

PRESENTED BY PRNEWS



SOCIAL IMPACT SUMMIT + AWARDS

APRIL 20-21, 2022
RITZ CARLTON, PENTAGON CITY

SPONSORSHIPS

Leading CSR Strategies and DEI Best Practices for PR & Communications Professionals.



LEADING BRANDS & THE BRIGHTEST AGENCIES



*SAMPLE OF PAST ATTENDEES

WHO ATTENDS?

PRNEWS' Social Impact Summit & Awards draws 150-200 PR and Communications professionals from top corporations, agencies and non-profits each year. Attendees are highly-engaged and hungry for partners who can help them strengthen their crisis management strategies and brand reputation. And 89% of attendees classify themselves as decision-makers.

KEY JOB TITLES:

- » Chief Communications Officers
- » Chief Executive Officers
- » VP, Corporate Communications
- » VP, Sustainability
- » VP, Strategic Communications
- » Community Engagement Directors
- » Directors of Public Affairs
- » Director of Public Relations
- » Agency SVPs
- » Brand Reputation Strategists
- » External Relations Managers
- » Diversity, Equity & Inclusion Directors
- » Public Information Officers



THE IN-PERSON CONFERENCE DESIGNED TO PUSH THE INDUSTRY FORWARD

Put your people, company and brand at the cutting-edge of the communications community in 2022—by partnering with PRNEWS' hottest event: The Social Impact Summit & Awards.

Join us and 150-200 PR and Communications professionals in Washington, DC, April 20-21 for a masterclass in build meaningful DEI and cause-related campaigns. Our audience is eager to get back out there and meet in-person for the post-pandemic gathering their team needs to develop the most comprehensive social impact strategy for the year ahead.

At the Social Impact Summit & Awards, you'll reach PRNEWS' highly engaged audience of leading communicators. Our reach has grown significantly since 2020 through our virtual events, bringing a brand-new audience of buyers into the PRNEWS community. We'd love to introduce you to them.

As an event sponsor, you can expect to:

- » **Generate leads of highly-engaged prospects**
- » **Fill your pipeline with brand new buyers**
- » **Reinforce relationships with high-value clients, partners and prospects—and cultivate new ones**

Act now to secure your tabletop booth space for 2022 at the lowest rates and explore sponsorship options that go beyond the booth and leave our attendees talking about you.

“This [event] was TREMENDOUS. The quality of presentations was fantastic...a standard to be proud of.”

2021 ATTENDEE

“Great event, great content and speakers! Amazing takeaways and the roundtables were extremely valuable and engaging.”

2021 ATTENDEE

“Y'all crushed it! I love seeing PR turn into actually improving the world.”

2021 ATTENDEE

AVAILABLE SPONSORSHIPS

KEYNOTE SPONSORSHIP

(1 AVAILABLE)

Visibility doesn't get bigger than our Official Keynote Sponsorship. One of your executives will take the stage to welcome attendees to the most high-profile single gathering at the show, ensuring he/she gets face-to-face with every attendee. Establish your company as an industry thought-leader and align yourself with the biggest content at this year's event. Includes:

- » Ability to Play a short (2 min max) sizzle reel or opening video prior to the start of the Keynote
- » Ability for one executive to give 2-minute welcome remarks and keynote speaker introduction
- » Collateral material or gift distributed on all seats in room (Gift provided by sponsor)
- » Ability to display any free-standing signage at registration during entire event and in the keynote area (banners provided by sponsor)
- » Six-foot draped table in high-traffic area (sponsor sign, internet and electric provided)
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to event)
- » Partner-Level logo placement on all applicable sponsor signage, event collateral, website and promotions
- » Distribution of company marketing collateral at registration desk
- » 6 full conference passes, plus 50% discount on up to 7 additional passes
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event

Additional Marketing Exposure:

- » Pre- and Post-show email blast to the PRNEWS full database (50,000 contacts)
- » 3-month banner ad on PRNEWS website — reach: 68,000 unique visitors per month
- » 4x banner ad in the Daily Insights eletter (50,000 subscribers)

