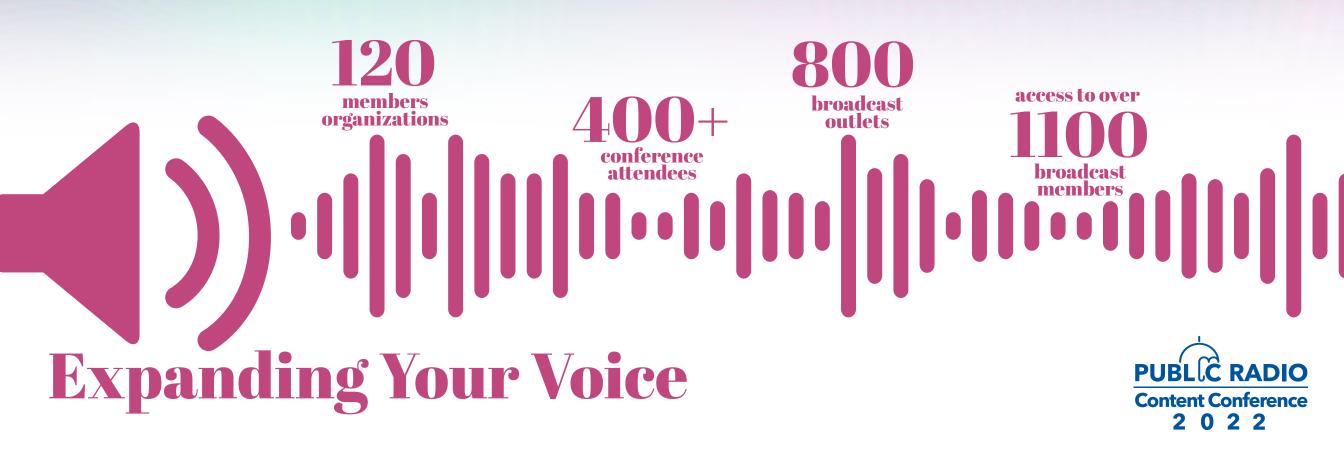


# **Sponsorship Opportunities**

PRPD convenes the content conversations in public media and supports its members in providing valued service to their communities. We also provide training, education, research and advocacy that benefits content and programming producers, leaders and decision makers across the country.

Now in its 35th year, the annual PRPD Content Conference is the premier gathering for noncommercial radio programmers, content managers and content leaders in the public media ecosystem. Each year, more than four hundred public media professionals from across the globe come together to be inspired and enlightened by high level presentations, discussions of national importance, professional development and training opportunities and networking with colleagues. Attendees from stations can meet and speak with national level talent and key decision makers from networks and public media organizations. This convening is a must-attend event for the public media content ecosystem. The PRPD Content Conference – the best way to reach public radio's most influential programming and content managers and key decision makers



## Over 50% of our attendees rate the PRPD Content Conference as the most important conference in our industry

# 70% have told their colleagues that the Content Conference is the one to attend!

### Join these iconic names in Public Radio

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If you need to meet with the leaders of these media outlets, make plans now to be in New Orleans!

#### PRX NPR

- APM, American Public Media CPB, Corporation for Public Broadcasting CBC, Canadian Broadcasting Corporation BBC, British Broadcasting Corporation WNYC, New York Public Radio KPCC, Southern California Public Media WBEZ, Chicago Public Media MPR, Minnesota Public Radio WAMU, Washington DC
- WBUR, Boston KERA, Dallas WUSF, Tampa KUOW, Seattle KQED, San Francisco WLRN, Miami KJZZ, Phoenix WFAE, Charlotte Michigan Radio OPB, Oregon Public Broadcasting

PUBLIC RADIO Content Conference 2 0 2 2

Sponsorship Opportunities	Platinum	Gold	Silver	Bronze
	\$45,000	\$35,000	\$20,000	\$10,000
Logo Placement on all conference marketing materials	Premier placement	*	*	*
Logo and embedded link on the event website and app	*	*	*	*
Logo placement on all on-site conference materials and signage	Premier placement	*	*	*
*Ownership of -	1 General Session & 1 networking break	1 Breakout Session & 1 networking break		
**Partnering for an off-site event	*	*	*	
Complimentary registrations	15	10	7	5
15% registration discount over allotment	*	*	*	*
***Complimentary exhibit spaces(s)	3	2	2	1
****Exclusive use of one private meeting room throughout the conference	*	*		
Push notifications on the event app during the event	4	3	2	1
Access to full attendee list with contact information	*	*	*	*

Sponsor must coordinate with PRPD on session content and speakers; can use all AV already in place for the General or Breakout Session, event will be marketed as "sponsored session"
Off-site event includes coordination with PRPD and meeting planners for appropriate venue; sponsor will be responsible for all venue related costs – AV, food and beverage and venue rental Exhibit space include 1-6' table and 2 chairs only (per table)
Private meeting room is space only. Sponsor is responsible for all AV and food and beverage costs



#### **Exhibit Spaces** \$2,500 - PRPD Non-members \$2,000 - PRPD members

Exhibiting with PRPD provides the most targeted and effective face time with leading decision makers in public radio. Key drivers of Exhibit area attendance include Monday's Welcome Reception, hosted in the Exhibit area, continental breakfast and beverage breaks on Tuesday and Wednesday, and locations for networking and recharging electronic devices.

