



PMBA 2021–22 SPONSORSHIP PROSPECTUS

About PMBA

The Public Media Business Association serves public radio, television, and joint licensee stations across the country. With a primary focus on education and development for leaders and decision makers in finance and human resources, PMBA is the only association in the system completely dedicated to the business of public media. When you support PMBA, you support the foundation of the system.

About the Conference: PMBA All Access 2022

In 2020 and 2021, PMBA had to move to an all virtual environment for its annual conference due to the circumstances surrounding the pandemic. In 2022, PMBA plans to host a hybrid conference experience with the in-person event taking place May 31–June 2, 2022, at the MGM Grand National Harbor near Washington, D.C. As PMBA comes to the hub of public media, we invite all of our partners and colleagues to join us for what we are sure will be a homecoming event.

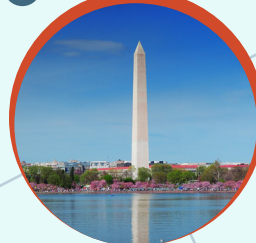
Hybrid Component

After two incredibly successful virtual conferences with more than 500 attendees it became clear to PMBA that even when we go back to in-person programming, a virtual element will still be needed for some of our membership. Accordingly, several sessions will be available for synchronous livestream, some will be recorded for later review, and networking opportunities will be offered. Please see the virtual section to learn about how some benefits from the online experience will continue in the coming year.

Benefits to Sponsors

NEW this year: PMBA is transitioning to a year-long sponsorship offering. Now, sponsors will not only receive benefits tied to the annual conference, but enhancements have been added for you to cultivate relationships with PMBA members throughout the year. The full benefit package will help you:

- Develop a greater awareness of your products and solutions.
- Ignite your lead generation efforts.
- Gain visibility of your target market while collaborating on best practices and industry results.
- Engage with current customers and prospects, creating lasting industry partnerships.



	Platinum* \$35,000	Gold \$25,000	Silver \$15,000	Honor Roll Plus \$5,000
In-Person Annual Conference Benefits				
Table Top Display (includes 6 ft. table and two chairs)	Primary Placement	Yes	Yes	Yes
Complimentary Registrations	10	6	4	2
Opportunity to Introduce a Concurrent Session	3	2	1	1
Invitation to Participate in Opening Conference Remarks	2 minutes	2 minutes		
Commercial Corner (See description for details.)	15 minutes	10 minutes	5 minutes	5 minutes
Virtual Platform				
Listing on the Conference Platform	Yes	Yes	Yes	Yes
Click-Through Logo on Conference Platform to Company Website	Yes	Yes	Yes	
Ability to Submit a Pre-Recorded Promotional Video	90 Seconds	60 Seconds	30 Seconds	
Virtual Registrations	Unlimited	Unlimited	Unlimited	Unlimited
Participation in Any Virtual Gamification	Yes	Yes	Yes	Yes
Conference Promotion				
Conference Email Communication Sent on Sponsor's Behalf to PMBA Membership (Marketing messages must be approved by PMBA and sent via email.)	One pre AND post conference message	One pre AND post conference message	One pre OR post conference message	One pre OR post conference message
Display Advertisement in Conference Notebook	Full Page, Inside Cover	Full Page	Half Page	Quarter Page
Roster of Opt-in Attendees Sent Post- Conference (to include name, company address, and phone)	Yes	Yes	Yes	Yes
Listing in Conference Marketing Messages and on PMBA Conference Webpage	Logo	Logo	Logo	Logo
Verbal Recognition From the Podium During Prominent Gatherings	Yes	Yes	Yes	Yes
Sponsor Ribbons for All Participants Attending on Behalf of Your Company	Yes	Yes	Yes	Yes



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Conference Promotion Continued				
Opportunity to Select a Reception/ Special Event for Primary Title Placement	Yes	Yes	No	No
Opportunity to Provide a Branded Giveaway Item ** Your choice of the following (first-come, first-served): • Lanyards • Keycards • Conference bag	Yes	Yes	Yes	No
Posting on Digital Signage	Yes	Yes	Yes	Yes
Use of the “I’m a PMBA Sponsor” Badge for Your Website	Yes	Yes	Yes	Yes
Conference-Related Social Media Post	Yes	Yes	Yes	
Year-Long Benefits				
Option to Present a Webinar to the PMBA Membership	3	2	1	1
Primary listing, including linked logo contact information, and up to two pieces of collateral, on PMBA sponsor section with links to website. (\$1,000 value)	Yes	Yes	Yes	Yes
Display Banner Ad Placement in <i>PMBA Statements</i> Newsletter	12x (\$6,000 value)	6x (\$3,000 value)	3x (\$1,500 value)	2x (\$1,000 value)
Ability to Submit an Article of Your Choice to <i>PMBA Statements</i>	3x (\$3,000 value)	3x (\$3,000 value)	2x (\$2,000 value)	2x (\$2,000 value)
Verbal Acknowledgement at the Beginning of All Webinars as a Top PMBA Sponsor	Yes	Yes		
Title Slide at the Beginning of All Webinars as a Top PMBA Sponsor	Yes	Yes		
Non-Conference Related Social Media Post	Yes	Yes	Yes	

* One available

* Co-Branded with PMBA, PMBA will order item



Annual Conference—Honor Roll: \$2,000

For those who wish to only participate in the annual conference, you will receive:

- A 6 ft. table display with two chairs.
- Text listing in both the print and digital versions of the program.
- Listing on the conference app.
- Verbal recognition from the podium during prominent gatherings.
- An exhibitor ribbon.
- One full conference registration.

Station Supporter: \$500

This category is reserved for stations only who wish to lend their support to making this event possible. For your contribution, you will receive:

- Listing of your station's logo in the “thank you” section of the sponsorship list.
- Listing on the conference platform and website as a station supporter.
- Verbal recognition from the podium during prominent gatherings.

Promotional Item Add-On: \$2,500

Sponsors who do not have a promotional item included in their package may add one a la carte. Options are first-come, first-served.

- Lanyards
- Keycards
- Conference bag
- Inquire to customize an item

Commercial Corners

Included in some sponsorship levels, a commercial corner is designed to connect PMBA sponsors to the members. While we do not allow sales content in our general presentations, these sessions are your opportunity to talk about your products and services in short, informative sessions. These sessions will be presented live at the conference and recorded for later viewing on the conference platform. Time allotted will depend upon your sponsorship level. This benefit is open to full sponsors only.



Advertising Add-On

PMBA offers a wide variety of distribution channels to its membership. If you wish to purchase these options individually and not through a sponsorship, they can be added on to your existing offering.

PMBA Statements

PMBA Statements is the associations primary newsletter with a reach of more than 1,400 people and is distributed bi-weekly.

Newsletter Banner Ad	\$500 per placement
Industry Article Submission	\$1,000 per placement

PMBA Website

Premier listing Includes linked logo, contact information, and posting of up to two collateral items.	\$1,000 annually
Basic listing Includes linked company name text, email, and phone number.	\$500 annually