COST: \$16,495

SOCIAL IMPACT AWARDS LUNCHEON SPONSORSHIP

(1 AVAILABLE)

Join us as we recognize industry leaders in our official Social Impact Awards Luncheon. One of your executives will take the stage to welcome attendees to this high-profile luncheon as you garner face time with those making a change, and gain valuable face-to-face with every attendee. Includes:

- » Ability to Play a short (1 min max) sizzle reel or opening video prior to the start of the Awards
- » Ability for one executive to give 2-minute welcome remarks at the start of the Awards Luncheon
- » Ability to provide a special gift or collateral on all seats in room (gift provided by sponsor)
- » Ability to display any free-standing signage at registration during entire event and in the Awards area (banners provided by sponsor)
- » Sponsor will work with show management to create a signature "Mocktale" to be distributed to attendees during the Luncheon
- » Sponsor logo included on the Screen prior to the awards as well as on napkins at each seat
- » Six-foot draped table in high-traffic area (sponsor sign, internet and electric provided)
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to event)
- » Partner-Level logo placement on all applicable sponsor signage, event collateral, website and promotions
- » Distribution of company marketing collateral at registration desk
- » 6 full conference passes, plus 50% discount on up to 7 additional passes
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event

Additional Marketing Exposure:

- » Pre- and Post-show email blast to the PRNEWS full database (50,000 contacts)
- » 3-month banner ad on PRNEWS website — reach: 68,000 unique visitors per month.
- » 4x banner ad in the Daily Insights eletter (50,000 subscribers)

COST: \$16,495

THOUGHT LEADERSHIP SPONSOR (2 AVAILABLE)

Demonstrate your expertise and showcase your work in front of a select group of approximately 100 - 150 attendees by having your executive join the speaking faculty in one of our sessions or workshops. Our editors will help you select the perfect session to ensure you reach your target audience. (Opportunities go quickly—sign up early).

- » Six-foot tabletop display in networking common area (includes internet, electrical, company-branded sign)
- » Pre-show or post-show eblast to entire PRNEWS database and event attendees (\$5k value!)
- » Logo billing on all applicable pre-show marketing and distributed/ displayed onsite materials
- » Includes 3 full-conference registrations (40% off additional)
- » 6 full conference passes, plus a 50% discount on up to 6 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior event)
- » Platinum-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000, onsite sponsor signage and event collateral
- » Post-Show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event
- » Distribution of company marketing collateral at registration desk
- » Banner ad placement in the official event app

Additional Marketing Exposure:

- » 1-month banner ad on PRNEWS website — reach: 68,000 unique visitors per month
- » 4x banner ad in the Daily Insights eletter (50,000 subscribers)

COST: \$12,495

SILVER “TABLETOP EXHIBIT” SPONSORSHIP (3 AVAILABLE)

Expand upon your onsite presence with additional marketing exposure, before, during and after the event—all designed to help you maximize your interactions with attendees and the PRNEWS Audience.

- » Six-foot draped table in a high-traffic area (sponsor sign, internet and electric provided)
- » 4 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000, onsite sponsor signage and event collateral
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event
- » Distribution of company marketing collateral at registration desk
- » 1-month banner ad on PRNEWS website — reach: 68,000 unique visitors per month

COST: \$8,995

BRONZE “TABLETOP EXHIBIT” SPONSORSHIP (5 AVAILABLE)

This entry level program is designed to provide you the chance to network and connect with this powerful audience all while building your sales pipeline for 2022 and beyond.

- » Six-foot draped table in a high-traffic area (sponsor sign, internet and electric provided)
- » 2 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Bronze-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000, onsite sponsor signage and event collateral
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event

COST: \$6,495

HAPPY HOUR SPONSORSHIP (1 AVAILABLE)

Make it the ultimate experience at our Happy Hour. Engage attendees on a more social level while they take a break and grab a cocktail off site and mix and mingle with you after the first day of the event. This is your chance to get creative, catch their attention, and think outside the tabletop!

