







# This is Greater Public.

Greater Public is *the* professional development association for public media fundraisers and marketers. For more than 40 years, Greater Public has facilitated peer-to-peer connections and showcased cutting-edge strategies for revenue generation and member engagement.

- 243 member stations and organizations
- 8,000 active contacts with 5,700 working in public media
- High engagement: email open rates of 33% and average CTR of 20%
- More than 7,000 users and 20,000 pageviews monthly at greaterpublic.org
- More than 800 Greater Public members access members-only content monthly, with 70% visiting 3+ pages monthly



#### A NATIONAL AUDIENCE

# Largest Gathering of Public Media Revenue-Generating Professionals

With attendees representing more than 240 public media organizations nationwide, the Public Media Development and Marketing Conference (PMDMC) is your opportunity to meet the decision makers leading development, fundraising, marketing, membership, and digital initiatives.

1,000+ attendees to in-person PMDMC gatherings

2,600+ attendees to 2020 & 2021 virtual PMDMC events \$3B annual revenue<sup>1</sup> of the public media system 55% of PMDMC attendees self-identify in Leadership roles<sup>2</sup>

26% of attendees represent stations with budgets between \$5 - \$10M

12022 Media Universe // ESHAP

<sup>2</sup>Leadership roles include Managers, Directors, and C-Suite



# Sponsorship Highlights

### Extend Your Exposure Beyond PMDMC

Greater Public can work with your brand to build a year-long sponsorship package that positions your brand and your message in front of decision makers across public media. Opportunities include curated webinars, trainings, sponsored emails, and the upcoming Greater Public / PRPD virtual event on April 26- 27, 2022. This singlestream event is expected to draw up to 500 attendees representing station leadership in programming and marketing. With only two sponsorships available for this event, your brand will stand out.

### Present a Content Track

Serve as the presenter of a curated content track. Sponsorship includes recognition in printed and digital materials and signage as well as seat drop informational materials at track sessions. With six distinct content tracks, your brand can align with content focused on:

- Corporate Support
- Philanthropy (Major Giving, Foundations, & Planned Giving)
- Individual Membership

- Audience Development & Engagement
- Diversity, Equity & Inclusion
- General Interest



#### 2022 SPONSORSHIP HIGHLIGHTS CONTINUED

### Brand Activation in PMDMC Hub

Think beyond the booth in 2022. Greater Public is creating a central conference hub where attendees can network, recharge, and engage with conference sponsors. With all conference breaks, cocktail receptions, and select conference programming held in this central hub, your brand's on site footprint will be highly visible. Greater Public can work with your brand to brainstorm how to brand and program your space to create an experience of value for attendees and your brand.

### PMDMC 2022 Greatest Hits Event (September 2022)

A reprise of the top-rated breakout sessions from PMDMC 2022 presented virtually in September 2022. This event will be free of charge and available to Greater Public's full network and may attract more than 1,000 attendees.



FEATURED SPONSORS

# A Premier Networking & Sponsorship Experience

PMDMC attendees are looking for solutions that make a difference in their daily work. Join these partners who have leveraged PMDMC's premier networking and sponsorship opportunities:







#### EVENT SCHEDULE

# PMDMC 2022 | At a Glance

Scheduled to be held in-person in Chicago from July 19-22, 2022, PMDMC 2022 will feature three keynotes and more than 40 breakout sessions facilitated by thought leaders from public media and beyond, a conference hub where sponsors can engage with attendees, and a variety of networking events.





### SPONSORSHIP PACKAGES

# A Snapshot of Offerings

Based on your selected sponsorship level of Advocate (starts @ \$7,500), Champion (starts @ \$15,000), Solutions Partner (starts @ \$22,500), or Strategic Partner (starts @ \$30,000), your brand can select from a range of custom activations including:

### **Tier 1 Custom Activations**







### SPONSORSHIP PACKAGES CONTINUED

### **Tier 2 Custom Activations**

#### Hub Happy Hour Exclusive Sponsor

Exclusive sponsorship of the Hub Happy Hour

### Greater Public Affinity Group Email

Work with Greater Public to develop custom email targeted to a mission-aligned affinity group, i.e. Corporate Sponsorship

### PMDMC Attendee Sponsored Email

Work with Greater Public to develop a sponsored thought leadership email sent to all 2022 PMDMC attendees post-event

### **Tier 3 Custom Activations**

### Work Smart: Public Media Sponsorship Training for Newcomers (Fall 2022)

Exclusive sponsorship of Greater Public's new cohort style training program *Work Smart* 

#### Greater Public Webinars

Partner with Greater Public to present a free webinar to Greater Public's full network (approx. 8,000 contacts)



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# Get in touch.





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