



2016 POLITICAL CONVENTIONS
MAXIMIZING OPPORTUNITIES

WHERE?

Republican National Convention

Cleveland, OH

July 18-21, 2016

21,000 hotel rooms in downtown & surrounding area

An estimated 50,000 attendees, including 15,000 credentialed media

\$200 million economic impact

5,000-10,000 expected demonstrators

Democratic National Convention

Philadelphia, PA

July 25-29, 2016

11,000+ hotel rooms

An estimated 50,000 attendees

\$200 million in direct economic impact and more than \$400 million in indirect economic impact

Number of cheesesteaks consumed? Lots

WHO?

DELEGATES

**LOCAL, STATE & FEDERAL
ELECTED OFFICIALS**

**DOMESTIC &
INTERNATIONAL MEDIA**

**INDUSTRY & BUSINESS
LEADERS**

CELEBRITIES

**NGOS & ADVOCACY
LEADERS**



WHY?

BUSINESS & MARKETING OPPORTUNITIES

Create new business and marketing opportunities by leveraging the exposure of the conventions to reach broader target markets

POLITICAL OBJECTIVES

Meet specific political objectives with key government stakeholders and decision makers (federal, state, and local)

POLICY OBJECTIVES

Identify and advance specific policy objectives that will help you achieve your organization's goals

The background of the image is a close-up, slightly blurred view of the American flag. The blue field with white stars is on the left, and the red and white stripes are on the right. A thick white diagonal line runs from the upper left towards the lower right, passing behind the text.

Opportunities

TYPICAL CONVENTION DAY



State Delegate

State Delegation Breakfast

Afternoon business session

Caucus Meetings

State Delegation Reception Event

Convention Hall

**Unofficial night time activity with
music/celebrity guests
(ex: Warehouse Party or
Musicians On Call's Event)**

Late Night Party



Business Leader

Morning Briefing by National
Journal/Atlantic

Panel discussion on
business/industry related issue

Break at a sponsored
hospitality suite

Happy Hour

**Convention Hall / or Nightly Watch
Party by Politico**

**Unofficial night time activity with
music/celebrity guests
(ex: Warehouse Party or
Musicians On Call's Event)**

Late Night Party



Media

Politico's Playbook Breakfasts

Cover onsite services project activity
or press briefing

Break at a sponsored
hospitality suite

Convention Hall

**Unofficial night time activity with
music/celebrity guests
(ex: Warehouse Party or
Musicians On Call's Gala)**

Late Night Party

OPPORTUNITIES

- **THOUGHT LEADERSHIP**

- Lead national conversation about your business or policy objective

- **CITIZENSHIP & SERVICE**

- Integrate with your existing public affairs programs

- **AWARENESS**

- Build awareness through media and social media

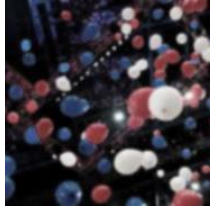
- **HOSPITALITY**

- Build relationships with influencers

- **BRAND PROMOTION**

- Introduce new product or promote with key audiences

OPPORTUNITIES



OPPORTUNITIES INSIDE PERIMETER

- Suites
- Hospitality space
- Marketplace



OPPORTUNITIES OUTSIDE PERIMETER

- Large events
 - Local venues – museums, restaurants, hotels
 - Brand marketing
-

THOUGHT LEADERSHIP

TOPICS

Economic growth
Education
Energy/Environment
Immigration
Tax policy
Trade
Health care
Financial services
Small business

PANELISTS

Policy makers
Journalists
Industry leaders
Competitors
Advocates/NGOs
Think tanks
Celebrities



CITIZENSHIP & SERVICE

- Showcase your organization's CSR program
- Sponsor on-site or off-site volunteer activities
- Host a cultural event



MEDIA & SOCIAL

- Conduct interview/press briefings
- Invite media personality to moderate or speak at your event
- Monitor media conversation and engage online
- Be a part of the conversation through social media
- Digital advertising