- » Sponsor designation during the Happy Hour taking place at this year's event
- » Ability to work with show management to design a signature cocktail to be distributed to attendees in a company branded glass
- » Attendees will receive a sponsor branded "drink ticket" to receive signature cocktail compliments of you
- » Sponsoring company can activate a game during the happy hour (any added cost for a special activation is the sole cost of the sponsor)
- » Logo placement on the bar cards describing the signature cocktail
- » Happy Hour sponsorship includes exclusive branding on signage during the happy hour
- » Logo placement on napkins ability to display/distribute company collateral and or gift during the Happy Hour
- » 4 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000, onsite sponsor signage and event collateral
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event

COST: \$8,995

NETWORKING BREAK SPONSORSHIP (1 AVAILABLE)

Make our networking break... your networking break—capture all of the benefits of the tabletop experience and engage attendees on a more social level while they take a break at the event. This is your chance to get creative, catch their attention, think outside the box with a game or a giveaway. Let us help create something special!

- » Sponsor of one of the refreshment breaks taking place during this year's event (choice of break based on order of contract receipt)
- » Includes branding on signage at the break and on-screen in refreshment area
- » Logo placement on napkins and cups during the designated break and ability to display/distribute company collateral and or gift during the designated break
- » 4 full conference passes, plus 50% discount on up to 5 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000, onsite sponsor signage and event collateral
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event.
- » Distribution of company marketing collateral at registration desk

COST: \$7,995



DAY 2 NETWORKING LUNCHEON SPONSORSHIP (1 AVAILABLE)

Time to take a break from the day and connect during our annual networking lunch. Enjoy a delicious buffet and engage attendees on a more social level.

- » Sponsor to receive shout-out and recognition during daily housekeeping notes in sessions
- » Sponsor designation during the Luncheon taking place at this year's event
- » Ability to work with show management to design a signature "mocktail" to be distributed to attendees in a company branded glass
- » Logo placement on the bar cards describing the signature "mocktail"
- » Luncheon sponsorship includes exclusive branding on signage and napkins during the lunch and ability to display/distribute company collateral and or gift during the lunch
- » 4 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000, onsite sponsor signage and event collateral
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event

COST: \$7,995



WIFI SPONSORSHIP (1 AVAILABLE)

Drive premium traffic back to your website by sponsoring the event WIFI. Your company name will have high recall as the official WIFI password. Once logged in users will be redirected to a URL of your choosing.

- » 3 full conference passes, plus a 50% discount on up to 1 additional pass
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Bronze-Level logo placement on all applicable sponsor signage, event collateral, website and pre-event promotions
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event.
- » Logo inclusion in pre-show featured email to attendees shouting out our sponsors and encouraging attendees to network during the event

COST: \$5,995



ROOM DROP SPONSORSHIP (1 AVAILABLE)

This is your opportunity to welcome attendees to this year's event in style. Drop a gift, company information or both to really get attendees excited for 2022 or help them wind down after an engaging event.

- » Bronze-Level logo placement on all applicable sponsor signage, event collateral, website and pre-event promotions
- » Distribution of company marketing collateral at registration desk
- » 1 full conference pass, plus a 50% discount on up to 2 additional passes
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event
- » Logo inclusion in pre-show featured email to attendees shouting out our sponsors and encouraging attendees to network during the event
- » Show management will pay for the per room fee of \$5 per room to the hotel and all costs associated with the room drop beyond that including but not limited to item itself, shipping, etc. are the responsibility of the sponsor. All items must be packaged as "one parcel."

COST: \$4,695



LANYARD SPONSORSHIP (1 AVAILABLE)

Have your company hung around the necks of all our attendees—literally wrap them in your branding!

- » One color logo placement on the lanyards distributed to all attendees as they check in at registration (lanyard provided by show management)
- » Bronze-Level logo placement on all applicable sponsor signage, event collateral, website and pre-event promotions
- » Distribution of company marketing collateral at registration desk
- » 1 full conference pass, plus a 50% discount on up to 2 additional passes
- » Post Show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event

COST: \$3,995



LOOKING FOR A UNIQUE ACTIVATION... OR HAVE QUESTIONS ON SPONSORING?

We've got you. Ask about our
custom packages, tailored to
your specific marketing goals.

CONTACT:

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PRNEWS

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