

August 25-28, 2025 Salt Lake City, Utah.



CONTENT conference



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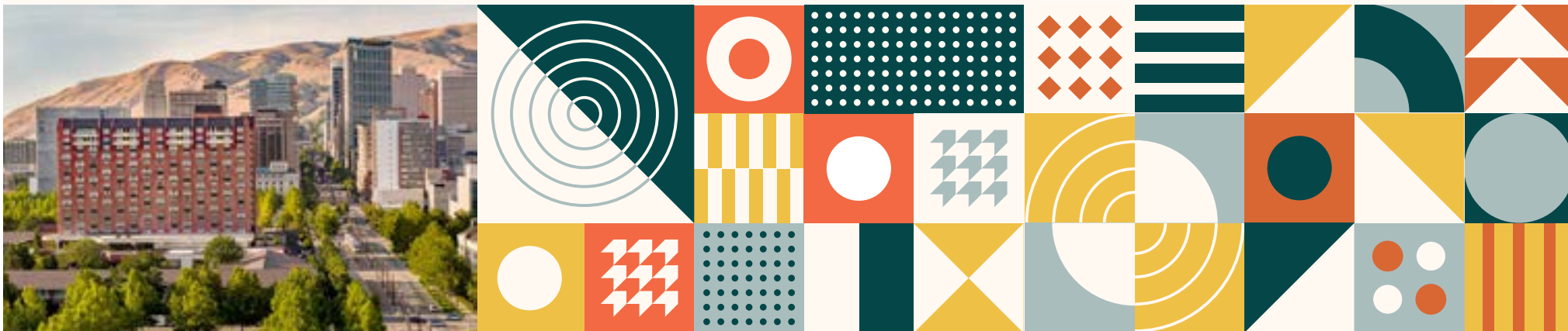
The PMCC Content Conference is the premier gathering for content professionals in public media, uniting leaders from stations of all sizes, national networks, program providers, and industry support organizations. As we prepare for our 2025 conference, held from August 25-28 at the Little America Hotel in Salt Lake City, Utah, we invite corporations and organizations to partner with us in shaping the future of public service content and programming.

This event is more than a conference—it's an incubator for ideas, a platform for innovation, and a catalyst for impactful storytelling. **As a sponsor, your brand will gain exclusive access to influential decision-makers, content creators, and industry pioneers who shape the media landscape.** You'll have the opportunity to showcase your commitment to

public service media, engage directly with professionals driving audience engagement, and align your company with the values of education, integrity, and community impact.

Sponsorship benefits include brand visibility, thought leadership opportunities, exclusive networking sessions, and on-site activations that put your company at the center of the conversation. Whether you're looking to drive awareness, launch new initiatives, or forge strategic partnerships, the PMCC Content Conference provides the perfect environment to connect with media leaders shaping the future.

For sponsorship opportunities, contact us today!





Platinum

Level Sponsorship

\$40,000



Logo recognition as PLATINUM SPONSOR in all marketing and event materials:

- Top logo placement on all conference marketing materials and communications including media releases, attendee and exhibitor e-mail marketing and social media promotions.
- Logo and embedded link in the Sponsor Recognition section of conference app and website.
- Logo and embedded link in the Exhibitor section of conference website.
- Top logo placement on all on-site conference materials and signage.
- Direct sponsorship of ONE (1) GENERAL SESSION.
 - ◆ Ability to coordinate with the PMCC team on topic and speaker selection.
 - ◆ Rights to program and own content being presented.
 - ◆ Provide opening comments.
 - ◆ Dedicated rehearsal time.
 - ◆ General Session marketed as “Sponsored Session.”
 - ◆ Sponsor can utilize existing AV already in place for the general session (any additional AV requirements will be the responsibility of SPONSOR).
- Exclusive sponsorship of TWO (2) SOCIAL EVENTS.
 - ◆ Official sponsor of ONE (1) Networking Break and ONE (1) Happy Hour, to be scheduled at the discretion of PMCC.
 - ◆ Both events include basic food & beverage service and minimal AV set-up of one speaker and one microphone for making informal announcements. Any additional AV needs or specific food, beverage and/or entertainment needs will be the financial responsibility of the SPONSOR.
 - ◆ Signage placed at the break area.
 - ◆ Inclusion on all marketing materials identifying you as the sponsor.
 - ◆ Ability to add branded items to the networking break and happy hour (i.e., napkins, glasses).
- Visual and verbal acknowledgement as a PLATINUM SPONSOR at the beginning of each general session.
- Complimentary registration for FIFTEEN (15) employees or associates. \$150 discount applied to registration fee for additional employees or associates (member rate).
- Exclusive use of ONE (1) meeting room for private meetings, workshops, or consultations - set banquet style with seating for at least SIXTY (60) people with standard AV of one podium, one laptop connection, one projector screen and one microphone. PLATINUM SPONSOR will be responsible for any additional costs including food, beverages, furnishings, and additional AV needs.
- Up to THREE in-app push notifications per day directing attendees to PLATINUM SPONSOR content within the event schedule – NINE total notifications.
- Access to full attendee list including contact information.



