

PSC

2017

45th ANNIVERSARY

INVESTMENT PACKAGES

INVESTMENT PACKAGES

Member Annual 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. By offering members a substantial discount on the products they already purchase and then adding an additional level of recognition, PSC is offering our most committed members additional benefits for continued investment. “A-la-carte” options are still available, but annual level commitments get first access to the limited numbers of opportunities.

LEVEL	FOUNDER	LEADER	CONTRIBUTOR	SUPPORTER
Conference Tickets	✓ 2 Annual Conference 3 Vision Conference	✓ 2 Annual Conference 2 Vision Conference	✓ 2 Annual Conference 2 Vision Conference	✓ 2 Annual Conference 2 Vision Conference
Website Publicity	✓	✓	✓	✓
Conference Visibility	✓	✓	✓	
Thought Leadership Placement	✓	✓	✓	
Podium Acknowledgement	✓	✓		
Conference Digest Emails	✓	✓		
PSC Daily Advertising	✓	✓		
Social Media Recognition	✓	✓		
Signage at all PSC Events	✓			
Value	\$66,625	\$36,380	\$19,880	\$6,080
% of Savings	25%	20%	15%	10%
Investment Cost	\$50,000	\$29,000	\$17,000	\$5,500

FOUNDER LEVEL

Conference Tickets: 2 Annual Conference and 3 Vision Conference	<i>Valued at \$4,575</i>
Website Publicity <ul style="list-style-type: none"> • Recognition on the dedicated Annual Partner page • Recognition on the Annual and Vision Conference webpages 	<i>Valued at \$4,800</i>
Conference Visibility <ul style="list-style-type: none"> • Primary Annual and Vision Conference banners • Large standing Annual and Vision Conference banners placed outside ballroom • Digital displays outside ballroom • Annual Conference Bag 	<i>Valued at \$15,000</i>
Thought Leadership Placement: Placement of a five page white paper in both the Annual and Vision Conferences' Thought Leadership Compendiums distributed to conference attendees and all members after the conference	<i>Valued at \$7,000</i>
Podium Acknowledgement: Annual and Vision Conference Verbal Recognition	<i>Valued at \$5,000</i>
Digital Logo Visibility and Recognition <ul style="list-style-type: none"> • 5 (every day of the Annual and Vision Conferences) units of recognition in Conference Daily Digest • 260 (every weekday for 12 months) units of recognition in PSC Daily • 52 weeks of social media recognition 	<i>Valued at \$19,000</i>
Event Recognition <ul style="list-style-type: none"> • Logo visibility and recognition on a large standing banner at all of PSC's more than 150 events throughout the year • Individual recognition at the Annual Members' and Board of Directors' Meeting 	<i>Valued at \$11,250</i>
Investment: \$50,000 (25% discount)	Total Value: \$66,625



LEADER LEVEL

Conference Tickets: 2 Annual Conference and 2 Vision Conference	<i>Valued at \$3,580</i>
Website Publicity <ul style="list-style-type: none"> • Recognition on the dedicated Annual Partner page • Recognition on the Annual and Vision Conference webpages 	<i>Valued at \$4,800</i>
Conference Visibility <ul style="list-style-type: none"> • Standing Annual and Vision Conference banners placed outside ballroom • Digital displays outside ballroom 	<i>Valued at \$8,000</i>
Thought Leadership Placement: Placement of a five page white paper in both the Annual and Vision Conferences' Thought Leadership Compendiums distributed to conference attendees and all members after the conference	<i>Valued at \$7,000</i>
Podium Acknowledgement: Annual and Vision Conference verbal recognition	<i>Valued at \$5,000</i>
Digital Logo Visibility and Recognition <ul style="list-style-type: none"> • 52 (weekly for 12 months) units of recognition in PSC Daily • Twice a month of social media recognition 	<i>Valued at \$8,000</i>

Investment: \$29,000 (20% discount)

Total Value: \$36,380



CONTRIBUTOR LEVEL

Conference Tickets: 2 Annual Conference and 2 Vision Conference	<i>Valued at \$3,580</i>
Website Publicity <ul style="list-style-type: none"> • Recognition on the dedicated Annual Partner page • Recognition on the Annual and Vision Conference webpages 	<i>Valued at \$4,800</i>
Conference Visibility <ul style="list-style-type: none"> • Standing Annual and Vision Conference banners placed outside ballroom • Digital displays outside ballroom 	<i>Valued at \$8,000</i>
Thought Leadership Placement: Placement of a five page white paper in either the Annual or Vision Conferences' Thought Leadership Compendium distributed to conference attendees and all members after the conference	<i>Valued at \$3,500</i>

Investment: \$17,000 (15% discount)

Total Value: \$19,880

SUPPORTER LEVEL

Conference Tickets: 2 Annual Conference and 2 Vision Conference

Valued at \$3,580

Website Publicity

Valued at \$2,500

- Recognition on the dedicated Annual Partner page

Investment: \$5,500 (10% discount)

Total Value: \$6,080



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