

PRIMA

JUNE 13-16 | MILWAUKEE



SPONSORSHIP OPPORTUNITIES

INCREASE YOUR BRAND RECOGNITION AND INCREASE BUSINESS

- Place your products and services in front of key decision makers
- Promote your organization to more than 1,800 risk management professionals

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2021 SPONSORSHIP OPPORTUNITIES

● INCREASE VISIBILITY IN THE PUBLIC RISK MANAGEMENT INDUSTRY

PRIMA is the only association dedicated solely to the practice of risk management in the public sector. Investing your sponsorship dollars with PRIMA puts your products and services in front of more than 1,800 public entity members and more than 1,200 conference attendees!

PRIMA's mission is to advance the knowledge and practice of public risk management. This goal could not be reached without the generous support of our corporate members. Sponsorship of PRIMA not only furthers the mission of PRIMA, but gives you, a PRIMA supporter, access to PRIMA's extensive pool of members.

● CONNECT WITH EXISTING CLIENTS AND REACH POTENTIAL CUSTOMERS

PRIMA's members and conference attendees coordinate risk management, purchase insurance, manage human resources, administer safety and environmental programs, manage labor issues, handle parks and recreation programs and much more.

● GENERATE POSITIVE IMPACT

Supporting PRIMA is a great way to increase your exposure to current and future PRIMA members as well as to show your support of the public risk management industry. Your generous support earns you formal recognition of your commitment to public risk managers in a variety of ways, including but not limited to:

- Acknowledgement in conference programs, marketing materials and certain issues of *Public Risk* magazine, and on the PRIMA Conference Web site.
- Recognition on signage at the PRIMA Annual Conference or other PRIMA-coordinated events (depending on the item sponsored).
- Complimentary full conference registrations and exhibit hall staff badges (quantity dependent on item sponsorship purchased and sponsorship level).
- Complimentary tickets for certain conference events (quantity and events determined by sponsorship purchased and sponsorship level).

conference.primacentral.org



LEVELS OF SPONSORSHIP

PLATINUM LEVEL
\$20,000 and higher

GOLD LEVEL
\$13,000 – \$19,999

SILVER LEVEL
\$7,500 – \$12,999

BRONZE LEVEL
\$7,499 and under

● BENEFITS OF ANNUAL CONFERENCE SPONSORSHIP

SPONSOR LEVEL	PLATINUM	GOLD	SILVER	BRONZE	PATRON
Recognition in Marketing Materials	LOGO	LOGO	LOGO	LOGO	TEXT
Recognition on Conference Signage	LOGO	LOGO	LOGO	LOGO	TEXT
Listing on PRIMA Web Site with Link to Your Company's Web Site	LOGO	LOGO	LOGO	LOGO	TEXT
Recognition at Annual Conference General Session	LOGO	LOGO	LOGO	LOGO	TEXT
Listing in <i>Public Risk</i> Magazine Annual Conference Issue	LOGO	LOGO	LOGO	LOGO	TEXT
Authorized Use of the PRIMA 2021 Annual Conference Sponsor Logo	✓	✓	✓	✓	✓
Conference Banner Ad—Recognizing Your Company as a Conference Sponsor—for Use on Your Web Site	✓	✓	✓	✓	✓
Complimentary Electronic Conference Attendee List (Subject to Restrictions)	✓	✓	✓	✓	✓
Able to Reserve Hospitality Suite/Meeting Room at Official PRIMA Conference Venues**	✓	✓	✓		
Company Logo with Link to Company Web Site Used in All Conference Email Marketing Pieces	✓				
Complimentary Registration for Annual Conference	3 \$1,920 value	2 \$1,280 value	1 \$640 value		
Complimentary Annual Conference Welcome Reception Tickets	7 \$525 value	5 \$375 value	3 \$225 value	2 \$150 value	1 \$75 value
Additional Staff Badges to Work Exhibit Booth for Annual Conference	8 \$400 value	6 \$300 value	4 \$200 value	3 \$150 value	1 \$50 value

SPECIAL NOTES: Rewards are determined by the total dollar amount of contributions.

