

Sponsorship Opportunities

The PMDMC 2021 is a collection of online events designed to elevate public media revenue and audience development strategies to meet this moment and connect with one another to shape the future of our industry.

This year's PMDMC will build on the success of last year's event by featuring inspiring content in an accessible format with the added benefit of small group networking and social engagements. Together, attendees will dream big, stay energized, and build a more sustainable future for public media.



Make an Impact

The PMDMC has long been known as *the* gathering place for public media leadership and fundraising professionals. It's where thousands in our industry come together **to learn, grow, be challenged, and find solutions to problems**. The events of the last year have intensified stations' need for growth, encouragement, inspiration, and ideas. Together, we will support stations' most urgent needs and greatest potential.

About the 2021 Event

Featuring three keynotes, approximately 25 breakout sessions, and a variety of engagement events, the conference will highlight **groundbreaking conversations** with leaders from both inside and outside the industry. Vu Le, speaker and nonprofit leader, will engage attendees in a funny, thought provoking, and candid discussion about the nonprofit sector, and Edgar Villanueva, racial justice activist, philanthropist, and author of *Decolonizing Wealth*, will discuss social justice philanthropy in an intimate fireside chat-style interview.

The main themes of the conference are designed to meet this moment:

1. **Diversity, Equity, and Inclusion:** centering BIPOC voices and perspectives for all content, plus a breakout session track entirely devoted to DEI work in public media.
2. **Digital Acceleration:** attention to digital audiences as a prime source of revenue generation as listening and viewing habits continue to change.
3. **Recovery and Rebirth:** assessment of new revenue streams and discussion of workplace cultures if and when we return to the office.

In addition to inspiring conversations, attendees will have the chance to **interact in small group circles** with colleagues who have similar public media roles to share what they learned each day and discuss new ideas. Professionals of Color in public media are invited to a special Our Hour affinity group luncheon to build community. Social activities will also be included, creating more opportunities for connection and creativity.

