

Sponsorship Opportunities

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P M D M C

Sponsorship Opportunities

Co-presented by Greater Public and PBS, PMDMC 2020 is bigger and better than ever. With attendees representing the full breadth of public media organizations nationwide, PMDMC is **your** opportunity to gain access to decision-makers who lead station initiatives in development, fundraising, marketing, and digital.

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CONFERENCE OVERVIEW

The road to Atlanta starts here.

The #1 annual conference for revenue-seekers in Public Media. **Period.**

The Public Media Development and Marketing Conference (PMDMC) attracts **more than 1,000 leaders** across all development and marketing disciplines in public radio and television, including development directors, station managers, network executives, and specialists across major giving, membership, and corporate support.

Greater Public x PBS:
Stronger Together

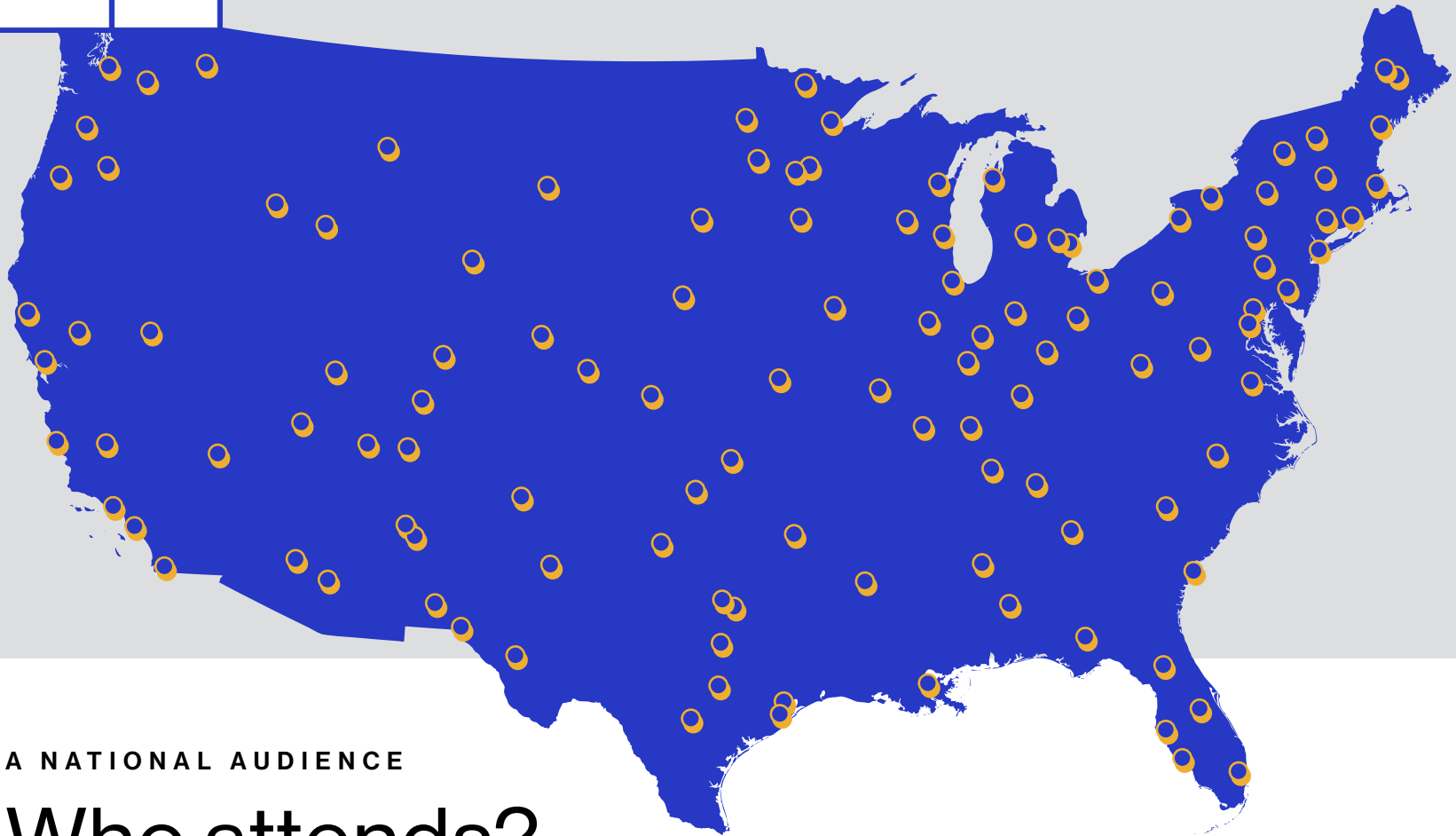
With the continuation of Greater Public's **partnership with PBS** in 2020, the PMDMC continues to deliver an outstanding attendee experience, with even greater **value and relevance**. Your sponsorship will align with a memorable and powerful conference experience.