Benefits for non-conference related sponsorships will be noted with the individual sponsorship item.

**All requests for hospitality suites at the PRIMA Annual Conference must be submitted to PRIMA no later than February 19, 2021.

Requests for hospitality suites sent directly to the hotel will be forwarded to PRIMA for approval. Hospitality suites are subject to room availability and, if available, offered on a first come, first served basis.



ANNUAL CONFERENCE SPONSORSHIP OPTIONS

The PRIMA 2021 Annual Conference, June 13–16, 2021, in Milwaukee is the industry’s premier face-to-face educational and networking forum for risk managers in the public sector, with more than 1,200 risk management professionals in attendance. Conference sponsorships offer a wide variety of highly visible options designed to increase your brand recognition among public sector risk management professionals and give your organization access to key decision makers in the risk management field.

PLATINUM LEVEL SPONSORSHIPS

(\$20,000 and higher)

WELCOME RECEPTION – SUNDAY, JUNE 13 \$30,000

The Welcome Reception, included with a full conference registration, kicks off the Annual Conference with style. The event is the perfect opportunity for attendees to reconnect with old friends and meet new ones. The sponsoring company will be prominently recognized in marketing materials, onsite signage and at the event.

Sponsor Recognition: Company logo in event marketing materials.

Sponsor Benefits: Sponsor logo on cocktail napkins and 15 complimentary tickets—a \$1,500 value!

CONVENTION CENTER WI-FI \$20,000

Connect with attendees virtually everywhere. Custom graphic and sponsor logo appear on a splash screen and landing page that attendees see when accessing the network.

PUBLIC RISK MANAGER OF THE YEAR \$20,000

Support PRIMA’s most outstanding and prestigious annual award for achievement and success!

Sponsor Recognition: Company logo in event marketing materials and PRMY video.

Sponsor Benefits: Reserved seating and the opportunity to address the audience at the Awards Program & Reception.

TUESDAY NIGHT SOCIAL EVENT – TUESDAY, JUNE 15 \$20,000 (CO-SPONSORSHIP)

A perennial favorite of conference attendees, this signature conference event is held at a venue representative of the conference host city and is included in the cost of full registration. The sponsoring company will be prominently recognized in marketing materials, onsite signage and at the event.

Event specific recognition and benefits: Sponsor logo on cocktail napkins; 3 additional tickets—a \$700 value!

GOLD LEVEL SPONSORSHIPS

(\$13,000 – \$19,999)

HEADSHOT LOUNGE \$15,000

NEW! You’ve got the attention of thousands of people for as long as you’d like, so relax and get to know your customers while you share your brand with them. At the end of it, they’ll thank you. Our professional headshot photo booth delivers an ROI that can’t be touched by any other trade show giveaway.

Sponsor Recognition: Company logo in event marketing materials.

Sponsor Benefits: Custom branded head-shot lounge on the trade-show floor.

PARTICIPATE WITH PRIMA AS A CORPORATE PARTNER \$15,000

Sponsorships in the amount of \$15,000 or higher qualify you to explore being a PRIMA Corporate Partner. The CP program allows you the opportunity to meet with the PRIMA Board, staff, and other corporate partners as well as participate in the planning for the PRIMA 2021 Annual Conference, or in other PRIMA committees. Your participation would run June 2021 through June 2022. Contact meetings@primacentral.org for more information.

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CONFERENCE T-SHIRTS \$13,000

Have your company logo worn by all conference attendees for years to come. This stylish t-shirt is an annual hit with attendees.

RELAXATION STATION \$13,000

NEW! Attendees are looking for some relaxing therapy after sitting in sessions all day. Provide this popular service to the Annual Conference attendees that they will really appreciate; and drive traffic to your booth at the same time!

SILVER LEVEL SPONSORSHIPS

(\$7,500 – \$12,999)

CONFERENCE MOBILE APP \$10,000

Recognition on app welcome screen and dedicated landing page, your logo and message in circulating web banner (with hyperlink). Premier listing within the mobile app exhibitor directory as well as two push notifications to promote your brand and drive traffic.

