

SPONSORSHIP PROSPECTUS



Public Radio News Directors Inc.
2019 Conference
June 13-15, 2019
Grand Hyatt—Washington DC

CONNECT TO PUBLIC MEDIA JOURNALISTS

Whether your organization provides equipment, shows or services, PRNDI is the best place to connect to the nation's working public media journalists.

PRNDI's attendance has continued to grow over the last few years to nearly 300 attendees. Our attendees include news directors, editors, reporters, producers and network personnel from the smallest public media newsrooms to the nation's power-house newsrooms.

GOLD SPONSORSHIP **\$25,000**

Choose any two food and beverage sponsorship or specialized sponsorship listed on pages 3 and 4 and PRNDI will provide the following additional benefits:

- ⇒ Your company ad will appear on the back cover of the program and will be upgraded to a color ad
- ⇒ Your company logo will be displayed on the screen at the front of the room before each main session
- ⇒ Receive five additional conference registrations
- ⇒ Prominent placement of your company logo on the PRNDI website
- ⇒ Mentions of your company on the PRNDI facebook page in no fewer than five posts in the month leading up to the conference
- ⇒ An ad in the PRNDI newsletter in two months of your choosing

SILVER SPONSORSHIP **\$20,000**

Choose any two food and beverage sponsorship or specialized sponsorship listed on pages 3 and 4 and PRNDI will provide the following additional benefits:

- ⇒ Your company ad in the conference program will be upgraded to a color ad
- ⇒ Your company logo will be displayed on a shared screen at the front of the room before each main session
- ⇒ Receive four additional conference registrations
- ⇒ Prominent placement of your company logo on the PRNDI website
- ⇒ Mentions of your company on the PRNDI facebook page in no fewer than three posts in the month leading up to the conference
- ⇒ An ad in the PRNDI newsletter in one month of your choosing

BRONZE SPONSORSHIP **\$15,000**

Choose any one food and beverage sponsorship listed on pages 3 and PRNDI will provide the following additional benefits:

- ⇒ Your company ad in the conference program will be upgraded to a color ad
- ⇒ Your company logo will be displayed on a shared screen at the front of the room before each main session
- ⇒ Receive three additional conference registrations
- ⇒ Placement of your company logo on the PRNDI website
- ⇒ Mentions of your company on the PRNDI facebook page in no fewer than two posts in the month leading up to the conference
- ⇒ An ad in the PRNDI newsletter in one month of your choosing

VENDOR AND AD OPPORTUNITIES

EXHIBITORS—LIMIT OF 10

\$1,000—INCLUDES:

- 6 foot vendor table in the common area of the conference
- Lunch provided Friday and Saturday for two exhibitors (full registrations are available at the member rate)
- Company name listed in the program guide
- One free tote stuffer

PROGRAM ADS AND TOTE INSERTS

Tote Bag Stuffer—\$350 to place one item in each conference tote bag

Full Page Program Ad—\$750 Black and White 5" wide by 8" tall to be provided as jpg or pdf

Half-Page Program Ad—\$400 Black and White 5" wide by 4" tall to be provided as a jpg or pdf

To discuss partnership opportunities with PRNDI, please contact:

George Bodarky—Development
Committee Chair—gbodarky@wfuv.org

Terry Gildea—Executive Director—
terry@prndi.org

Christine Paige Diers—Business Manager—
christine@prndi.org

FOOD AND BEVERAGE SPONSORSHIP OPPORTUNITIES

Coffee Break (Friday or Saturday) \$1,500

- ⇒ Signage in break area (provided by sponsor)
- ⇒ One free tote stuffer
- ⇒ One complimentary conference registration
- ⇒ Half-page black & white ad (5" x 4") in conference program

Breakfast (Friday or Saturday) \$3,000

- ⇒ Signage at breakfast area (provided by sponsor)
- ⇒ Because this is a continental breakfast, there is no opportunity for a presentation
- ⇒ One free tote stuffer
- ⇒ Two complimentary conference registrations
- ⇒ Half-page black & white ad (5" x 4") in conference program