#### Your turnkey solution includes:

- One (1) six-foot skirted table and two chairs located in the Exhibit area outside the general session room
- Two (2) full conference registration
- Additional registrations are available to exhibitors at a 10% discounted rate
- Exhibitor listing in conference app
- Shipping, furniture, a/v equipment, internet connectivity and other costs are responsibility of exhibitor

#### 2022 Exhibit Schedule:

Monday, August 29 Monday, August 29 Tuesday, August 30 Wednesday, August 31 Thursday, September 1 Set-up 11:00am-4:00pm Welcome Reception 4:00-6:00pm Exhibits open till 5:00pm Exhibits open till 5:00pm Exhibits open till 10:00am

#### **Attendees:**

Program Directors General Managers Producers News Directors Content Managers On-Air Personalities Digital Content Staff

Journalists Marketing Directors Researchers CEOs Network Executives Distributors

**CONTACT:** Keith Biersner keith.biersner@thinktbg.com +1 703 763 4091



# **Marketing Opportunities**

PRPD also offers a variety of unique standalone opportunities to extend your brand and service to conference attendees. In addition, you will receive visibility on the PRPD web site and the conference app.

#### **CONFERENCE TOTE BAG INSERT**

PRPD will insert your marketing collateral item into the official conference tote bag provided to each attendee. Sponsor is responsible for producing sufficient items and having them delivered to the conference hotel. PRPD will provide details and firm shipping deadlines

\$450 PRPD Member/\$550 Non-Member

#### **FLOOR CLINGS**

This is a great way to capture the attendees' attention when they enter the conference area. There are two opportunities, either a 5' diameter circle cling in front of the escalator or a 7' x 12' cling at the elevators

Sponsorship Fee: \$1,000/each

#### **DEMO LAB** LIMITED SLOTS AVAILABLE

Want to take an attendee through a more private and in-depth presentation of your product? Want their undivided attention for 30 minutes? Then sign up for a slot in our new Demo Lab. Conveniently located near the main conference area this room is available for select 30 minutes slots on Tuesday and Wednesday. We'll provide a room with a conference style set-up and you can add whatever audio-visual and food and beverage you need to make this a memorable meeting.

Sponsorship Fee: \$1,500

#### OFFICIAL CONFERENCE LANYARD Exclusive branding on the lanyard provided to ea

Exclusive branding on the lanyard provided to ea Stream et al. Sponsorship Fee: \$2,000 (plus cost of lanyard production)

#### **OFFICIAL CONFERENCE NAME BADGE**

**Exclusive** branding on the laminated badge provided to each conference attendee with the conference QR code that links conference agenda

Sponsorship Fee: \$2,000

#### **OFFICIAL JOB BOARD SPONSOR**

**Exclusive** branding of the shared Job Board for those looking for employees or employment

Sponsorship Fee: \$2,000

#### **ROOM DROP**

Have the item of your choice (marketing collateral, hospitality item, etc.) delivered to each attendee room at the conference hotel

**Sponsorship Fee: \$2,000** (Sponsor responsible for production of items and delivery to the hotel, all items must be preapproved by PRPD)

#### **OFFICIAL CONFERENCE PROGRAM GUIDE**

**Exclusive** branding on the printed program guide provided to each conference attendee **Sponsorship Fee: \$2,500** 

#### **OFFICIAL CHARGING STATION SPONSOR**

**Exclusive** branding on electronic charging stations located in high traffic area, with opportunity for placement of sponsor collateral **Sponsorship Fee: \$3,000** 

#### **OFFICIAL ROOM KEY CARD SPONSOR**

**Exclusive** branding on the room key card provided to each registered guest at the conference hotel; design subject to PRPD approval

Sponsorship Fee: \$4,000

#### **OFFICIAL CONFERENCE FOLD AWAY TOTE BAG SPONSOR**

**Exclusive** Your brand on this reusable bag that will be filled for each conference attendee! At the end of the conference, it can be compressed to fit inside its attached pouch. And to make this an even better branded item, it will be used again and again long after the conference notes are filed!

Sponsorship Fee: \$4,500 (includes cost of bag production)

#### **OFFICIAL CONFERENCE WIFI SPONSOR**

**Exclusive** branding on signage for wireless access information in all conference areas **Sponsorship Fee: \$5,000** 



Visibility as a host of the welcome reception in the Exhibit area on Mary, August 29 with opportunity for brief remarks and placement of sponsor collateral **Sponsorship Fee: \$10,000** 

# **Themed Opportunities**

New Orleans is synonymous with food and your brand can be tied to their iconic gastronomic options. How about beignets for breakfast, crawfish or muffulettas for a break? The possibilities are endless, but here are some preselected options to get you started:

#### **BEIGNET FEST**

Be the sponsor who provides the attendees a sugar rush to start their day! Taking place for the morning networking break on either Tuesday the 30th or Wednesday the 31st, this sure to please treat will tie your name to a great start to the day **Sponsorship Fee: \$10,000** (Sponsor may provide branded napkins, paper bags, and other collateral)

#### **MUFFELATTA MADNESS**

The Italian charcuterie and olive salad sliders scream New Orleans flair and are perfect for a networking break either Tuesday the 30th or Wednesday the 31st that will have attendees gathering around for more

**Sponsorship Fee: \$12,000** (Sponsor may provide branded napkins and other collateral)

#### **CRAWFISH FEST**

Treat the attendees to a heaping spread of crawfish, cheddar cheese biscuits and crawfish cocktail shots during our 4:00 afternoon break on either Tuesday the 30th or Wednesday the 31st

**Sponsorship Fee: \$15,000** (Sponsor may provide branded napkins and other collateral)

# Have a creative new sponsorship idea?

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