CONTINENTAL BREAKFAST \$10,000 (PER CO-SPONSORSHIP)

PRIMA will offer a continental breakfast before the general sessions each morning. The sponsor company will receive recognition in all marketing materials and event signage.

Event specific recognition and benefits: Company logo on napkins distributed to all attendees.

HEALTHY KICK START \$10,000

NEW! Sponsor PRIMA's new health initiative program Wednesday morning. Attendees will have the option to sign up for either Yoga or Crossfit.

Event specific recognition and benefits: Company logo on water bottles distributed to registered attendees.

HOT TOPIC LEARNING ZONE \$10,000

NEW! Join risk managers as they discuss the newest headlines and trends in risk management within our education theatre on the business exchange show floor.

Event specific recognition and benefits: Sponsor logo within the theatre and option to distribute organization collateral within zone space.

HOTEL KEY CARDS \$10,000

This is your opportunity to put your brand in the hands of every attendee for their entire stay in Milwaukee. PRIMA will produce approximately 2,400 keys (2 per room) with the sponsor company logo, web site and tagline (if available).

KEYNOTE SPEAKER SERIES (2 AVAILABLE) \$10,000 (PER DAY)

The PRIMA Annual Conference kicks off each conference day (Monday & Tuesday) with an inspiring general session. The sponsoring company will be prominently recognized in **SOLB** marketing materials, onsite signage and at the event.

Event specific recognition and benefits: Two (2) reserved tables and an opportunity for brief remarks each day and distribute company materials.

LUNCH IN THE BUSINESS EXCHANGE (2 AVAILABLE) \$10,000 (PER CO-SPONSORSHIP)

The lunch on Monday and Tuesday afternoon takes place in the PRIMA 2021 Business Exchange. Take this opportunity to encourage attendees to stop by your booth for a thank you! The sponsoring company will be prominently displayed in marketing materials and event signage.

Event specific recognition and benefits: Company logo on napkins included with lunch and four (4) complimentary lunch tickets—a \$200 value!

PRIMA'S KEYNOTE LUNCH & LEARN (WEDNESDAY, JUNE 16) \$10,000

NEW! Closing General Session, join risk management experts as they discuss prominent and relevant topics within his and her entities.

Event specific recognition and benefits: Option to moderate and/or make brief remarks and two (2) reserved tables.

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PRIMA TV \$10,000

NEW! Sponsor the newly created PRIMA TV as we engage conference attendees via Live Streaming, YouTube, Facebook & Linked-In with carefully curated interviews.

Recognition & benefits: Branded backdrop and ability to be interviewed and promote your services.

CONFERENCE TOTE-BAGS (2 OF 3 AVAILABLE) \$7,500 (PER CO-SPONSORSHIP)

Prominently display your company logo while providing a helpful hand to attendees. Sponsors of the conference tote-bags will have their company logo displayed prominently on the bags given to all conference attendees.

NETWORKING PAVILION (2 AVAILABLE) \$7,500 (CO-SPONSORSHIP)

When attendees need a place to sit and rest for a minute, make sure it's YOUR brand that they are thinking about by sponsoring one of the lounges on the tradeshow floor. Get creative and work with PRIMA to put your company's individual stamp on this area.

ONSITE POCKET GUIDE \$7,500

Be the exclusive sponsor of the Pocket Guide, the essential guide to the show containing an A to Z exhibitor list, detailed floor plan and event program.

POP-UP SPONSORSHIP (2 AVAILABLE) \$7,500

NEW! Pop-up sponsorships offer a unique opportunity for your company to draw customers into a mini 'world' completely customized around your brand that will boost brand awareness. The pop-up sponsorship means that attendees will find out about your location the day of through word of mouth or social media, creating a sense of buzz and excitement.

**All breaks are 30 mins in length*

REGISTRATION & WELCOME AREA \$7,500

Located in a central, highly trafficked area, this is the main gathering location for registration and general conference information. Greet attendees upon their arrival to PRIMA's Annual Conference, and capture their attention throughout the conference and between programmed events.

SAFETY KIT \$7,500

NEW! Keep attendees safe and well with a custom face mask and hand sanitizer.

