



**PUBLIC RISK MANAGEMENT ASSOCIATION**

# 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

**[conference.primacentral.org](http://conference.primacentral.org)**



# 2017 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 1,100 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 sponsored and sponsorship level).
- Complimentary tickets for certain conference events (quantity and events determined by sponsorship purchased and sponsorship level).





# 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 2016 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 \$600 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 March 31, 2017. 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 2017 Annual Conference, June 4–7, 2017, in Atlanta is the industry’s premier face-to-face educational and networking forum for risk managers in the public sector, with more than 1,100 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)

**TUESDAY NIGHT SOCIAL EVENT. TUESDAY, JUNE 6** ..... \$60,000

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; 20 additional tickets (\$1,500 value); opportunity to address audience

**WELCOME RECEPTION. SUNDAY, JUNE 4** ..... \$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.

**Event specific recognition and benefits:** Sponsor logo on cocktail napkins and 15 complimentary tickets (\$1,125 value)

**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 sponsor table and the opportunity to address the audience at the Awards Luncheon; Five (5) complimentary tickets to the Awards Luncheon—a \$250 Value!

## GOLD LEVEL SPONSORSHIPS (\$13,000 – \$19,999)

**PRIMA AWARDS LUNCHEON** ..... \$15,000

Support public risk management excellence! The awards luncheon on Monday, June 5, honors the 2017 award winners and their achievements. This popular event is included with a full conference registration. 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 seven (7) complimentary tickets (\$350 value) to the Awards Luncheon. A representative from the sponsoring company will also have an opportunity for brief remarks.



# ANNUAL CONFERENCE SPONSORSHIP OPTIONS



## PRIMA MEMBERSHIP LUNCH ..... \$13,000

Show your support for PRIMA membership by sponsoring the PRIMA membership lunch – also the closing event for the conference – where officers and new board members are installed. The sponsoring company will be prominently recognized in marketing materials, onsite signage and at the event and an opportunity for brief remarks.

**Event specific recognition and benefits:** company logo on table napkins; two (2) reserved tables and seven (7) complimentary tickets (\$350 value) to the Membership Lunch;

## CONFERENCE T-SHIRTS ..... \$13,000

Have your company logo worn by all conference attendees for years to come. This stylish T is an annual hit with attendees. The t-shirt sponsor will be a part of the design process for the t-shirt.

## SILVER LEVEL SPONSORSHIPS (\$7,500 – \$12,999)

### KEYNOTE SPEAKER SERIES.....\$10,000 PER DAY – 3 AVAILABLE

The PRIMA Annual Conference kicks off each conference day (Monday, Tuesday, Wednesday) 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

### CHARGING TOWER ..... \$10,000

Plug it in...lock it up...walk away. Attendees will come back to a fully charged device branded with your company logo! The sponsoring company will be recognized in marketing materials, event signage and on the charging towers. Sponsorship is for two charging towers.

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

PRIMA 2016 will house conference attendees in one official hotel. This is your opportunity to put your brand in the hands of every attendee for their entire stay in Phoenix. PRIMA will produce approximately 2,400 keys (2 per room) with the sponsor company logo, web site and tagline (if available).

### CONTINENTAL BREAKFAST ..... \$10,000 PER CO-SPONSORSHIP – 2 AVAILABLE

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 travel coffee mugs distributed to all attendees.

### PRIMA ANNUAL 5K FUN RUN/WALK ..... \$10,000

Sponsor the official PRIMA 5k Fun Run! Participants will receive T-shirts with your company logo showing your support of this fun event!

### CONFERENCE TOTE-BAGS ..... \$7,500 PER CO-SPONSORSHIP – 3 AVAILABLE

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.



# ANNUAL CONFERENCE SPONSORSHIP OPTIONS



## BOXED LUNCH IN THE EXHIBIT HALL .....\$7,500

The boxed lunch on Tuesday afternoon takes place in the PRIMA 2017 exhibit hall. 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 (\$300 value).

## CONFERENCE KEYRING/FLASHLIGHT .....\$7,500

Put your company name on this useful and helpful takeaway for conference attendees. Your company logo will be prominently displayed on the flashlight for visibility beyond the conference.

## POST-IT NOTES/NOTEPAD .....\$7,500

Conference attendees loved this giveaway at the PRIMA Annual Conference, giving them the ability to make and save quick notes and stick them securely in their conference program, on their handouts, etc.! Sponsorship commitment must be made no later than March 31, 2017.

## CONFERENCE LUGGAGE TAGS.....\$7,500

Gain additional visibility long after the conference with this handy travel helper. Sponsorship commitment must be made no later than March 31, 2017.

### PARTICIPATE WITH PRIMA AS A CORPORATE PARTNER.

Sponsorships in the amount of \$10,000 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 2018 Annual Conference, or in other PRIMA committees. Your participation would run June 2017 through June 2018. Contact [meetings@primacentral.org](mailto:meetings@primacentral.org) for more information.

## 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 31, 2017.

### LANYARDS..... \$6,500

Have your company name around the necks of all attendees! Sponsorship commitment must be made no later than March 31, 2017.

**Upgrade to the Silver Level—combine the badge holder and lanyard sponsorships for \$12,000**

### EXHIBIT HALL RECEPTION ..... \$6,000

Attendees will enjoy cocktails in the exhibit hall Monday evening. Signage recognizing your company will be placed throughout the exhibit hall for this event on June 5. The sponsoring company will be prominently displayed in marketing materials and event signage.

**Event specific recognition and benefits:** Company logo on napkins included on all bars.



# ANNUAL CONFERENCE SPONSORSHIP OPTIONS



## DESSERT RECEPTION IN THE EXHIBIT HALL ..... \$6,000

Monday afternoon—after the awards and before sessions begin— take this opportunity to sweeten conference attendees toward your company by sponsoring the Dessert Reception. The sponsoring company will receive recognition in conference marketing materials, and their logo will be displayed prominently on event signage.

**Event specific recognition and benefits:** Company logo on napkins included on all dessert stations.

## CONFERENCE PEN ..... \$5,000

Pens for attendees will be placed in the tote bags for all attendees. Sponsorship commitment must be made no later than March 31, 2017.

## CONFERENCE HIGHLIGHTERS ..... \$5,000

Highlighters for attendees will be placed in the tote bags for all to use. Sponsorship commitment must be made no later than March 31, 2017.

### PATRON LEVEL SPONSORSHIPS (\$2,999 and under)

## CONFERENCE APP BANNER AD WITH MULTIMEDIA VIDEO PACKAGE ..... \$2,500

The PRIMA conference app is popular with attendees with more than 20,000 dashboard visits and more than 3,300 downloads. Increase your visibility by adding a video to your app ad package. The rotating banner ad opens to a full-screen landing page with your company information, ad and video. PRIMA staff and our app vendor will work with you on the technical specifications.

## 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 18, 2017.

## PUBLIC RISK MANAGER SCHOLARSHIP ..... \$1,500/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 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)

## CONFERENCE APP BANNER AD WITH LANDING PAGE ..... \$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.

SEE SAMPLES OF THE 2016 APP BANNER ADS HERE:  
<http://app.core-apps.com/prima-ac16>



# ANNUAL CONFERENCE SPONSORSHIP OPTIONS

## SPONSOR AN iPad ..... \$1,000 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.

## 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 2017.

**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 2016 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 Bles Dones at [bdones@primacentral.org](mailto:bdones@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 1, 2016	Company name/logo included in first conference brochure. PDF document emailed to prospective attendees and placed online
February 15, 2017	Company name/logo included in the printed conference brochure mailed to potential conference attendees
March 31, 2017	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).



