



Public Affairs and Government Communications Summit

Gateway to Success for Public Affairs & Government Communicators

Live! by Loews—St. Louis | June 18–20, 2020

► **Sponsorship Opportunities**

About the PRSA Public Affairs and Government Communications Summit

The Public Affairs and Government Communications Summit will address the multi-disciplinary interests of public affairs professionals, and provide access to resources of interest to communicators who hold public affairs roles in the private and NGO sectors as well as communicators with key roles in local, state and national governmental bodies and the military.

This year's Public Affairs and Government Communications Summit is presenting 1½ days of professional development, best practices exchange and networking among leaders whose talents are in high demand at the nexus of public policy, community safety, and protection and environmental concerns. This is your company's chance to gain visibility and engage with these communications pros.

Access to a Summit

Throughout the year, the Public Affairs and Government Section offers its nearly 800 members opportunities for education and discussion on best practices as well as the latest issues facing public affairs communicators. The PRSA Summit attracts more than 120 communicators due to dynamic networking opportunities and professional development sessions on topics impacting public policy or public safety issues.

Contact With Senior-Level Communicators

- Mid- to senior-level public relations professionals make up 92 percent of attendees.
- Public relations professionals with 20 or more years of experience make up 32.7 percent of attendees.

Insight Into Senior Leadership's Challenges and Objectives

- All workshops, seminars and panels are targeted to professional best practices that help shape communications in a challenging world, maximize media relations and apply social media strategy and crisis communications around events that affect public policy communications.
- Industry leaders facilitate breakout sessions and networking roundtables.

The Opportunity to Promote Vendor Services

Our members rely on a variety of vendors to enhance best practices — a conference focal point.

- Our attendees are responsible for choosing public relations or communications-related services.
- Attendees are interested in vendor value offerings such as event planning, media and legislative tracking tools and services, media and publications production, press release newswire services, broadcast services (VNRs, ANRs, SMT), photography services, webcasting services, technology, consulting services, agency services, survey/primary research, media/executive training and video services.

Summit Session Sponsor — \$1,250

Benefits Include:

- Verbal acknowledgment of sponsorship and the opportunity to welcome session attendees at the opening reception or second networking event.
- Sponsor recognition in Summit promotional materials.
- Signage during the Summit.
- Verbal acknowledgment of sponsorship by Summit leadership from the podium.
- Brand logo displayed on Summit webpage.

Friend of the Summit — \$500

Benefits Include:

- Verbal acknowledgment of sponsorship from the podium.
- Signage during the Summit.
- Brand logo displayed on Summit webpage.

About the PRSA Public Affairs and Government Section

The Public Affairs and Government Section provides training and resources relevant to communicators in all levels of government and branches of the military as well as those at counseling firms, corporations and associations who are responsible for communicating with various audiences on public policy or public safety issues.



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Public Affairs and Government Section

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