



PMBA

**Public
Media
Business
Association**

efficiency, effectiveness and economics of public media

2012 Strategic Partnership, Underwriting and Affinity Opportunities

The newly re-named Public Media Business Association - PMBA (formerly the Public Broadcasting Management Association, or PBMA) is the "go-to" organization focused on enhancing the efficiency, effectiveness and economics of public media and represents through its members the majority of radio and television public media total support.

1760 Old Meadow Road
Suite 500
McLean, VA 22102
703.506.3292
www.pmbaonline.org

Strategic Partnership Opportunities

Key Benefits

- Year-round visibility and alignment
- Multi-media and multi-venue message reinforcement
- Packages tailored to provide unique access
- Active marketing involvement and support from PMBA Headquarters staff

PMBA *Prime Time* Strategic Partner - \$17,500

Deliverables:

- Market sector exclusivity;
- Stated recognition as a **PMBA Prime Time Strategic Partner** organization;
- Company logo prominently displayed on PMBA website homepage;
- Rotating banner ad on the PMBA website with a link to partner homepage;
- Featured content and co-marketing of services in PMBA programs to include:
 - Two (2) Toolkit webinars OR;
 - Two (2) Roundtable Telephone Toolkit sessions OR;
 - Two jointly prepared co-marketing messages sent to the PMBA electronic database
- Opportunity to provide four (4) educational briefs for the PMBA *BottomLine* newsletter (subject to editorial board approval and editing);
- Two (2) time use of PMBA's **opt-in** email list (content must be mutually approved and sent via email by PMBA on your behalf);
- Four (4) full PMBA 2012 Public Media Business Summit (Caesar's Palace, Las Vegas, NV) registrations as well as:
 - One (1) 10x10 exhibit space with preferred positioning;
 - Recognition as a **PMBA Prime Time Strategic Partner** in signage and rolling Power Point on Plenary session screens;
- Priority rights to available sponsorship opportunities at PMBA 2012 Public Media Business Summit and;
- Scheduled quarterly partnership review calls with key PMBA staff to evaluate Underwriter goals and objectives (dates set at time of contract ratification).

Investment Level: \$17,500, embedding two additional months FREE.

Sponsorship Underwriting Opportunities

Key Benefits

- Focused on visibility and alignment
- In-person message reinforcement
- Variety of packages and investment levels
- A cost-effective means of raising visibility while supporting PMBA

PMBA 2012 Public Media Business Summit May 30-June 1, 2012 Caesars Palace, Las Vegas, NV

PMBA invites your organization to join us in Las Vegas, NV in late May, 2012 for the Public Media Business Summit, focusing on key strategic, operational and financial issues confronting public media.

Attendee Profile: Your organization has the opportunity to interact with an expected audience of 200+ top-level executives, General Managers, CFO's, Human Resources professionals and line management representing the business of public media. This targeted group of executives and managers includes both radio and television participants, and presents you with the ability to engage customers with your organization's products and services to meet mutually beneficial business goals.

2012 Business Summit underwriting and exhibitor options are presented in the following pages. Should you see greater benefit in opportunities for year-round presence and visibility with PMBA, please refer to our Strategic Partner opportunities.



Sponsorship Underwriting Opportunities

Title Underwriter - \$20,000 (Exclusive)

Benefits and Recognition

- Title Underwriter of the **Keynote Luncheon** at the 2012 Public Media Business Summit and associated recognition throughout the event;
- Recognition as the **Title Underwriter** in marketing and promotional materials, on-site program and signage;
- Opportunity for a corporate representative to make introductory remarks at the **Keynote Luncheon**;
- Logo and link to your homepage from PMBA's conference webpage;
- Logo in conference program, rolling PowerPoint on plenary screens and in conference marketing messages;
- Five (5) full conference registrations;
- One (1) 10x10 exhibit space and two (2) exhibit hall only passes;
- One (1) use of pre- and post-conference roster of **opt-in** attendees (marketing messages must be mutually approved and sent via email by PMBA on your behalf);
- Banner ad on the PMBA website (www.pmbaonline.org) with a link to your homepage and;
- Premium placed full-page advertisement in the conference program.

Producer Underwriter - \$10,000 (Two Opportunities)

Benefits and Recognition

- Underwriter of either the **Pre-Conference Luncheon** or **Opening Reception**;
- Recognition as the **Producer Underwriter** in marketing and promotional materials, on-site program and signage;
- Opportunity for a corporate representative to make introductory remarks at the **Pre-Conference Luncheon** or **Opening Reception**;
- Logo and link to your homepage from PMBA's conference webpage;
- Logo in conference program, rolling PowerPoint on plenary screens and in conference marketing messages;
- Three (3) full conference registrations;
- One (1) 10x10 exhibit space and two (2) exhibit hall only passes;
- Banner ad on the PMBA website (www.pmbaonline.org) with a link to your homepage and;
- Premium placed full-page advertisement in the conference program.