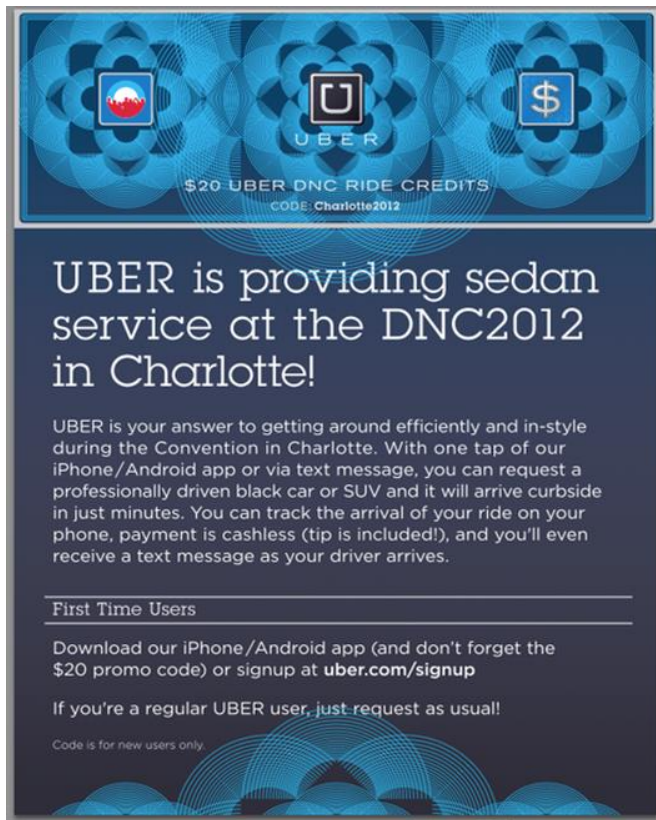


HOSPITALITY

- Network with a purpose
- Remember your key messages & audiences
- Build relationships for the future
 - Who do we need to know better?
 - Who needs to know us?



BRAND PROMOTION



UBER

\$20 UBER DNC RIDE CREDITS
CODE: Charlotte2012

UBER is providing sedan service at the DNC2012 in Charlotte!

UBER is your answer to getting around efficiently and in-style during the Convention in Charlotte. With one tap of our iPhone/Android app or via text message, you can request a professionally driven black car or SUV and it will arrive curbside in just minutes. You can track the arrival of your ride on your phone, payment is cashless (tip is included!), and you'll even receive a text message as your driver arrives.

First Time Users

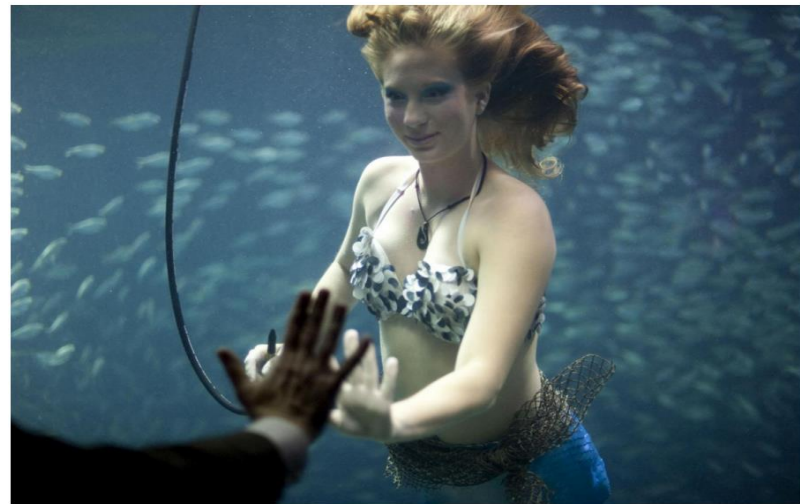
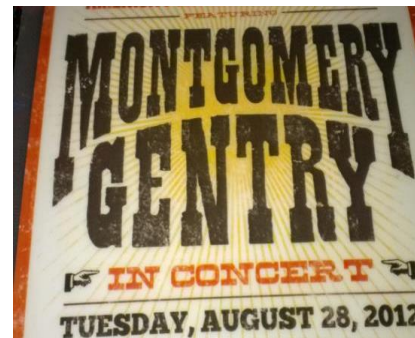
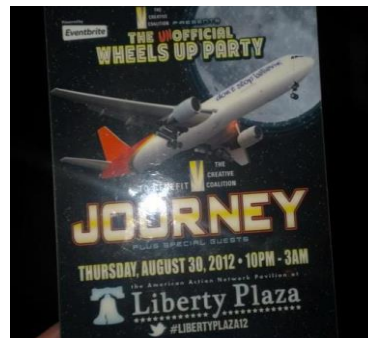
Download our iPhone/Android app (and don't forget the \$20 promo code) or signup at uber.com/signup

If you're a regular UBER user, just request as usual!

Code is for new users only.



UNOFFICIAL NIGHT TIME ACTIVITIES



UNITED STATES - AUGUST 27: A mermaid swims during the 'Spirits of Tampa' party sponsored by the Distilled Spirits Council at the Florida Aquarium during the 2012 Republican National Convention. (Photo By Chris Maddaloni/CQ Roll Call)

UNOFFICIAL DAY TIME ACTIVITIES



The background of the slide is a close-up, slightly blurred image of the American flag, showing the blue field with white stars and the red and white stripes. A thick white diagonal line runs from the upper left towards the lower right, passing behind the text.