Event specific recognition and benefits: Company logo on mask and sanitizer.

BRONZE LEVEL SPONSORSHIPS

(\$7,499 and under)

BADGE HOLDERS \$6,500

Your company name will be displayed on the badge holder of each attendee at the conference. Badge holders are a great way to gain exposure at the PRIMA Annual Conference. Sponsorship commitment must be made no later than March 20, 2020.

DIRECTIONAL FOOTPRINTS \$6,500

NEW! The Wisconsin Center is a big property, help attendees navigate their way to sessions and to the business exchange with customized decals placed throughout the center!

FIRST TIMERS LOUNGE \$6,500

NEW! Held Monday and Tuesday of the conference join annual conference first timers to mix, mingle and relax!

Event specific recognition and benefits: The sponsor will receive recognition in all marketing materials and event signage.

HOTEL ROOM DROP (3 AVAILABLE) \$6,500

NEW! Welcome attendees back to their rooms Sunday, Monday or Tuesday by providing them with gifts or marketing collateral. Sponsor must provide the gift and ship to hotel(s).



LANYARDS \$6,500

Have your company name around the necks of all attendees! Sponsorship commitment must be made no later than March 22, 2021.

AFTERNOON BREAK (2 AVAILABLE) \$5,000

PRIMA will offer afternoon breaks in between session.

Event specific recognition and benefits: The sponsor will receive recognition in all marketing materials and event signage.

MORNING BREAK (3 AVAILABLE) \$5,000

PRIMA will offer morning breaks in between sessions each morning.

Event specific recognition and benefits: The sponsor will receive recognition in all marketing materials and event signage.

SUNDAY FIRESIDE CHATS (2 AVAILABLE) \$3,500

NEW! This is an opportunity for attendees to engage in candid conversations with experienced leaders in risk management about the trials, triumphs and lessons learned from years of practice.

Event specific recognition and benefits: Opportunity to curate and facilitate session and have collateral material distributed on tables. Please note: NO sales pitches allowed.

PATRON LEVEL SPONSORSHIPS

(\$2,999 to \$500)

CONFERENCE BAG INSERTS \$2,000

Sponsor companies can place a one-page flyer in the registration tote bag distributed to all conference attendees. This is an ideal opportunity to advertise your booth location, invite attendees to your cocktail party or supply all attendees with your product brochure.

Insert requirements: The sponsor company is responsible for design production and shipping of the insert. Inserts must be 1-page only (it can be double-sided) and no larger than 8.5” x 11”. PRIMA must approve all bag inserts. Approval will take no more than 2 business days. The final insert must be received at the PRIMA office by May 14, 2021.

ANNUAL CONFERENCE E-NEWSLETTERS \$2,000

NEW! Virtually distributed e-newsletters highlighting each day of the conference.

Event specific recognition and benefits: Sole ad space within the newsletter and recognition on marketing material and event signage.

CONFERENCE APP BANNER AD WITH HYPERLINK \$1,500

The PRIMA conference app is popular with attendees with more than 20,000 dashboard visits and more than 3,300 downloads. Features include a rotating banner ad that will appear on the app dashboard page that opens to a full-screen landing page with your ad, coupon or product information when tapped by the user.

PUBLIC RISK MANAGER SCHOLARSHIP (6 AVAILABLE) \$1,500 (PER SCHOLARSHIP)

With the economic challenges that public entities across the country are still facing, professional development has taken a hard hit. The Educational Scholarship Fund supports PRIMA public entity members with a scholarship to attend the PRIMA Annual Conference. Scholarship recipients are provided with a complimentary conference registration, four nights lodging and a \$250 stipend. Each \$1,500 scholarship brings one (1) public risk manager to the conference.

Sponsor Recognition: Sponsors will be recognized on the PRIMA conference website, through e-marketing of the scholarship program to PRIMA membership and as a patron level sponsor (or higher if sponsoring more than one scholar).

SPONSOR AN iPad \$1,500 (PER iPad)

Conference attendees will be encouraged to visit exhibitor booths to meet company representatives and pick up raffle tickets, which offer them an opportunity to win prizes during 2 raffle ticket drawings. Sponsors of an iPad will receive recognition in conference materials and in the PRIMA Booth (where drawings take place). They will also receive specific recognition with the iPad they sponsor.