Director Underwriter - \$6,500 (Two Opportunities)

Benefits and Recognition

- Underwriter of one of two conference **Breakfasts**;
- Recognition as the **Director Underwriter** in marketing and promotional materials, on-site program and signage;
- Opportunity for a corporate representative to make introductory remarks at one of the conference **Breakfasts**;
- Logo and link to your homepage from PMBA's conference webpage;
- Logo in conference program, rolling PowerPoint on plenary screens and in conference marketing messages;
- Two (2) full conference registrations;
- One (1) 10x10 exhibit space and two (2) exhibit hall only passes and;
- Half-page advertisement in the conference program.

Sponsorship Underwriting Opportunities

Trendsetter Underwriter - \$3,000 (Four Opportunities)

Benefits and Recognition

- Underwriter of one of four conference **Breaks**;
- Recognition as a **Trendsetter Underwriter** in marketing and promotional materials, on-site program and signage;
- Logo and link to your homepage from PMBA's conference webpage;
- Logo in conference program, rolling PowerPoint on plenary screens and in conference marketing messages;
- One (1) full conference registration;
- One (1) 10x10 exhibit space and two (2) exhibit hall only passes and;
- Quarter-page advertisement in the conference program.

Exhibit Booth - \$1,750

- One (1) 10x10 exhibit space, two (2) exhibit-hall only passes, two (2) chairs, a wastebasket and;
- Recognition in the conference program.

Booths are assigned only after payment has been received in full, on a first-come, first-serve basis. Every attempt will be made to meet requests regarding location; however, PMBA reserves the right to reconfigure the exhibit hall if necessary. All requests are final.

More Exciting Underwriting Opportunities

Webinars and Toolkits

- Special underwriting packages are available for PMBA's regularly scheduled Webinars and Toolkits. For pricing and information, please call PMBA at 703.506.3292.

PMBA Affinity Relationship Opportunities

- All Affinity relationships are negotiated individually but every relationship does require a contracted minimum level of direct support to PMBA. For questions regarding Affinity Relationships, please call PMBA at 703.506.3292.

For more information on these opportunities, please contact PMBA Executive Director Tom Gibson at tgibson@pmbaonline.org, or PMBA Resource Development Specialist Elizabeth Johnson at ejohnson@pmbaonline.org. Via telephone, please call PMBA at 703.506.3292.

PMBA Commitment Form

Please fax the completed form to Elizabeth Johnson, Resource Development Specialist at 703.506.3266.
Mail payment to: PMBA, 1760 Old Meadow Road, Suite 500, McLean, VA 22102

Payment must be received by May 1, 2012 to ensure partnership, underwriter or exhibitor benefits.

- Prime Time Strategic Partner.....\$17,500
- Title Underwriter..... \$20,000 (Exclusive Opportunity)
- Producer Underwriter.....\$10,000 (Two Opportunities)
 - Pre-Conference Luncheon
 - Opening Session
- Director Underwriter.....\$6,500 (Two Opportunities)
- Trendsetter Underwriter.....\$3,000 (Four Opportunities)
- Exhibit Booth.....\$1,750

PRIMARY CONTACT INFORMATION:

Name: _____ Title: _____
Company: _____
Address: _____
City, State, ZIP: _____
Phone: _____ Fax: _____ E-mail: _____

PAYMENT INFORMATION:

Please invoice me. Check enclosed (payable to PMBA).
Please charge the amount of \$ _____ to my: American Express Visa MasterCard Discover
Card #: _____ Exp. date: _____ Sec Code: _____
Name: _____ Signature: _____

YOUR SIGNATURE SIGNIFIES YOUR COMMITMENT TO PAY FOR ALL SPONSORSHIPS AS STIPULATED HEREIN.

Cancellation & Payment Policy: This document serves as a contract. All partnership, underwriting and exhibitor requests are final. Execution of this commitment form signifies assumption of legal responsibility to pay for all requests as stipulated on the form. Payment must be made in U.S. dollars drawn from a U.S. bank.

Refunds: No refunds will be made for partnership, underwriting or exhibit booth fees.

Tax information: PMBA is a tax-exempt organization as described in 501 (c)(3) tax ID number 23-2724555.

ADA Regulations: In compliance with ADA regulations, PMBA will take all reasonable steps to ensure that Americans with disabilities are given equal and reasonable opportunity to participate in the program. For further information, please contact PMBA Events Department at 703-506-2889.