

PSC

2018

YEAR-LONG INVESTMENT

OPPORTUNITIES

INVESTMENT PACKAGES

Member Year-Long Investments Overview

PSC now offers investment packages ranging from \$5,500 to \$50,000 that blend sponsorships, advertising and year-long recognition at multiple levels for our membership with a significant discount. Get a substantial discount on the sponsorships you already purchase, plus an additional level of recognition. “A-la-carte” options are still available, but year-long level commitments get first access to the limited numbers of opportunities.

LEVEL	FOUNDER	LEADER	CONTRIBUTOR
Conference Tickets	✓ 3 Annual Conference or 2 Vision Conference, 4 Smaller Conferences	✓ 2 Annual Conference or 2 Vision Conference, 2 Smaller Conferences	✓ 4 Smaller Conferences
Website Publicity	✓	✓	✓
Conference Visibility	✓	✓	✓
Podium Acknowledgment	✓	✓	✓
Conference Digest Emails	✓	✓	✓
PSC Daily Advertising	✓ Daily	✓ Weekly	✓ Monthly
Social Media Recognition	✓ Weekly	✓ Monthly	✓ Monthly
Thought Leadership Placement	✓	✓	
Signage at all PSC Events	✓ More Than 100 Events		
Value Before Discount	\$70,000	\$35,000	\$18,500
% of Savings	30%	20%	15%
Investment Cost	\$49,000	\$28,000	\$15,000

For more information contact:
Joe Carden, Vice President, Membership & Marketing
carden@pscouncil.org | 703-875-3123

SNAPSHOT OF LEVELS

Founder Level (3 Available)

The Founder Level partnership is the highest tier with the most benefits to advertise your brand at more than 100 PSC events and through hundreds of publications. With the opportunity to send multiple members of your company to our conferences for free, you will see your logo displayed prominently at all PSC events, and you will receive recognition through digital newsletters, social media mentions, emails, and more. Between choosing one major PSC conference and two smaller PSC conferences to be a top sponsor, you will be able to get in front of your potential teaming partners and customer year-round.

Leader Level (6 Available)

The Leader Level Partner is able to choose one major PSC conference to be a second-tier sponsor and one smaller PSC conference to be a first-tier sponsor. Your company visibility will continue throughout the year in digital ads, social media, emails, as well as verbal recognition. This is a great opportunity to be seen in one of PSC's largest conferences as a Platinum or Innovator sponsor.

Contributor Level (12 Available)

Lastly, the Contributor Level Partnership is for companies looking to improve business development and visibility at two of PSC's smaller conferences. Though you will not be able to advertise at the Annual or Vision Conference, this tier is great for raising the visibility of your brand to targeted audience such as international development or technology.



[View each level in more detail →](#)

FOUNDER LEVEL

STEP ONE
 Choose One:

**ANNUAL
CONFERENCE**
Diamond Sponsor
\$15k Value

- Three complimentary conference registrations
- Main stage branding
- Logo included in digital advertising
- Recognition in PSC Daily
- Recognition in conference daily digest emails
- Recognition in conference mobile app
- Logo on digital displays outside of ballroom
- Logo on conference marketing
- On-site table top booth or a thought leadership piece
- Linked logo to your website on conference webpage
- Verbal recognition at conference
- Mention on social media
- Recognition on the sponsor list in conference program
- Recognition in intelligence report
- Logo printed on conference bag
- Opportunity to include item in conference bag


Visionary Sponsor
\$15k Value

- Two complimentary conference registrations
- Logo on diorama ad at the Pentagon metro station
- Logo on window ad at the Tysons metro station
- Main stage branding
- Logo included in digital advertising
- Recognition in PSC Daily
- Recognition in PSC conference daily digest emails
- Recognition in conference mobile app
- Logo on digital displays outside of ballroom
- Logo on conference marketing
- On-site table top booth or a thought leadership piece
- Linked logo to your website on conference webpage
- Verbal recognition at conference
- Mention on social media
- Recognition on the sponsor list in conference program
- Recognition in intelligence report

FOUNDER LEVEL

STEP TWO

Choose Two:



Premier Sponsor
\$6k Value

- Two complimentary conference registrations
- Verbal recognition at the conference
- Tabletop display
- Logo and link to your website on the conference webpage
- Logo on standing conference banner
- Mention on social media
- Recognition on the sponsorship page in the conference program



Premier Sponsor
\$6k Value

- Two complimentary conference registrations
- Verbal recognition at the conference
- Tabletop display
- Logo and link to your website on the conference webpage
- Logo on standing conference banner
- Mention on social media
- Recognition on the sponsorship page in the conference program



Premier Sponsor
\$6k Value

- Two complimentary conference registrations
- Verbal recognition at the conference
- Tabletop display
- Logo and link to your website on the conference webpage
- Logo on standing conference banner
- Mention on social media
- Recognition on the sponsorship page in the conference program



Premier Sponsor
\$6k Value

- Two complimentary conference registrations
- Verbal recognition at the conference
- Tabletop display
- Logo and link to your website on the conference webpage
- Logo on standing conference banner
- Mention on social media
- Recognition on the sponsorship page in the conference program

