and gatherings possible for our membership community and beyond.

Overview of Sponsorship Opportunities

BENEFITS	LEADER	PATRON	SUPPORTER
Free Conference Registration(s)	2	1	1
Discounted Registrations Available (taken at the early bird rate)	1 @ 30% off	1 @ 20% off	1 @ 15% off
Attendee Full Contact Information & Advanced Release	20 business days	15 business days	10 business days
Display of Name & Logo in Conference Space	x	X	x
Inclusion in Promotional Communications (<i>e-mail, website, social media</i>)	ALL	ALL	ALL
Company Information on Conference Agenda	x	x	x
Promotion of Social Activities You're Offering Attendees	x	x	x
Cost	\$5,000	\$4,000	\$2,500

Important Instructions When Registering as a Sponsor:

- We will confirm receipt of your registration form and 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 via email to bbycott@pac.org.
- Except where noted, sponsorship may not include registration for the entire conference.

[Please review our Code of Conduct as well as our sponsor and conference attendee policies](#)

Your Sponsorship Options

General 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.

Branded Items (*Examples include tote bags, notebooks, water bottles, etc.*)

Have your brand on display at the conference and beyond! Your company logo along with the conference logo will be prominently displayed on items that attendees take home as keepsakes. Please see a full list of branded items in "Sponsorship Packages" below.

Standing Gadget 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 within the app. 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.

Breakfasts and Seated Networking Luncheons

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.

Networking Breaks

The Council will provide snacks at a break during the conference. Your company logo will be displayed on napkins during the break.

Sponsorship Packages

LEADER SPONSOR | \$5,000

REGISTRATION BENEFITS

- Two (2) free conference registrations
- Up to one (1) additional registration at 30% off the early bird member price. *Additional discounts like the multiple participant discount cannot be added to this discount.*
- 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 weekly updates leading up to the conference
- Prominent display of the company name and logo in the conference space for the duration of the event
- Inclusion of the company logo in all conference marketing, with recognition of sponsorship
- Recognition on the Council website with a hyperlink to your organization's website
- Inclusion of company information on the conference mobile app
- Ability to promote social activities you're offering attendees in our conference app, provided the activities do not interfere with official conference events

Select one of the following Leader sponsorship opportunities

Either 1 speaking opportunity or 1 branded item

Opportunity to address full conference body with brief remarks (1-2 minutes) at one of the following events. NOTE: We expect brief, thoughtful welcomes and discourage hard sales or marketing pitches.

Breakfast

- Sept. 9 Networking Breakfast

Lunch

- Sept. 9 Networking Luncheon
- Sept. 10 Networking Luncheon

Select Session:

Sept. 9:

- Opening Keynote: State of Play for the Midterms
- Late Morning Keynote: A Conversation with Supervisor Walter L. Alcorn - Hunter Mill District, Fairfax County
- End of Day Keynote: Navigating Scrutiny in a High-Stakes Environment

Sept. 10:

- Opening Keynote: Facing the Inquiry: Strategy for a (Potential) New Era of Oversight
- Late Morning Keynote: Government Relations Amid Geopolitical Uncertainty
- Closing Keynote: Disagreeing Better

Reception

- Sept. 9 Welcome Networking Reception

Opportunity to put the company name and/or logo on one select conference item:

- Conference Mobile App
- Conference Notebooks
- Attendee Lanyards
- 1 oz. Electronic/Glass Cleaning Spray w/ Cloth
- Conference Pens
- Conference Water Bottles
- Conference Tote Bags

View the conference agenda [HERE](#)

PATRON SPONSOR | \$4,000

REGISTRATION BENEFITS

- One (1) free conference registration.
- Up to one (1) registration at 20% off the early bird member price. *Additional discounts like the multiple participant discount cannot be added to this discount. Sponsors are welcome to offer their complimentary and/or 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.*

MARKETING BENEFITS

- 15-business day advance release of the participant list, with weekly updates leading up to the conference
- Display of the company name and logo in the conference space for the duration of the event
- Inclusion of the company logo in conference marketing emails with recognition of sponsorship
- Recognition on the Council website with a hyperlink to your organization's website
- Inclusion of company information on the conference mobile app
- Ability to promote social activities you're offering attendees, provided the activities do not interfere with official conference events

Select one of the following Patron sponsorship opportunities

Either 1 speaking opportunity or 1 branded item

Opportunity to address full conference body with brief remarks (1-2 minutes) at one of the following events:

- Afternoon Networking Break [Sept 9]
- Morning Networking Break [Sept 10]
- Gadget Charging Station

Opportunity to put the company name and/or logo on one select conference item:

- Conference Mobile App
- Conference Notebooks
- Attendee Lanyards
- 1 oz. Electronic/Glass Cleaning Spray w/ Cloth
- Conference Pens
- Conference Water Bottles
- Conference Tote Bags

View the conference agenda [HERE](#)

SUPPORTER | \$2,500

REGISTRATION BENEFITS

- One (1) free registration
- Up to one (1) registration at 15% off the early bird member price. *Additional discounts like the multiple participant discount cannot be added to this discount. Sponsors are welcome to offer their complimentary and/or discounted registration to a staff member, client, or potential customer.*

MARKETING BENEFITS

- 10-business day advance release of the participant list, with one update provided the week prior to the conference
- Display of the company name and logo throughout the conference space for the duration of the event
- Inclusion of the company logo in conference marketing emails with recognition of sponsorship
- Recognition on the Council website with a hyperlink to your organization's website
- Inclusion of company information on the conference mobile app
- Ability to promote social activities you're offering attendees, provided the activities do not interfere with official conference events

Sponsorship Application

September 9-10, 2026 | Washington, DC

Submit to: Becca Bycott | bbycott@pac.org

SPONSOR INFORMATION

Sponsor Level:	<input type="checkbox"/> LEADER \$5,000	<input type="checkbox"/> PATRON \$4,000	<input type="checkbox"/> SUPPORTER \$2,500
Organization:	<hr/>		
Contact Name:	<hr/>		
Job Title:	<hr/>		
Address:	<hr/>		
	<i>Street Address</i>		
	<hr/>		
	<i>City</i>	<i>State</i>	<i>Zip Code</i>
Phone:	<hr/>		Email: <hr/>
Web Address:	<hr/>		

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 accounting@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 Council's Code of Conduct and Sponsor Policies which can be viewed at <https://pac.org/event-code-of-conduct> and https://pac.org/conference_policies#Sponsor_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 Becca Bycott at bbycott@pac.org