Gold

Level Sponsorship

\$30,000



Logo recognition as GOLD SPONSOR in all marketing and event materials:

- Appropriate logo placement on all conference marketing materials and communications including media releases, attendee and exhibitor e-mail marketing and social media promotions.
- Logo and embedded link in the Sponsor Recognition section of conference app and website
- Logo and embedded link in the Exhibitor section of conference website
- Top logo placement on all on-site conference materials and signage
- Direct sponsorship of ONE (1) BREAKOUT SESSION
 - ◆ Ability to coordinate with the PMCC team on topic and speaker selection.
 - ◆ Rights to program and own content being presented.
 - ◆ Provide opening comments.
 - ◆ Breakout Session marketed as “Sponsored Session”.
 - ◆ Sponsor can utilize existing AV already in place for the breakout session (any additional AV requirements will be the responsibility of GOLD SPONSOR).
- Exclusive sponsorship of ONE (1) NETWORKING BREAK
 - ◆ Sponsorship of one thirty-minute Networking Break between sessions, to be scheduled at the discretion of PMCC.
 - ◆ The event includes basic food & beverage service and minimal AV set-up of one speaker and one microphone for making informal announcements. Any additional AV needs or specific food or beverage needs will be the financial responsibility of the GOLD SPONSOR.
 - ◆ Signage indicating the sponsorship placed within the break area.
 - ◆ Inclusion on all marketing material identifying you as the sponsor of the Networking Break.
 - ◆ Ability to add branded items to the networking break (i.e., napkins, glasses).
- Visual and verbal acknowledgements as a GOLD SPONSOR at the beginning of each general session.
- Complimentary registration for TEN (10) employees or associates. \$150 discount applied to registration fee for additional employees or associates (member rate).
- Exclusive use of ONE (1) meeting room for private meetings, workshops, or consultations - set banquet style with seating for at least SIXTY (60) people with standard AV of one podium, one laptop connection, one projector screen and one microphone. GOLD SPONSOR will be responsible for any additional costs including food, beverages, furnishings, and additional AV needs.
- Up to TWO in-app push notifications per day directing attendees to GOLD SPONSOR content within the event schedule – SIX total notifications.
- Access to full attendee list including contact information.



Silver

Level Sponsorship

\$20,000



Logo recognition as SILVER SPONSOR in all marketing and event materials:

- Appropriate logo placement on all conference marketing materials and communications including media release, website, conference app, e-mail and social media promotions.
- Appropriate logo placement on all on-site conference materials and signage.
- Exclusive sponsorship of ONE (1) NETWORKING BREAK.
 - ◆ Official sponsor of ONE (1) Networking Break, to be scheduled at the discretion of PMCC.
 - ◆ The event includes basic food & beverage service and minimal AV set-up of one speaker and one microphone for making informal announcements. Any additional AV needs or specific food or beverage needs will be the financial responsibility of the SILVER SPONSOR.
 - ◆ Signage placed at the break area.
 - ◆ Inclusion on all marketing material identifying you as the sponsor.
 - ◆ Ability to add branded items to the networking break (i.e., napkins, glasses)
- Acknowledgements as a SILVER SPONSOR at the beginning of each conference session
- Exclusive use of ONE (1) meeting room for private meetings, workshops, or consultations - set banquet style with seating for at least FORTY (40) people with standard AV of one podium, one laptop connection, one projector screen and one microphone. SILVER SPONSOR will be responsible for any additional costs including food, beverages, furnishings, and additional AV needs.
- Complimentary registration for SEVEN (7) employees or associates. \$100 discount applied to registration fee for additional employees or associates (member rate).
- One (1) in-app push notification per day directing attendees to SPONSOR content within the event schedule – THREE total notifications.
- Dedicated space on Sponsor page of conference mobile app with logo/link.
- Access to full attendee list including contact information.

Bronze

Level Sponsorship

\$10,000

Logo recognition as BRONZE SPONSOR in all marketing and event materials:

- Logo placement on all conference marketing materials and communications including media release, website, conference app, e-mail and social media promotions.
- Logo placement on all on-site conference materials and signage.

DURING THE EVENT:

- Acknowledgements as a BRONZE SPONSOR at the beginning of all general sessions.
- Complimentary registration for FIVE (5) employees or associates. \$100 discount applied to registration fee for additional employees or associates. (member rate).
- ONE (1) ten-by-ten booth in the Exhibit Hall (including table, two chairs and electricity drop).
- ONE in-app push notification directing attendees to SPONSOR content within the event schedule.
- Dedicated space on Sponsor page of conference mobile app with logo/link.
- Access to full attendee list including contact information.



OTHER OPPORTUNITIES

(includes access to attendee list including contact info)

Networking Break - \$2,500

Happy Hour - \$5,000 (2)

Breakfast - \$5,000 (3)

Program guide - \$2,000

Official app sponsor – \$2,000

Official app contest sponsor - \$1,000

Lanyard - \$2,000

Badge - \$2,000

Job board - \$1,500

Head shot station - \$2,500 (one day)

Padfolio stuffer - \$450 plus item and shipping

EXHIBITOR

\$2,000 - PMCC members

\$2,500 - PMCC Non-members

- 1 Exhibitor table, 2 chairs, draping, table sign and electricity drop.
- Complimentary registration for TWO (2) attendees plus \$100 discount rate applied to registration for additional attendees (member rate only applies to active PMCC members).
- Logo/link on Exhibitor page of conference mobile app and website.
- Access to full attendee list including contact information prior to and immediately following the event.