FOUNDER LEVEL

ADDITIONAL BENEFITS

<p>✓</p> <p>Daily PSC Daily Advertisements</p> <p><i>\$20k Value</i></p>	<p>✓</p> <p>Weekly Social Media Mentions</p> <p><i>\$10k Value</i></p>	<p>✓</p> <p>Meeting Advertisements</p> <p><i>\$4.5k Value</i></p>	<p>✓</p> <p>Designated Webpage</p> <p><i>\$4.5k Value</i></p>	<p>✓</p> <p>Banner at PSC Headquarters</p> <p><i>\$4k Value</i></p>	<p>✓</p> <p>Event Verbal Recognition</p> <p><i>\$4k Value</i></p>
<p><small>approval by IS L&L in order to fully comply with the release of acquisition reform, not according to a new Government Accountability Office report.</small></p> <p>Data Center Optimization Savings Fall Short <small>Released: 05/19/2017</small> <small>According to a May 18 Government Accountability Office report, the reported savings because of incomplete strategic plans and inconsistent reporting.</small></p> <p>Leashed Budget Document Shows MOST Funding in Place <small>Released: 05/18/2017</small> <small>The Trump administration appears to be putting money where its mouth is when it is opposing Hedy IT at agencies.</small></p> <p><small>Special Thanks to PSC's 2017 Year-Long Partner</small></p> 					



This investment will ensure consistent visibility to more than 6,000 member executives and 4,000 government partners multiple times a week.



Value: \$70,000
Year-Long Investment Cost: \$49,000

LEADER LEVEL

STEP ONE

Choose One:



ANNUAL CONFERENCE

Platinum Sponsor *\$10k Value*

- Two complimentary conference registrations
- Branding on banner outside of ballroom
- Logo on digital displays outside of ballroom
- Logo on conference marketing
- Verbal recognition at conference
- Linked logo to your website on conference webpage
- Mention on social media
- Logo included in digital advertising
- Recognition in conference mobile app
- Recognition on the sponsor list in conference program
- Recognition in intelligence report



Innovator Sponsor *\$9k Value*

- Two complimentary conference registrations
- Branding on banner outside of ballroom
- Logo on digital displays outside of ballroom
- Logo on conference marketing
- Verbal recognition at conference
- Linked logo to your website on conference webpage
- Table top display at conference
- Mention on social media
- Logo included in digital advertising
- Mention on social media
- Recognition on the sponsor list in conference program

LEADER LEVEL

STEP TWO

Choose One:



Premier Sponsor
\$6k Value

- Two complimentary conference registrations
- Verbal recognition at the conference
- Tabletop display
- Logo and link to your website on the conference webpage
- Logo on standing conference banner
- Mention on social media
- Recognition on the sponsorship page in the conference program



Premier Sponsor
\$6k Value

- Two complimentary conference registrations
- Verbal recognition at the conference
- Tabletop display
- Logo and link to your website on the conference webpage
- Logo on standing conference banner
- Mention on social media
- Recognition on the sponsorship page in the conference program



Premier Sponsor
\$6k Value

- Two complimentary conference registrations
- Verbal recognition at the conference
- Tabletop display
- Logo and link to your website on the conference webpage
- Logo on standing conference banner
- Mention on social media
- Recognition on the sponsorship page in the conference program



Premier Sponsor
\$6k Value

- Two complimentary conference registrations
- Verbal recognition at the conference
- Tabletop display
- Logo and link to your website on the conference webpage
- Logo on standing conference banner
- Mention on social media
- Recognition on the sponsorship page in the conference program

LEADER LEVEL

ADDITIONAL BENEFITS

<p>✓</p> <p>Weekly PSC Daily Advertisements</p> <p><i>\$4k Value</i></p>	<p>✓</p> <p>Monthly Social Media Mentions</p> <p><i>\$2k Value</i></p>	<p>✓</p> <p>Designated Webpage</p> <p><i>\$4.5k Value</i></p>	<p>✓</p> <p>Banner at PSC Headquarters</p> <p><i>\$4k Value</i></p>	<p>✓</p> <p>Event Verbal Recognition</p> <p><i>\$4k Value</i></p>



This investment will ensure a high level of visibility to our 6,000 member executives and 4,000 government partners on a weekly basis.



Value: \$35,000
Year-Long Investment Cost: \$28,000

CONTRIBUTOR LEVEL

STEP ONE Choose Two



Premier Sponsor
\$6k Value

- Two complimentary conference registrations
- Verbal recognition at the conference
- Tabletop display
- Logo and link to your website on the conference webpage
- Logo on standing conference banner
- Mention on social media
- Recognition on the sponsorship page in the conference program



Premier Sponsor
\$6k Value

- Two complimentary conference registrations
- Verbal recognition at the conference
- Tabletop display
- Logo and link to your website on the conference webpage
- Logo on standing conference banner
- Mention on social media
- Recognition on the sponsorship page in the conference program



Premier Sponsor
\$6k Value

- Two complimentary conference registrations
- Verbal recognition at the conference
- Tabletop display
- Logo and link to your website on the conference webpage
- Logo on standing conference banner
- Mention on social media
- Recognition on the sponsorship page in the conference program



Premier Sponsor
\$6k Value

- Two complimentary conference registrations
- Verbal recognition at the conference
- Tabletop display
- Logo and link to your website on the conference webpage
- Logo on standing conference banner
- Mention on social media
- Recognition on the sponsorship page in the conference program

CONTRIBUTOR LEVEL

ADDITIONAL BENEFITS

✓ Quarterly Social Media Mentions <i>\$2k Value</i>	✓ Designated Webpage <i>\$4.5k Value</i>
	



This investment is a great way to target key audiences while still getting a high level of additional recognition.



Value: \$18,500

Year-Long Investment Cost: \$15,000