



PAAC

PUBLIC AFFAIRS ASSOCIATION OF CANADA

**Corporate
Sponsorship
Program
2019**

What is PAAC?

The Public Affairs Association of Canada (PAAC) is a national organization representing over 245 members with a mandate to help public affairs practitioners' professional development and facilitate the discussion of public policy issues and trends.

PAAC's growing membership represents both the public and private sectors in a cross-section of the many disciplines involved in public affairs including policy development, government relations, lobbying, communications, opinion research and public relations.

Why should you partner with PAAC?

PAAC's sponsorship program is designed to:

- Enhance your organization's voice and brand across rapidly growing segments of the public affairs industry;
- Position your organization as a leader and key influencer within the sectors that matter to you;
- Enable your participation in strengthening the industry and developing the sector's future leaders; and
- Profile your brand to over 1.5K PAAC social media followers.

What will your investment support?

An investment in PAAC will ensure:

- The expansion of our highly educational speaker series that keeps industry plugged into changing trends;
- The continuation of our professional development program and social networking events; and
- The maintenance and growth of our website and publications, including member newsletters.



Conferences & Speakers Series



Professional Development



Social Networking Events

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	BENEFITS	INVESTMENT
ANNUAL <i>Sponsor overall PAAC activities for the entire year</i>	Premium Recognition at all PAAC events: <ul style="list-style-type: none">• Verbal recognition at all events with speaking opportunities.• Opportunity for signage at major events (eg. conference).• Speaking opportunity at key events (conference, Queen's Park Social) Event tickets and Recognition <ul style="list-style-type: none">• Four complimentary tickets for each breakfast, lunch or speakers' series (up to 10 events).• Two complimentary tickets to social events (up to three events).• Two complimentary passes to Annual Conference. Website and Social Profile: <ul style="list-style-type: none">• Logo and link on website• Recognition on social feeds• Logo and profile in newsletter• Logo on promotional e-mails	\$5,000
SPEAKER SERIES <i>Sponsor a panel session featuring prominent speakers addressing current trends and issues</i>	Premium Recognition at event: <ul style="list-style-type: none">• Opportunity to introduce speakers at event.• Verbal recognition by PAAC.• Opportunity for signage and logos at event. Event tickets and Recognition <ul style="list-style-type: none">• Two complimentary tickets to event. Website and Social Profile: <ul style="list-style-type: none">• Recognition on website and social feeds• Logo and mention in e-newsletter• Logo on promotional e-mails	\$2,500
NETWORKING & MENTORING EVENTS <i>Sponsor a quarterly social networking, or mentorship event.</i>	Premium Recognition at event: <ul style="list-style-type: none">• Opportunity to introduce speakers at event.• Verbal recognition by PAAC.• Opportunity for signage and logos at event. Event tickets and Recognition <ul style="list-style-type: none">• Two complimentary tickets to event. Website and Social Profile: <ul style="list-style-type: none">• Recognition on website and social feeds• Logo and mention in e-newsletter• Logo on promotional e-mails	\$1,500

*** Separate package available for PAAC Annual Conference*

*For more information, contact Lois Marsh, Managing
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