Join Us in Atlanta

July 21 – 24, 2020
Atlanta Marriott Marquis
pmdmc.org/register

Build Your Brand at PMDMC

Dan Jensen	Bink Semmer
612.791.5414	612.382.5755
dan@jensensignature.com	bink@binksemmer.com



A NATIONAL AUDIENCE

Who attends?

The PMDMC attracts more than 1,000 public media professionals, at all experience levels, representing **public radio, television, and joint licensee stations** from around the country.

240+ Stations are represented, with participants hailing from **all 50 states.**



THE PMDMC EDGE

The PMDMC delivers **your** target audience of decision-makers and thought leaders, and provides an unparalleled **opportunity to engage, equip, and empower** them to drive more revenue for public media.

A Gathering of Leaders

The PMDMC attracts a loyal audience of **innovative professionals** from public TV and radio stations across the country, with responsibility for:

- Development Leadership & Strategy
- Major & Planned Giving
- Digital Marketing & Fundraising
- Membership
- Corporate Sponsorship
- Grants & Public Funding
- Fundraising Systems & Tech Solutions



PREVIOUS SPONSORS

A History of Success & Partnership

PMDMC attendees are looking for **solution-centric products and services** that make a difference in their daily work. Join these partners* who have leveraged the PMDMC's premier networking and sponsorship opportunities:

Audience Measurement, Donor Research, Strategy & Analysis

- Contributor Development Partnership (CDP)
- DonorSearch
- LKA Fundraising and Communications
- LortonData
- Target Analytics
- TRAC Media Services

Digital Solutions

- Empire Streaming
- JacApps
- Mogo Interactive
- PBS Digital Services
- Public Media Apps
- StreamGuys

Donor Appreciation & Engagement

- C. Crane
- Classic Escapes
- ChicoBags
- Contributor Rewards
- Cultural Crossroads
- Forest Incentives
- The Grand Tour
- VisABILITY
- Westpy Marketing Services

*Represents a selection of exhibitors and sponsors from prior PMDMCs.



PREVIOUS SPONSORS

Donor Communications & Solicitation

- ACD Direct
- Aria Calls and Cards
- Carl Bloom Associates
- Lorton Data
- Ruffalo Noel Levitz
- Southeast Printing and Mailing

Payment Processing

- Fairway Payments
- NACHA
- Worldpay

Program Production & Distribution

- APM
- NPR
- PBS
- PRX
- Sesame Workshop
- WBUR, Boston



PREVIOUS SPONSORS

Software Solutions

- Abila
- Access International
- Advanced Solutions International
- Allegiance
- Blackbaud
- Herlick Data Systems — MemSys
- Tessitura

Vehicle Donation Services

- Car Talk Vehicle Donation Program
- Center for Car Donations
- Charitable Adult Rides and Services (CARS)
- Insurance Auto Auctions
- Vehicles for Charity



Attending PMDMC is extremely beneficial to showcase our award-winning tours. Our Public Media partners appreciate the time to reconnect! It's also a great opportunity to explain to new partners how we can help build community engagement and revenue.