Pre-Awards Banquet Reception (Saturday, 6:00 p.m.) \$4,000

- ⇒ Sponsored bar
- ⇒ Signage at reception/dinner (provided by sponsor)
- ⇒ 5 minute presentation at reception
- ⇒ One free tote stuffer
- ⇒ Two complimentary conference registrations
- ⇒ half-page black & white ad (5" x 4") in conference program

Awards Banquet Sponsorship (Saturday, 7:00 p.m.) \$7,500

- ⇒ Input into menu choices
- ⇒ Signage at reception/dinner (provided by sponsor)
- ⇒ 5 minute presentation at Awards Banquet
- ⇒ One free tote stuffer
- ⇒ Three complimentary conference registrations
- ⇒ Full-page black & white ad (5" X 8") in conference program

Post-Awards Banquet Reception \$4,000

- ⇒ Sponsored bar
- ⇒ Signage at reception/dinner (provided by sponsor)
- ⇒ 5 minute presentation at reception
- ⇒ One free tote stuffer
- ⇒ Two complimentary conference registrations
- ⇒ Half-page black & white ad (5" x 4") in conference program

Tote Bag Sponsorship **\$3,000**

- ⇒ Input into type of bag
- ⇒ Logo on each tote bag (PRNDI Logo will also be included)
- ⇒ One free tote stuffer
- ⇒ Two complimentary conference registrations
- ⇒ Half-page black & white ad (5"x 4") in conference program

Technology (ensure access to appropriate technology) **\$10,000**

- ⇒ Thanks/mention at each main session throughout the conference
- ⇒ One free tote stuffer
- ⇒ Three complimentary conference registrations
- ⇒ Space in the vendor area for sponsor signage (provided by sponsor)
- ⇒ Full-page black & white ad (5"x 8") in conference program

Program Guide **\$3,000**

- ⇒ Welcome message in the program
- ⇒ One free tote stuffer
- ⇒ Two complimentary conference registrations
- ⇒ Space in the vendor area for sponsor signage (provided by sponsor)
- ⇒ Half-page black & white ad (5"x 4") in conference program

Job Board Sponsorship **\$1,500**

- ⇒ Your name and logo on the job board for job seekers and employers
- ⇒ One free tote stuffer
- ⇒ One complimentary conference registration
- ⇒ Half-page black & white ad (5"x 4") in conference program

Charging Station Sponsorship **\$1,500**

- ⇒ Your name and logo in the official charging station area in the exhibitor hall
- ⇒ One free tote stuffer
- ⇒ One complimentary conference registration
- ⇒ Half-page black & white ad (5"x 4") in conference program

Key Card Sponsorship **\$1,500 (plus cost of Production)**

- ⇒ Your name and logo will appear on each key card for PRNDI attendees
- ⇒ One free tote stuffer
- ⇒ One complimentary conference registration
- ⇒ Half-page black & white ad (5"x 4") in conference program

Lanyards Sponsorship **\$2,000**

- ⇒ Your name and logo will appear around every neck at the conference
- ⇒ One free tote stuffer
- ⇒ One complimentary conference registration
- ⇒ Half-page black & white ad (5"x 4") in conference program

SPONSORSHIP POLICY STATEMENT

Sponsorships and partnerships are defined as mutually beneficial exchanges whereby Public Radio News Directors Inc. (PRNDI) receives funds, products or in-kind services from a sponsor or partner. The sponsor in turn benefits from recognition and affiliation with Public Radio News Directors Inc. Recognition will promote the sponsor's name and will not include reference to any specific product. Nor will PRNDI endorse any product or service of its sponsors. In general, sponsorships and partnerships are one-time, but may be on-going. PRNDI welcomes alliances with organizations that can help us fulfill our goals and benefit our membership. We will consider all types of alliances that can provide support, directly or indirectly, to our mission. PRNDI vehemently opposes pay-to-play practices. We reserve the right to refuse or suspend any sponsorship opportunity that is judged to be unsuitable or inappropriate to the advancement of our goals, including journalistic integrity.