

# PRIMA

# 24

JUNE 6–9 | NASHVILLE, TN

**NEW DATES** Thursday–Sunday



# 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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## 2024 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](https://conference.primacentral.org)

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## 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 2024 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	<b>3</b> \$1,920 value	<b>2</b> \$1,280 value	<b>1</b> \$640 value		
Complimentary Annual Conference Welcome Reception Tickets	<b>7</b> \$525 value	<b>5</b> \$375 value	<b>3</b> \$225 value	<b>2</b> \$150 value	<b>1</b> \$75 value
Additional Staff Badges to Work Exhibit Booth for Annual Conference	<b>8</b> \$400 value	<b>6</b> \$300 value	<b>4</b> \$200 value	<b>3</b> \$150 value	<b>1</b> \$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 5, 2024.

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.

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## ANNUAL CONFERENCE SPONSORSHIP OPTIONS

The PRIMA 2024 Annual Conference, June 6–9, 2024, in Nashville 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 – THURSDAY, JUNE 6 ..... **SOLD** \$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 ..... **SOLD** \$20,000

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

#### PUBLIC RISK MANAGER OF THE YEAR ..... **SOLD** \$20,000

Support PRIMA’s most outstanding and prestigious annual award 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; Five (5) complimentary tickets to the Awards Program—a \$250 Value!

#### PRIMA SIGNATURE SOCIAL EVENT – SATURDAY, JUNE 8 (1 REMAINING) . \$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!

#### CONFERENCE TOTE-BAGS ..... **SOLD** \$20,000

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

### GOLD LEVEL SPONSORSHIPS

(\$13,000 – \$19,999)

#### HEADSHOT LOUNGE ..... **SOLD** \$15,000

You’ve got the attention of thousands of people for as long as you 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.

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**CONFERENCE T-SHIRTS** ..... **SOLD** ..... **\$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.

**FIRST TIMERS BREAKFAST** ..... **\$12,500**

**NEW!** Held Friday, June 7, join first time conference attendees over breakfast to mix and mingle.

**Event specific recognition and benefits:** The sponsor will receive recognition in all marketing materials and signage along with exclusive first time attendee list.

## 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 (3 AVAILABLE)** ..... **\$10,000**

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 Sunday morning. Attendees will have the option to sign up for either Yoga or High Intensity Interval Training.

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

**HOTEL KEY CARDS** ..... **\$10,000**

This is your opportunity to put your brand in the hands of every attendee for their entire stay in Nashville. 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 (Friday & Saturday) with an inspiring general session. The sponsoring company will be prominently recognized in 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** ..... **\$10,000**

The lunch on Saturday afternoon takes place in the PRIMA 2024 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 (SUNDAY, JUNE 9)** ..... **\$10,000**

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

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

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**COUNT-DOWN CLOCK** ..... **SOLD** ..... \$7,500

**NEW!** PRIMA's conference website is visited by hundreds of risk management professionals daily. Place your company's logo next to the official PRIMA24 countdown clock for optimal brand visibility.

**DESSERT RECEPTION** ..... **SOLD** ..... \$7,500

Directly following PRIMA's Awards Luncheon join attendees and exhibitors inside the Business Exchange for some sweet treats and bubbly libations.

**Event specific recognition and benefits:** signage placed at each of the food stations

**NETWORKING PAVILION (1 OF 2 REMAINING)** ..... **\$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** ..... **SOLD** ..... \$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** ..... **SOLD** ..... \$7,500

Located in a central, highly trafficked area, this is the main go-to 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.

**BRONZE LEVEL SPONSORSHIPS (\$7,499 and under)**

**BADGE HOLDERS** ..... **SOLD** ..... \$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.

**DIRECTIONAL FOOTPRINTS** ..... **SOLD** ..... \$6,500

The Gaylord Resort & Convention Center is a big property, help attendees navigate their way to sessions and to the exhibit hall with customized decals placed throughout the center!

**ESCALATOR STEP & REPEAT** ..... **SOLD** ..... \$6,500

As attendees go up and down the Gaylord Resort & Convention Center's escalators place your brand on the step and repeat escalator clings.

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

Welcome attendees back to their rooms Thursday, Friday or Saturday by providing them with gifts or marketing collateral. Sponsor must provide the gift and ship to hotel(s).



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**LANYARDS** ..... **SOLD** ..... **\$6,500**  
Have your company name around the necks of all attendees!

**AFTERNOON BREAK (2 AVAILABLE)** ..... **\$5,000**  
PRIMA will offer afternoon breaks in between session. **SOLD**  
**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.

**BUSINESS EXCHANGE PASSPORT** ..... **\$5,000**  
This exclusive opportunity places your logo and a back page advertisement on the Business Exchange Passport. This passport is given to all attendees and will allow them to collect stamps that enter them into the daily Business Exchange drawings. **SOLD**

**FIRESIDE CHATS (2 AVAILABLE)** ..... **\$3,500**  
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.

## 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 6, 2024.

**ANNUAL CONFERENCE E-NEWSLETTERS** ..... **\$2,000**  
Virtually distributed e-newsletters highlighting each day of the conference. **SOLD**  
**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 (7 REMAINING)** ..... **\$2,000 (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).

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## 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 Saturday’s raffle drawing. 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.

## E-MAIL BANNER ADVERTISEMENT (MULTIPLE) ..... \$500

Advertise and feature your company in one of the many e-mails sent to PRIMA attendees leading up to the annual conference.

**Event specific recognition and benefits:** Sponsor’s advertisement hyperlinked to specified URL.

## MOBILE APP PUSH NOTIFICATIONS (MULTIPLE) ..... \$500

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

### OTHER SPONSORSHIP OPTIONS

## 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 2024 Annual Conference, or in other PRIMA committees. Your participation would run June 2024 through June 2025. Contact [meetings@primacentral.org](mailto:meetings@primacentral.org) for more information

## PRIMA INSTITUTE 2024 (PI) ..... MULTI LEVEL

PRIMA Institute (PI) is the premier educational program for new and seasoned public risk management professionals who seek to learn more about emerging trends and best practices. This hands-on learning environment affords attendees the opportunity to participate in case studies and network with leaders in the field of public risk management. Visit our website for more information <https://primacentral.org/education/prima-institute/>.

## 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 2024.

**Recognition and benefits:** Logo added to the email regarding the selected webinar, logo added to the selected webinar on PRIMA’s website, acknowledgment during the webinar including the waiting room, list of registrants

**NOTE: PRIMA 2023 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 Paul Gerard at [pgerard@primacentral.org](mailto:pgerard@primacentral.org) for more information.



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## 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 8, 2023	Company name/logo included in first conference brochure. PDF document emailed to prospective attendees and placed online
February 19, 2024	Company name/logo included in the printed conference brochure mailed to potential conference attendees
March 25, 2024	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](mailto: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 2024, 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](mailto:meetings@primacentral.org)  
Fax form to: 703.739.0200  
Mail form and payment to: 700 S. Washington Street #218, Alexandria, VA 22314