MOBILE APP PUSH NOTIFICATIONS (6 AVAILABLE)\$500

Push notifications are the optimal way for your company to make important announcements and promotional offerings to attendees directly.

OTHER SPONSORSHIP OPTIONS

PRIMA CYBRARY \$5,000

Be the company to host one of PRIMA’s most highly valued (as per a recent survey of members) member benefits. This technologically advanced tool puts risk management resources at the fingertips of all PRIMA members day or night, and your company will be highly visible on the PRIMA Cybrary homepage and recognized in all PRIMA Cybrary marketing for one year!

PRIMA WEBINAR SERIES \$2,500 (PER WEBINAR)

The PRIMA Webinar Series is enormously popular, averaging 150 attendees per Webinar. Add visibility to your brand by sponsoring a PRIMA Webinar in 2021.

Recognition and benefits: Company logo displayed throughout webinar marketing materials, including emails and website, as well as on the live Webinar. You will also get a post-Webinar attendee list.

NOTE: PRIMA 2020 sponsors have the right of first refusal to the same sponsored event or item. Also, exhibitors may not provide a giveaway item on their own that is listed as an official PRIMA sponsorship item.

BECOME A CORPORATE AFFILIATE MEMBER OF PRIMA

Support PRIMA public entity members and receive subscriptions to *Public Risk*, access to the members-only area of Web site and program announcements, access to the PRIMA Cybrary, plus discounts on PRIMA seminars, conferences and publications. Contact Aimee Freeman at afreeman@primacentral.org for more information.

SPONSORSHIP DEADLINES

Due to print, production and other time restraints, PRIMA has issued the following deadlines for sponsorship submissions in order for you to receive the full benefit of sponsoring with PRIMA:

SPONSOR AGREEMENT RECEIVED BY:	
December 4, 2020	Company name/logo included in first conference brochure. PDF document emailed to prospective attendees and placed online
February 19, 2021	Company name/logo included in the printed conference brochure mailed to potential conference attendees
March 26, 2021	Any promotional product sponsorship
Ongoing	Conference website. Company name/logos will be added to the PRIMA conference website as they are received.

To become a sponsor, or for additional information concerning sponsorship opportunities, benefits received and custom-designed packages, please contact meetings@primacentral.org.



PRIMA SPONSORSHIP AGREEMENT

TERMS AND CONDITIONS

Agreement. This agreement shall become effective on _____ (date signed) and will remain in effect until all responsibilities set out are fulfilled. The parties acknowledge that they will use their best good faith efforts to negotiate and resolve subsequent issues that may arise from this agreement as a result of unforeseen occurrences and that may alter the conditions of this agreement.

Term. This agreement shall remain in effect until the event or the end of 2021, whichever is applicable as per the sponsored agreement.

Cancellation Policy. PRIMA will refund 50% of the total sponsor fee for cancellations received in writing 120 days before the first day of the event. 25% of the sponsorship fee will be refunded for cancellations received in writing 60 days before the 1st day of the event. **Promotional items**—once the promotional item is in production, there shall be no refunds. In the unlikely event of the cancellation of the conference, the liability of the Public Risk Management Association is limited to the return of fees.

Signature: _____

Print Name: _____

PRIMA SPONSORSHIP AGREEMENT

Company/Contact Information. Please provide information for the person PRIMA staff will be primarily working with for this sponsorship.

Name: _____

Primary Contact Title: _____

Company Name: _____
(please list company name as it should appear in marketing materials)

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email Address: _____

Website (for conference site link): _____

Total Sponsorship Amount: \$ _____

Selected Sponsorship(s): _____

Payment information Send invoice Check Visa MasterCard AMEX

Name on Card: _____

Card No. Exp. Date (Month) (Year) Security code:

Signature: _____

Billing address (if different than above): _____

Email form to: meetings@primacentral.org
Fax form to: 703.739.0200
Mail form and payment to: 700 S. Washington Street #218, Alexandria, VA 22314