CARRIE MCDUGALL
President, Cultural Crossroads



SPONSORSHIP PACKAGES

Build Your Brand at PMDMC 2020

Increase exposure of your revenue solutions to this influential audience through a sponsorship at the PMDMC. **In addition to activation of your sponsored activity**, all sponsors receive:

- Recognition and visibility through the PMDMC app, website, and on-site
- Registration benefits (as outlined at each level)
- Priority exposure to attendees via premier exhibit space in the Solutions Center

- Priority access to hotel meeting space, and food, beverage, and a/v discounts
- Pre-conference access to real-time attendee registration information, like station size, format, and location (limitations apply; please see below for details)

We look forward to having you on board in Atlanta. For package details and pricing, contact Dan Jensen at 612.791.5414 or via dan@jensensignature.com or Bink Semmer at 612.382.5755 or via bink@binksemmer.com.

**To honor the privacy of its members and conference attendees, Greater Public maintains a policy to not share contact information (emails, phone numbers) with any PMDMC Sponsor or Exhibitor. PMDMC Sponsors do receive access via a real-time online portal to registration information, including attendee names, stations, formats, and locations. Greater Public will not share attendee contact information with any Sponsors or Exhibitors.*



SPONSORSHIP PACKAGES

Step 1: Choose Your Level

Strategic Partners **\$35,000+**

All Strategic Partners receive two exhibit spaces in premier reserved booth locations, six registrations, and opportunities for tie-ins to content curated by Greater Public and PBS.

Industry Champions **\$17,500 base**

All Industry Champions receive one exhibit space in reserved booth locations, five registrations, and the opportunity to add from the following list of sponsor activations (with additional or negotiated pricing).

Industry Advocates **\$10,000 base**

All Industry Advocates receive one exhibit space in reserved booth locations, three registrations, and the opportunity to add from the following list of sponsor activations (with additional or negotiated pricing).

Major Supporters **\$5,000 base**

All Major Supporters receive one exhibit space in reserved booth locations, one registration, and the opportunity to add from the following list of sponsor activations (with additional or negotiated pricing).

SPONSORSHIP PACKAGES

Step 2: Choose an activation

Extend your brand at PMDMC! All sponsors have the option to choose from valuable activations, with an additional fee or negotiated pricing. Call Dan Jensen at 612.791.5414 or Bink Semmer at 612.382.5755 for packaging and pricing options.

Level 1 Activation Options (available to Strategic Partners, Industry Champions, and Industry Advocates ONLY)

<p>Suite Upgrade <i>(for Strategic Partners or Industry Champions)</i></p> <p>Access a suite at the hotel for one-on-one meetings or to share with a client.</p>	<p>Printed Agenda Grid Exclusive</p> <p>Picture this: your logo, front-and-center, on the only printed handout every attendee receives to support their conference experience.</p>	<p>Lanyard Exclusive</p> <p>Attendees will wear your logo every day of the conference. All eyes will be on the attendee name tags, and your brand.</p>
<p>Opening Party</p> <p>Be a key part of the initial PMDMC excitement by hosting the welcome party, for all attendees. Explore creative, a-la-carte activation opportunities, like branded items, signature cocktails, a photo booth, etc.</p>	<p>Wi-Fi Exclusive</p> <p>Make your company name the password to access the lifeline of the conference and co-brand the landing page. Your information will be featured in on-site signage, the app, and a pre-conference welcome email.</p>	<p>PMDMC Keynote Sponsor <i>(for Strategic Partners only)</i></p> <p>Leverage the unique opportunity to connect to content curated by Greater Public and PBS, and receive valuable recognition with all conference attendees, including the opportunity for brief welcome remarks.</p>
<p>Sponsored Content in PMDMC Email <i>(for Strategic Partners or Industry Champions)</i></p> <p>Your valuable content integrated into PMDMC communication emails. Brainstorm with us on topics.</p>	<p>Pre-Conference Engagement Activity <i>(for Strategic Partners or Industry Champions)</i></p> <p>Collaborate with us to build momentum in the weeks leading up to the conference, by hosting a sponsored contest or brain-share through digital channels.</p>	<p>App Exclusive</p> <p>Put your logo on the landing page of this high-traffic tool, and include a dedicated page with more details about your brand. 85% of conference attendees log in to the app! Don't miss this opportunity.</p>

(ACTIVATIONS CONTINUED)

Level 2 Activation Options *(available to all sponsors)*

PMDMC **Exclusive**
Networking Enabler

Our surveys prove it: great networking equals a great attendee experience. Work with us to brand seating pods and lounges, in the conference meeting space, and stay top-of-mind with attendees. AND be the exclusive sponsor of our popular new attendee welcome event.

