

P M
D M C
2023

GREATER
PUBLIC



A Premier Networking & Sponsorship Experience



This is Greater Public.

Greater Public is the professional development association for public media fundraisers and marketers. For more than forty years, Greater Public has facilitated peer-to-peer connections, expanded professional expertise, and showcased leading strategies for effective revenue generation and member engagement.



243

Member Stations
& Organizations

8,000

Active Contacts
With 6,000 contacts actively
working in public media

23,000

Monthly pageviews
at www.greaterpublic.org



A NATIONAL AUDIENCE

Largest Gathering of Public Media Revenue-Generating Professionals

With 1,000+ attendees representing more than 240 public media organizations nationwide, the Public Media Development and Marketing Conference (PMDMC) is your opportunity to connect with the decision makers leading development, fundraising, marketing, membership, and digital initiatives.

PMDMC is the destination for the industry to come together to learn, grow, and build a sustainable future for public media.

\$3B

Annual revenue¹ of the public media system

55%

of PMDMC attendees self-identify in Leadership roles²

50%

of attendees represent public media stations with annual budgets over \$10M

¹2022 Media Universe // ESHAP ²Leadership roles include Managers, Directors, and C-Suite

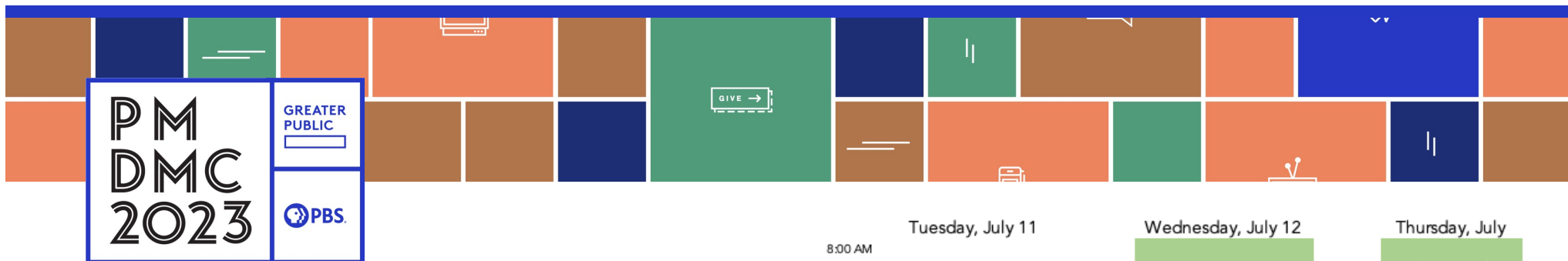


FEATURED SPONSORS

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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

At a Glance

PMDMC 2023 will be hosted July 11-14, 2023, at the Marriott Marquis in Atlanta, GA.

The conference will include multiple keynotes and more than 40 breakout sessions facilitated by thought leaders from public media and beyond. Conference sponsors can engage with attendees in a variety of networking events.

	Tuesday, July 11	Wednesday, July 12	Thursday, July 13
8:00 AM		Continental Breakfast	Continental Breakfast
8:30 AM			
9:00 AM	Brave Talk	Morning Keynote	Morning Keynote
9:30 AM			
10:00 AM		BREAK	BREAK
10:30 AM			
11:00 AM		Breakouts - 75 Min	Breakouts - 75 min
11:30 AM		BREAK	
12:00 PM		LUNCH KEYNOTE	LUNCH
12:30 PM			
1:00 PM		BREAK	
1:30 PM			
2:00 PM		Breakouts - 60 Min	Breakouts - 60 Min
2:30 PM			
3:00 PM		Beverage Break	Beverage Break
3:30 PM			
4:00 PM		Breakouts - 60 Min	Breakouts - 60 min
4:30 PM			
5:00 PM		Reception in Hub	Closing Happy Hour
5:30 PM	Newcomer Welcome Experience		
6:00 PM			
6:30 PM	Opening Reception		
7:00 PM			
7:30 PM			



SPONSORSHIP PACKAGES

A Snapshot of Sponsorship Activations and Offerings

Based on your selected sponsorship level, your brand can select from a range of custom activations. Amount listed are starting sponsorship investments.

Advocate

\$7,500

Champion

\$15,000

Solutions Partner

\$22,500

Strategic Partner

\$30,000



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Get In Touch



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