

# PMBA 2023

## ANNUAL CONFERENCE

May 30–June 2, 2023

Omni La Costa Resort • San Diego, CA



## PMBA 23 SPONSORSHIP PROSPECTUS

### About PMBA

The Public Media Business Association serves public radio, television, and joint licensee stations across the country. With a primary focus on education and development for leaders and decision makers in finance and human resources, PMBA is the only association in the system completely dedicated to the business of public media. When you support PMBA, you support the foundation of the system. PMBA's sponsors are critical in ensuring this vital work gets done. We invite you to be part of our organization through one of our year-long sponsorships.

### About the Conference: PMBA 2023 Annual Conference

PMBA's annual conference is the one conference designed specifically for public media professionals, including general managers, CFOs, financial and business executives, HR professionals, and a broad array of supporting organizations. Our 2023 Annual Conference will take place at the Omni La Costa outside San Diego, CA, from May 30–June 2. We encourage you to be part of this great event. This conference will be all in-person, so your target audience will be with you in San Diego!

### Year-Long Benefits

This isn't just a sponsorship for our conference. PMBA invites its sponsors to be engaged throughout the entire year. Most of our sponsorships include opportunities for the following:

- Webinars
- *PMBA Statements* Articles
- *PMBA Statements* Ads

### Terms & Conditions

Any unused benefits do not carry over. To sign up for a sponsorship or for more information, please contact Brandon Lawrence at [blawrence@pmbaonline.org](mailto:blawrence@pmbaonline.org) or (240) 801-3868.

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Cost	Platinum \$35,000	Gold \$25,000	Silver \$15,000	Honor Roll Plus \$5,000	Honor Roll \$2,000	Station Donor \$500
<b>Annual Conference</b>						
Tabletop Display	X	X	X	X	X	
Commercial Corner (Opportunity to Present Sales Pitch to Conference Attendees—15 Minutes in Length)	X	X	X	X		
Complimentary Conference Registrations	10	6	4	2	1	
Roster of All Opt-In Attendees and Contact Information	Yes	Yes	Yes	Yes	Yes	Yes
Advertisement in the Printed Conference Program (Exact Placement Determined by Sponsorship Level)	Full Page	Full Page	Full Page	Full Page	Half Page	
Listing/Logo in Conference Program (Printed and Virtual)	X	X	X	X	X	X
Sponsorship of Co-Branded Giveaway Item (Lanyard, Keycard, or Conference Bag)	Included	Included	Included	Addtl \$2,000	Addtl \$2,000	Addtl \$2,000
One Pre- or Post-Conference Message to Attendees (Approved by PMBA and Sent via Email)	X	X	X			
<b>Year-Long Benefits</b>						
Opportunity to Present a Webinar to PMBA Membership	3	2	1	1		
Primary Listing, Including Linked Logo Contact Information, and Up to Two Pieces of Collateral on PMBA Sponsor Section With Links to Website (\$1,000 Value)	Yes	Yes	Yes	Yes		
Display Banner Ad Placement in <i>PMBA Statements</i> Newsletter	12x	6x	3x	2x		
Ability to Submit an Article of Your Choice to <i>PMBA Statements</i> Newsletter	6x	3x	2x	2x		
Verbal Acknowledgement at the Beginning of All Webinars as a Top PMBA Sponsor	Yes	Yes				