Solutions Center Happy Hour

Host this networking opportunity for all attendees in the exhibitor Solutions Center, celebrate the PMDMC's business partners, and encourage meeting and greeting! Includes opportunity for branded activation.

Branded PMDMC Scholarships

Propel the future of public media through conference registration scholarships for station reps. Help determine applicant criteria, be featured in email announcements, and be acknowledged from the stage, during a keynote session.

Afternoon Hospitality Break **Exclusive**

Delight attendees with a special afternoon surprise pick-me-up: refreshments on Thursday afternoon, in the Solutions Center. Includes an opportunity for your own branded activation and a push notification in the conference app.

Young Professionals Reception **Exclusive**

Invest in the future of public media by helping early-career professionals foster connections and find their place in our industry. Includes an opportunity for branded activation and brief welcome remarks.

Fundraisers of Color Lunch **Exclusive**

Inclusivity in public media has never been more important. Host a lunch for 50–75 fundraisers of color to connect and be inspired by colleagues. Be featured in pre-conference invitations and reminders. Includes an opportunity for branded activation and brief welcome remarks.

Recharge It **Exclusive**

We all know computers, tablets, and cell phones tend to drain rapidly at conferences. Come to the rescue with a branded charging space for attendees, in the Solutions Center.

Space Branding **NEW!**

Explore hundreds of opportunities to customize the hotel with your brand.

Transportation Credits

Help attendees navigate the city with a ride-share credit, on the “on-your-own” evening. Promoted on-site with signage, on big room video displays, and via special push notifications in the conference app.



SOLUTIONS CENTER

Present Your Solutions to PMDMC Attendees

The PMDMC is **the** place to reach decision-makers in public media, and the Solutions Center is **the** location for content marketing, networking, solution sharing, and mentoring.

Key drivers of Solutions Center traffic will include:

- **Daily Beverage Breaks** on Wednesday and Thursday
- **Solutions Center Happy Hour** on Wednesday evening
- **Prime Location** within the hotel near most major rooms for breakout sessions

SOLUTIONS CENTER HOURS *

Tuesday, July 21 - Move-In

8am – 4pm

Tuesday, July 21 - Open

4pm – 5:30pm

Wednesday, July 22 - Open

9am – 5pm

Solutions Center Happy Hour

5pm – 6:30pm

Thursday, July 23 - Open

8am – 4pm

Thursday, July 23 - Move-Out

4pm – 9pm

**Exact times are subject to change*



SOLUTIONS CENTER

Go Beyond the Booth!

PMDMC's Strategic Partners, Industry Champions, Industry Advocates, and Major Supporters receive priority exhibit space selection from reserved locations, in addition to brand exposure, access to PMDMC registration information,* optional activations, and registration privileges.

Choose a Sponsorship: for those who want to leverage their PMDMC investment for additional visibility and benefits, as well as exhibit space, in the Solutions Center.

Choose a La Carte Exhibit Space: for those who want to manage their PMDMC investment level, and focus on the one-on-one attendee access, provided in the Solutions Center.

A la Carte Exhibit Space:

- \$3,500 per booth, pending space availability
- One full conference registration
- Up to two additional full registrations at the Greater Public member rate
- 10' x 10' space, separated by pipe and drape, with a 6' skirted table, 2 chairs, and wastebasket
- Recognition as an exhibitor on the PMDMC app and on-site
- Exhibit space does not include internet connectivity, electricity, furniture rental, shipping, or storage costs. These must be ordered separately via the PMDMC's expo services provider.

In 2020, a la carte exhibit space will be extremely limited due to high demand from sponsors. A la carte exhibitors may be added to a waitlist by visiting PMDMC.org/waitlist or by contacting Dan Jensen. Space will be awarded on a first-come-first-served basis as our estimates for sponsor demand become clearer. All requests will be responded to by no later than May 31, 2020.

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Thank you for your support.

We look forward to working together.

pmdmc.org