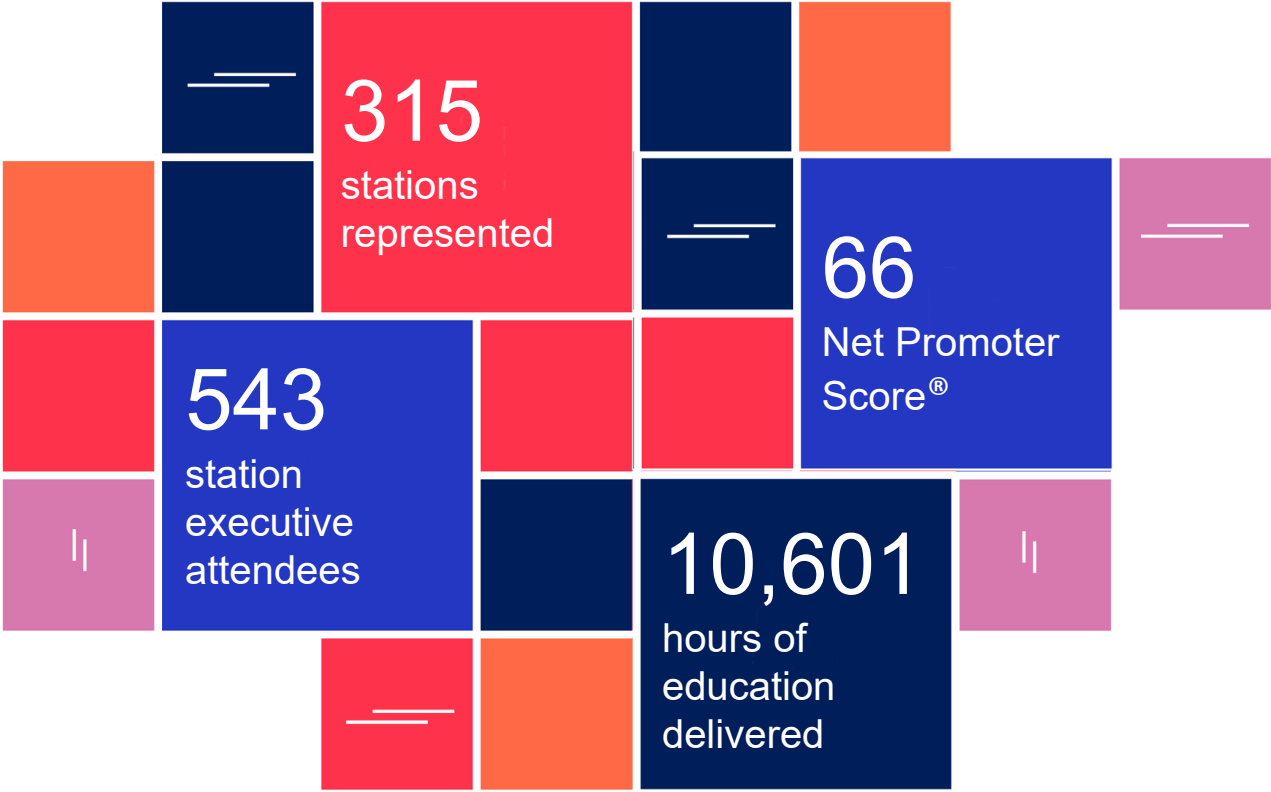


Greater Public, A Trusted Brand

Greater Public, the presenter of the PMDMC, is the most trusted brand supporting public media station staff with over 80% of member contacts recommending our services. With email open rates near 33% and an average CTR of 25%, you can access our highly engaged community in an uncluttered, highly-trusted space. Greater Public has about 8,000 active contacts with 5,700 employed at public media stations.

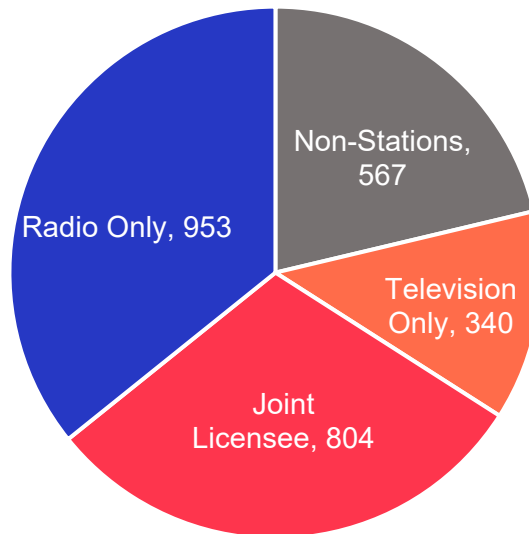
A Proven Event Track Record

Our 2020 virtual event attracted **2,644** attendees with **2,097** from stations.



Unparalleled Reach in Public Media

Our 2020 virtual event represented a cross-section of public media stations.



2020 Attendees by Job Type

Job Level

Work Category	Staff	Manager	Director/Chief	Total
Executive Management			143	143
General Development	125	17	184	326
Major/Planned Giving	33	114	17	164
Marketing/Digital	114	128	34	276
Membership	135	166	28	329
Programming/Journalism	92	42	68	202
Sales/Corporate Support	268	139	31	438
Other	139	42	38	219
				2,097



Sponsor Benefits

	Major Supporter	Industry Advocate	Strategic Partner
	Starting at \$3,000	Starting at \$5,000	\$10,000+
Organizational Pass Access for all your staff to the conference, value of \$2,000+	✓	✓	✓
Interactive Listing Your virtual “booth” contains embedded video, PDF, or website, company description, and external links along with attendee live chat, and two call-to-action buttons (i.e. Request Follow-Up, Schedule Meeting, etc.) See demo>	Small	Medium +Video Room	Large +Video Room
General Recognition All sponsor logos are featured in a pre-roll video played prior to each session. Duration and sizing of logos is dependent on sponsorship level. All logos are featured on PMDMC.org.	✓	✓	✓
Attendee Data Pre-conference access to attendee registration information, like station size, format, and location*	Access starts 7 days prior to event	Access starts 1 month prior to event	Access starts 1 month prior to event
Enhanced Visibility and Attendee Engagement Add a banner graphic on scroll throughout the event and work with our team to craft “Games” that can encourage interaction with your brand See demo>		✓	✓
Sponsor a Breakout Session Target a specific audience within the PMDMC! Work with our team to choose a PMDMC event to highlight your organization with the following: <ul style="list-style-type: none"> ▪ Mention and thank you prior to the session. ▪ Inclusion in pre-event reminders, confirmation emails, and post-show notifications. ▪ Your logo and choice of special promotion is presented in the welcome & closing screens for a session See demo> Breakout attendance in 2020 ranged from 177 to 639 people.		✓ (Limited quantity)	✓ (Limited quantity)
Access to Content Marketing Opportunities Discuss options with our team like custom email marketing, breakout sessions, etc. Additional fees may apply.		✓	✓
Keynote Choose one of the three large keynote-style events to give your organization an extra boost. Representatives from your organization will welcome attendees and introduce the speaker. Keynote attendance in 2020 ranged from 583 to 1,331 people.			✓ Limit of 3, additional fee applies

Get In Touch



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