



PRIMA INSTITUTE 2022

BIG IDEAS. SMALL SETTING.

October 17-21 // Old Town Alexandria, VA

SPONSORSHIP OPPORTUNITIES

WHY SPONSOR PRIMA INSTITUTE?

- Signal your organization's commitment to continuing public sector risk management education
- Promote your organization to an intimate group of influential risk managers
- Support young risk managers who are new to the public sector
- Introduce and keep your products and services in front of tomorrow's decision makers via networking events and throughout the educational program
- Establish and build loyal relationships with risk managers
- Increase your organization's brand recognition

Contributing to PRIMA Institute (PI) is a great way to expose your company to PRIMA members as well as show your support of the public risk management profession! As a PRIMA Institute sponsor, your company will receive formal recognition of your commitment to the future of public risk management via:

- Acknowledgement in the PI22 program, marketing materials and certain issues of *Public Risk* magazine, and on the PRIMA Website.
- Recognition on signage at PRIMA Institute 2022
- Recognition for sponsoring attendee scholarships (quantity and events determined by sponsorship purchased and sponsorship level).

ABOUT PRIMA INSTITUTE

PRIMA Institute (PI) is the premier educational program for new and seasoned public risk management professionals who seek to learn more about emerging trends and best practices. This hands-on learning environment affords attendees the opportunity to participate in case studies and network with leaders in the field of public risk management.

2 complimentary registrations will be given when a gold or platinum sponsorship is purchased.

| | PLATINUM \$10,000+ | GOLD \$9,999-\$7,000 | SILVER \$6,999-\$4,000 | BRONZE \$3,999-\$2,500 |
|--|-----------------------|-------------------------|---------------------------|---------------------------|
| Signage Recognition at PI and PRIMA's Annual Conference | X | X | X | X |
| Complimentary List of PI Attendees Post-Conference for One-Time Marketing Opportunity | X | X | X | X |
| Listing on PRIMA Institute Web site with Link to Your Company's Web Site | X | X | X | X |
| Text Recognition during Daily Continental Breakfast | X | X | X | X |
| Text Recognition in PRIMA Institute articles and ads in <i>Public Risk</i> Magazine | X | X | | |
| Text Recognition in PRIMA Institute Brochure | X | X | | |
| Name Recognition during PI Podcast | X | X | | |
| Recognition with Company Logo in Attendee Workbook | X | X | | |
| Company Logo w/ Link to Company Website Used in PI Email Marketing Pieces | X | X | | |
| Number of scholarships sponsored *Scholarship recipients will receive complimentary registration. | 3 | 2 | 1 | 0 |

For additional information regarding sponsoring PRIMA Institute, please contact PRIMA's education and training director, Shaunda Ragland, at ragland@primacentral.org.



2022 PRIMA INSTITUTE SPONSORSHIP AGREEMENT

Name: _____

Primary Contact Title: _____

Company Name: _____

(please list company name as it should appear in marketing materials)

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email Address: _____

Website (for conference site link): _____

Total Sponsorship Amount: \$ _____

Payment information Send invoice Check Visa MasterCard AMEX

Name on Card: _____

Card No. _____ Exp. Date ____/____/____ Security code _____

Signature: _____

Billing address (if different than above): _____

Terms of Agreement

The above company will serve as a PI21 Sponsor. I understand that my company will receive the benefits stated under the sponsored items in the PI21 sponsor brochure. I agree to pay the amount in full.

This agreement shall become effective on _____ (date signed)
and will remain in effect until October 30, 2022.

Cancellation Policy

PRIMA will refund 50% of the total sponsor fee for cancellations received in writing within 30 days of the date signed, listed above. After that date, no refunds will be made.