

PUBLIC MANAGEMENT RESEARCH CONFERENCE

PMRC2019
JUNE 11-14

 **UNC** | SCHOOL OF
GOVERNMENT

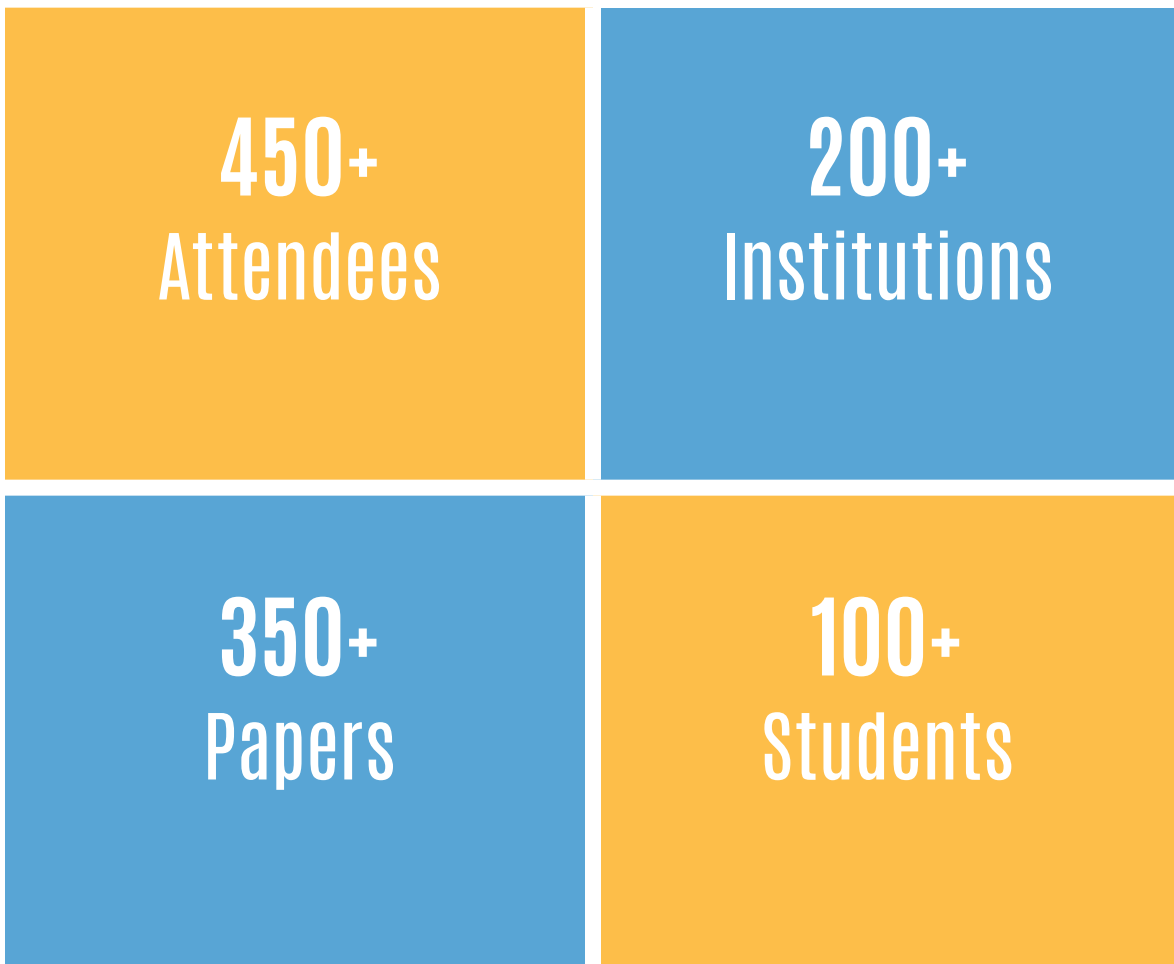
Sponsorship & Advertising

PMRC 2019

Quick Facts

The Public Management Research Conference (PMRC) is the foremost gathering of public management experts from around the world. The sponsoring Public Management Research Association furthers research on public organizations, publishing both the *Journal of Public Administration Research and Theory* (JPART), a premier journal in the field, and, since 2017, *Perspectives on Public Management and Governance* (PPMG). PMRC meets annually, alternating between international and domestic venues.

Anticipated attendance rates for PMRC 2019



Sponsorship

Sponsorship offers schools and professional groups a great branding opportunity at the same time it helps offset the cost of attendance. There will be numerous events to sponsor as well as occasions to advertise your organization during PMRC 2019 with a captive, engaged audience.

Sponsor Benefits

- Logo featured on the PMRC 2019 website (pmrc.unc.edu)
- Logo featured on highly visible sponsor signage
- Listing on the sponsorship page in the conference program
- Name mentioned on social media during the conference
- Free half-page advertisement in the conference program for sponsorship of \$3,000 and above
- Name introduced at the event

Additional Benefits

- Reach a captive—interested—audience of scholars, students, and academic leaders.
- Position your institution as an industry/academic leader.
- Increase your institution's exposure and awareness with highly visible recognition.

Sponsorship Options

Commitments, logos, ads, and payment are due no later than April 1, 2019.

Evening Reception—\$12,500

One available (June 13)

Enjoy exclusive visibility at the Paul Green Theatre through branded signage and a signature cocktail.

Specialty Lunch—\$5,000

Two available (June 12 or 13)

Three lunch stations will feature your institution's logo and name on branded signage.

Breakfast—\$4,000

Three available (June 12, 13, or 14)

Your institution's name and logo will appear on branded signage during the day's first gathering.

Lounge—\$3,500

One available (June 12–14)

Take advantage of branded signage and a branded charging station in a lounge area for the entire conference.

Academic Women in Public Administration (AWPA) Reception—\$2,500

One available (June 11)

Promote your organization to a critical network of academic women in public administration.

Break—\$2,000

Five available (Morning or afternoon on June 12–13, morning on June 14)

Your institution's name and logo will appear on branded signage at coffee and water stations.

Advertising

Commitments, logos, ads, and payment are due no later than April 1, 2019.

Branding/Logo on conference tote bag—\$1,500

One available

Branding/Logo on charging station—\$1,000

One available

Promotional item in tote bags—\$1,000

All items must arrive by June 4, 2019

Paper insert in tote bags—\$500

All items must arrive by June 4, 2019

Social media recognition and engagement during event—\$300

Logo featured on the PMRC 2019 website (pmrc.unc.edu)—\$200

Submit as RGB .png file

Program Advertising

FULL COLOR

Submit all artwork as 4-color (CMYK) PDF

Size: 8.5" x 11" with .125" bleeds

Premium ad (back cover)—\$2,500

One available

Premium ad (inside front cover, inside back cover)—\$2,000

Two available

BLACK AND WHITE

Submit all artwork as grayscale PDF

Two-Page ad spread—\$1,800

Size: 17" x 11" with .125" bleeds

Full-Page ad—\$1,000

Size: 8.5" x 11" with .125" bleeds

Half-Page ad—\$750

Size: 8.5" x 5.5" with .125" bleeds