

INTEGRATE DC

WASHINGTON, D.C. | MARCH 31, 2020 | NATIONAL EDUCATION ASSOCIATION

This one-day, content-packed marketing communications conference will feature experts from global brands who will share case studies and insider tips on how they're breaking through the clutter to reach people. The event is hosted by the West Virginia University Reed College of Media and the Public Relations Society of America's National Capital Chapter.

Why Sponsor?



A POWERFUL NETWORK

Integrate attracts powerful marketing communications professionals, students and educators representing a variety of industries.



THE LATEST AND GREATEST

The event will immerse our attendees in data analytics, digital media, creative advertising and much more. Show your dedication to evolution and innovation within our industry.



A GOOD VALUE

Sponsorship of this event is a cost-effective opportunity to put your brand in front of a national audience. All sponsorship levels include at least one conference pass.

SPONSORSHIP LEVELS

INTEGRATE DC CONFERENCE SUPPORTER \$500

- / One conference pass
- / Approved insert/promo item in conference bag/sponsor table
- / Approved display of company logo on sponsor event signage
- / Approved logo in conference program
- / Approved logo on event website

FRIEND OF INTEGRATE BLUE LEVEL \$1,000

- / Two conference passes
- / Purchase additional conference passes at a discount
- / Approved insert/promo item in conference bag/sponsor table
- / Approved display of company logo on sponsor event signage
- / Approved logo in conference program
- / Approved logo on event website
- / Conference summary wrap-up email to all conference attendees/PRSA-NCC members
- / Sponsor table in sponsor area outside of auditorium

CONTACT: Stefanie Moore at 304-293-5685 or stefanie.moore@mail.wvu.edu to sponsor Integrate DC or for more information. Have another sponsorship idea? Let us know!

SPONSORSHIP LEVELS

(continued)

FRIEND OF INTEGRATE GOLD LEVEL \$2,000

- / Four conference passes
- / Purchase additional conference passes at a discount
- / Approved insert/promo item in conference bag/sponsor table
- / Approved display of company logo on sponsor event signage
- / Approved logo in conference program
- / Approved logo on event website
- / Conference summary wrap-up email to all conference attendees/PRSA-NCC members
- / Sponsor table in sponsor area outside of auditorium
- / Branded giveaway item provided to all conference attendees at check-in (Items provided by the sponsor – PRSA-WVU guidelines apply)

FRIEND OF INTEGRATE PLATINUM LEVEL \$3,000

- / Six conference passes
- / Purchase additional conference passes at a discount
- / Approved insert/promo item in conference bag/sponsor table
- / Approved display of company logo on sponsor event signage
- / Approved logo in conference program
- / Approved logo on event website
- / Conference summary wrap-up email to all conference attendees/PRSA-NCC members
- / Sponsor table in the sponsor area outside of the auditorium
- / Branded giveaway item provided to all conference attendees at check-in (Items provided by the sponsor – PRSA-WVU guidelines apply)
- / Branded phone charging stations

SPONSOR A SESSION

OPENING KEYNOTE SPONSOR

\$2,500 (1 available)

- / Four conference passes
- / Approved insert/promo item in conference bag/sponsor table
- / Approved display of company logo on sponsor event signage
- / Approved logo in conference program
- / Approved logo on event website
- / Opportunity to introduce the Opening Keynote speaker
- / Prominent recognition at the event, including your logo on all printed and digital promotional materials with recognition of the sponsorship and digital displays at the event
- / Conference summary wrap-up email to all conference attendees/PRSA-NCC members
- / Acknowledgment on social media and in conference schedule

CLOSING KEYNOTE SPONSOR

\$2,500 (1 available)

- / Four conference passes
- / Approved insert/promo item in conference bag/sponsor table
- / Approved Display of company logo on sponsor event signage
- / Approved Logo in conference program
- / Approved Logo on event website
- / Opportunity to introduce the Closing Keynote speaker
- / Prominent recognition at the event, including your logo on all printed and digital promotional materials with recognition of the sponsorship and digital displays at the event
- / Conference summary wrap-up email to all conference attendees/PRSA-NCC members
- / Acknowledgment on social media and in conference schedule

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SPONSOR A SESSION

(continued)

HAPPY HOUR RECEPTION SPONSOR

\$1,500 (1 available)

- / Two conference passes
- / Approved insert/promo item in conference bag/sponsor table
- / Approved display of company logo on sponsor event signage
- / Approved logo in conference program
- / Approved logo on event website
- / Title sponsor of reception, signage/verbal recognition at event
- / Acknowledgment on social media and in conference schedule

FEATURED SPEAKER SPONSOR

\$1,000 (5 available)

- / Two conference passes
- / Approved insert/promo item in conference bag/sponsor table
- / Approved display of company logo on sponsor event signage
- / Approved logo in conference program
- / Approved logo on event website
- / Acknowledgment on social media and in conference schedule

LUNCH SPONSOR \$1,000 (1 available)

- / Two conference passes
- / Approved insert/promo item in conference bag/sponsor table
- / Approved display of company logo on sponsor event signage
- / Approved logo in conference program
- / Approved logo on event website
- / Title sponsor of lunch, signage/verbal recognition at event
- / Acknowledgment on social media and in conference schedule

BREAKFAST SPONSOR \$1,000 (1 available)

- / Two conference passes
- / Approved insert/promo item in conference bag/sponsor table
- / Approved display of company logo on sponsor event signage
- / Approved logo in conference program
- / Approved logo on event website
- / Title sponsor of breakfast, signage/verbal recognition at event
- / Acknowledgment on social media and in conference schedule

CASE STUDY SPONSOR \$1,000

If your company is interested in delivering an industry case study presentation on the main stage at the conference, we have limited slots for this sponsorship package. The case study must include relevant information that would pertain to marketing communications professionals and learners.

- / Two conference passes
- / Approved insert/promo item in conference bag/sponsor table
- / Approved display of company logo on sponsor event signage
- / Approved logo in conference program
- / Approved logo on event website
- / Acknowledgment on social media and in conference schedule
- / 15-minute industry case study presentation right before a coffee break (No Sales Pitches)

BREAK SPONSOR \$500

- / Title sponsor of one break, signage/verbal recognition at event
- / One conference pass
- / Approved insert/promo item in conference bag/sponsor table
- / Approved display of company logo on sponsor event signage
- / Approved logo in conference program
- / Approved logo on event website
- / Acknowledgment on social media and in conference schedule

COFFEE SPONSOR \$500

- / Title sponsorship of coffee provided during refreshment breaks
- / One conference pass
- / Approved insert/promo item in conference bag/sponsor table
- / Approved display of company logo on sponsor event signage
- / Approved logo in conference program
- / Approved logo on event website

LUNCH TABLE SPONSOR \$300

- / One conference pass
- / Approved company logo/information on table tent(s) for each table sponsored