Rules and Sponsorships

BASIC LEGAL RULES



- ❖ Unlimited contributions, including corporate contributions may be made.
- ❖ Tax deductible
- ❖ Cannot promise credentials or something in return



- ❖ Republican Committee on Arrangements
- ❖ Democratic National Convention Committee
- ❖ No corporate contributions to Convention committees
- ❖ Corporations may sell goods and services



2015 - 2016 RNC CONVENTION PROGRAMS

MAJORITY FUND

Give \$15,000 or Raise \$30,000 - PAC or Personal

The Majority Fund members will consist of those PACs who contribute \$15,000 in both 2015 and 2016. This level represents the PACs who commit to contribute the highest level to the Republican National Committee's General Fund. Those PACs who contribute at the Majority Fund level will gain access to all benefits reserved for Majority Fund members.

SUPER MAJORITY FUND

Give \$30,000 or Raise \$60,000 - PAC or Personal

The Super Majority Fund members will consist of those PACs who contribute \$30,000 in both 2015 and 2016. This level represents the PACs who commit to contribute the highest level to the Republican National Committee's General Fund as well as an additional \$15,000 to the Republican National Committee's Convention Fund. Those PACs who contribute at the Super Majority Fund level will gain access to all benefits reserved for Super Majority Fund members.

CHAIRMAN'S MAJORITY FUND

Give \$60,000 or Raise \$120,000 - PAC or Personal

The Chairman's Majority Fund members will consist of those PACs who contribute \$60,000 in both 2015 and 2016. This level represents the PACs who commit to contribute the highest level to the Republican National Committee's General Fund as well as the highest level to the Republican National Committee's Convention Fund. Those PACs who contribute at the Chairman's Majority Fund level will gain access to all benefits reserved for Chairman's Majority Fund members.

GOLD MAJORITY FUND

Give \$100,000 or Raise \$200,000 - PAC or Personal

The Gold Majority Fund members will consist of those PACs who contribute \$100,000 in both 2015 and 2016. This level represents the PACs who commit to contribute the highest level to the Republican National Committee's General Fund as well as the highest level to the Republican National Committee's Convention Fund, and make an \$35,000 contribution to the Republican National Committee's Building Fund. Those PACs who contribute at the Gold Majority Fund level will gain access to all benefits reserved for Gold Majority Fund members.

PLATINUM MAJORITY FUND

Give \$150,000 or Raise \$300,000 - PAC or Personal

The Platinum Majority Fund members will consist of those PACs who contribute \$150,000 in both 2015 and 2016. This level represents the PACs who commit to contribute the highest level to the Republican National Committee's General Fund as well as the highest level to the Republican National Committee's Convention Fund, and the highest level to the Republican National Committee's Building Fund. Those PACs who contribute at the Platinum Majority Fund level will gain access to all benefits reserved for Platinum Majority Fund members.

2015 REPUBLICAN NATIONAL COMMITTEE DONOR PROGRAMS



RNC TRUST

\$334,000 per person annually

The RNC Trust represents the highest level of personal investment in the Republican Party. This premier group of investors has made the maximum financial commitment to ensure the Republican National Committee and its vision for a strong national Party are fully funded. As the most generous RNC investors, Trust members work closely with RNC and Party leadership to influence messaging and strategy.



CHAIRMAN'S CIRCLE

\$250,000 per person annually

The Chairman's Circle represents a group of donors working to ensure that the RNC is fully prepared to host the Republican National Convention in 2016, in addition to having the infrastructure funding the Party needs to be successful.



SUPER REGENT

\$150,000 per person annually

The Super Regent represents a group of donors who are committed to making the highest level of personal investment in the RNC Operating Account and Building Account, ensuring the Republican Party has the infrastructure funding it needs to be successful.



REPUBLICAN REGENT

\$70,000 per couple annually

The Republican Regent represents the highest level of personal investment in the RNC Operating Account by a couple. Membership in the Regents program is exclusive and limited to donors who invest in the RNC Operating Account as a couple or with a business partner.



TEAM 100

\$35,000 per person annually

Team 100 represents the highest level of individual investment in the Republican National Committee's Operating Account. Members of this exclusive group ensure the Republican Party has the necessary funds to be successful on Election Day.



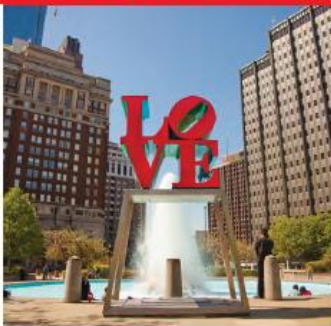
REPUBLICAN EAGLES

\$15,000 per person annually

★ LET'S MAKE ★ HISTORY AGAIN.

