

Sponsorship Prospectus

PMBA's Annual Conference is the one conference designed specifically for public media professionals: general managers, CFOs, financial and business executives, HR professionals, and a broad array of supporting organizations. By sponsoring at the 2019 PMBA Annual Conference, you are showing your support for the industry and gaining the opportunity to be in front of relevant public media companies.

Every sponsor at the 2019 PMBA Annual Conference receives the following standard benefits:

- Logo in conference marketing messages and on the PMBA conference webpage.
- Logo in conference program, onsite signage, digital signage, and mobile app.
- Verbal recognition from the podium during prominent gatherings.
- Sponsor ribbons for all participants attending on behalf of your company.

Interested in a customized scholarship sponsorship?
Contact us for more details!

To sign up for a sponsorship or for more questions, contact:
Brandon Lawrence at
(240) 801-3749 or
blawrence@pmbaonline.org

Sponsorship Levels

\$25,000 – Title Education Sponsor

Exclusive sponsor of the PMBA Keynote Luncheon and Underwriter of the 2018 PMBA Conference

- Ten conference registrations.
- One prominently placed tabletop display
- One pre- or post-conference email communication sent on sponsor's behalf to PMBA membership (marketing messages must be approved by PMBA and sent via email).
- One premium placed full-page advertisement in the conference program.
- Roster of opt-in attendees sent post-conference, to include name, company address, and phone.
- Banner ad on the PMBA website (pmbaonline.org) for 90 days with a link to your homepage.
- Opportunity to submit an article for *PMBA Statements* e-newsletter.

\$20,000 – Program Director Sponsor*

Exclusive sponsor of PMBA's Event at Epcot at Walt Disney World Resort

- Six full conference registrations.
- One prominently placed tabletop display
- One pre- or post-conference email communication sent on sponsor's behalf to PMBA membership (marketing messages must be approved by PMBA and sent via email).
- Roster of opt-in attendees sent post-conference, to include name, company address, and phone.
- Banner ad on the PMBA website (pmbaonline.org) for 60 days with a link to your homepage.
- One premium placed full-page advertisement in the conference program.
- Opportunity to provide a premium branded item to conference attendees during the Welcome Reception.

*This sponsorship can be broken down into five \$4,000 event sponsorships, where each sponsor would get the benefits of the Networking Lunch Sponsor level.

Sponsorship Levels

\$15,000 – Executive Producer Sponsor

Exclusive sponsor of the PMBA Opening Keynote

- Opportunity for a corporate representative to make two minutes of welcome remarks and introduce the keynote speaker.
- Four full conference registrations.
- One prominently placed tabletop display
- One pre- or post-conference email communication sent on sponsor's behalf to PMBA membership (marketing messages must be approved by PMBA and sent via email).
- Roster of opt-in attendees sent post-conference, to include name, company address, and phone.
- Banner ad on the PMBA website (pmbaonline.org) for 60 days with a link to your homepage.
- One premium placed full-page advertisement in the conference program.
- Opportunity to provide a premium branded item to conference attendees during the Welcome Reception.

\$5,000 – Networking Luncheon Sponsor

Sponsor of the Newcomers Reception (Tuesday evening) or Networking Luncheon (Wednesday afternoon)

- Opportunity for a corporate representative to make two minutes of introductory remarks at your sponsored event.
- Three full conference registrations.
- One tabletop display
- Opportunity to provide a branded item to conference attendees at your sponsored event.
- One half-page advertisement in the conference program.

\$3,500 – Premium Giveaway Sponsor

- Your choice of one sponsorship opportunity (first-come, first served):
 - Conference app
 - Lanyards
 - Key cards
 - Conference bag
- Two full conference registrations.
- One tabletop display
- One full-page advertisement in the conference program.

\$3,500 – Director Sponsor

- Your choice of one sponsorship opportunity (first-come, first served):
 - Refreshment Break
 - Networking Breakfast
- Two full conference registrations.
- One tabletop display
- One full-page advertisement in the conference program.

\$2,500 – Honor Roll Plus Sponsorship

- One tabletop display
- One full-page advertisement in the conference program.
- One full conference registration.

\$1,750 – Honor Roll Sponsorship

- Choice of one tabletop display (includes 6-foot table and two chairs) OR one full-page advertisement in the conference program.
- One full conference registration.

\$1,000 – Supporter Sponsorship

- Standard sponsorship benefits as listed on page 1.