JULY 25-28, 2016

PHILADELPHIA 2016 SPONSORSHIP OPPORTUNITIES



➤ BUSINESSFORWARD

DEMOCRATIC NATIONAL CONVENTION 2016 SPONSORSHIP OPPORTUNITIES



➤ OVERVIEW

During the 2016 Democratic National Convention in Philadelphia, Business Forward will host a series of policy briefings for business leaders from across the country interested in advising senior campaign and Administration officials on public policy issues affecting American economic competitiveness.

➤ PROGRAM

The program will span three days and include more than 100 sessions on a wide range of topics, including international trade,



2016 MULTICANDIDATE PAC CONVENTION PACKAGES

Give \$90,000 to the Democratic National Committee by June 1, 2016. Must give \$45,000 by December 31, 2015.

- Preferred booking in a premiere hotel within the National Finance Committee room block
- Credentials to Democratic National Convention proceedings
- Tickets to stadium/arena **VIP lounges** on select night(s)
- 2 tickets for an **exclusive preview and photo opportunity at the 2016 Convention podium**
- 8 tickets to the **official Convention Welcome Party**
- Invitations to select **National Finance Committee events**
- 2 VIP passes and 8 General Admission tickets to the **official Host Committee celebration**, featuring celebrities and other luminaries, live music, and catering by Philadelphia's most recognized chefs – held on each night of the Convention
- 2 reserved places for an **exclusive roundtable and campaign briefing with high-level Democratic Party officials**



NATIONAL CONVENTIONS

SPONSORSHIP OPPORTUNITIES



Republican National Convention (Cleveland, w/o July 18, 2016)
Democratic National Convention (Philadelphia, w/o July 25, 2016)

SPONSORSHIP

Presenting Sponsor	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Sponsor
\$200,000	\$150,000	\$100,000	\$50,000	\$25,000
Top billing for convention events on invitations, passes, promotional materials, press releases and signage	Prime billing for convention events on invitations, passes, promotional materials, press releases and signage	Billing for convention events on invitations, passes, promotional materials, press releases and signage	Billing for convention events on invitations, passes, promotional materials, press releases and signage	Billing for convention events on invitations, passes, promotional materials, press releases and signage
100 tickets (including 50 VIP entrance and lounge credential for execs and guests)	50 tickets (including 25 VIP entrance and lounge credential for execs and guests)	30 tickets (including 15 VIP entrance and lounge credential for execs and guests)	20 tickets (including 10 VIP entrance and lounge credential for execs and guests)	10 tickets (including 5 VIP entrance and lounge credential for execs and guests)
8 talent photo ops	6 talent photo ops	4 talent photo ops	Signage in VIP room and main hall	Signage in VIP room and main hall
CEO or Executive appearance on stage to speak	Signage in VIP room and main hall	Signage in VIP room and main hall		

THE ATLANTIC CONVENTION HUB:

Underwriter Opportunities: Can be customized and can be scaled.

IDEAS LOUNGE: \$450,000 NET

- ◀ Naming-rights of the Ideas Lounge at each Convention
- ◀ Week-long, Presenting-Level underwriter at both Conventions across eight days of *The Atlantic* Conventions Hub
- ◀ Presenting-Level underwriter at four Morning Briefings at each Convention (eight total)
- ◀ One custom opportunity at each Convention: Roundtable Dinner or Working Summit (two total)
- ◀ Branding on event promotion, welcome signage, staging, PR outreach and invitations
- ◀ Five tickets for executives to attend events at the Convention Hub and access to the Ideas Lounge

PRESENTING LEVEL: \$250,000 NET

- ◀ Week-long, Presenting-Level underwriter at both Conventions across eight days of *The Atlantic* Conventions Hub
- ◀ Presenting-Level underwriter at four Morning Briefings at each Convention (eight total)
- ◀ One custom opportunity at each Convention: Roundtable Dinner or Working Summit (two total)
- ◀ Branding on event promotion, welcome signage, staging PR outreach and invitations
- ◀ Three tickets for executives to attend events at the Convention Hub and access to the Ideas Lounge

SUPPORTING LEVEL: \$100,000 NET

- ◀ Week-long Supporting-Level underwriter at both Conventions across eight days of *The Atlantic* Conventions Hub
- ◀ Supporting-Level underwriter at two Morning Briefings at each Convention (four total)
- ◀ Branding on event promotion, welcome signage, staging, PR outreach and invitations
- ◀ Two tickets for executives to attend events at the Convention Hub and access to the Ideas Lounge

A LA CARTE OPTIONS

- ◀ One Luncheon Forum at one convention: **\$100,000 NET**
- ◀ One Roundtable Dinner at one convention: **\$65,000 NET**
- ◀ One Working Summit Breakfast at one convention: **\$65,000 NET**
- ◀ One Cocktail Caucus at one convention: **\$65,000 NET**

MEDIA PRICING

- ◀ Upon request





Lizanne Sadlier
lsadlier@voxglobal.com
202-772-6964

Corey Ealons
cealons@voxglobal.com
202-772-5014