



Sponsorship Prospectus

BY THE NUMBERS.

1 TRILLION+ joined the CPAC conversation on Twitter

18,000+ attendees

2,000 credentialed media

8.8 MILLION YouTube views

THE LARGEST GATHERING OF GRASSROOTS CONSERVATIVES IN THE WORLD.

FEBRUARY 24-27, 2022

CPAC is the third ranked Political and Press event of the year, behind the State of the Union and the White House Correspondents' Dinner, showcasing CPAC's ability to be at the center of the news media for four consecutive days. Each year, CPAC brings together and energizes over 18,000 people - from college-aged to retired - who represent leading conservative organizations, educational institutions, elected officials, thought leaders, media personalities, and grassroots activists who fight for conservatism in America and abroad.



DON'T TAKE OUR WORD FOR IT.

"CPAC is equal parts political rally, conservative boot camp, recruiting tool, trade show and merchandise mart, Beltway celebrity watch party."



"The Conservative Political Action Conference (CPAC), organized by the American Conservative Union, is regularly the most anticipated event on the conservative calendar."

NATIONAL REVIEW

"This is the granddaddy of conservative conclaves, a multi-day, big-budget ideological extravaganza put on by and for the unabashedly conservative wing of the Republican Party."

DAILY BEAST



Ronald Reagan DINNER

Saturday, February 26, 7:00PM

CPAC's annual Ronald Reagan Dinner has been taking place for decades and is the place where Ronald Reagan spoke each year when he was President. The Ronald Reagan Dinner is a premier event at CPAC Florida 2022. As a black-tie (optional) event, this dinner will feature a keynote speaker, open bar, dinner and dancing. Tickets are limited. This ticket is for the Ronald Reagan Dinner only, it does not provide access to the sessions or CPAC Central.

Ronald Reagan DINNER

PLATINUM TABLE SPONSOR - \$10,000

- 10 seats (1 table) in premiere location
- Organization name/logo identified at the table
- Organization name/logo listed in the Ronald Reagan Dinner program
- Organization announced from stage as a Ronald Reagan Dinner Sponsor
- Invitation to pre-VIP reception

Ronald Reagan DINNER

GOLD TABLE SPONSOR - \$7,500

- 10 seats (1 table) in premiere location
- Organization name/logo identified at the table
- Organization name/logo listed in the Ronald Reagan Dinner program
- Organization announced from stage as a Ronald Reagan Dinner Sponsor

Ronald Reagan DINNER

SILVER TABLE SPONSOR - \$5,000

- 10 seats (1 table) in premiere location
- Organization name/logo identified at the table
- Organization name/logo listed in the Ronald Reagan Dinner program

Ronald Reagan Dinner Sponsor - Please Call

Sole Sponsor of the "main event" at CPAC

Branding of the dinner space, as well as working with the CPAC team to formulate the events of the dinner.

2022 SPONSORSHIP OVERVIEW

Featuring and Presenting sponsorship packages are fully customizable.

Please contact Alex Hinson at Alex@conservative.org or 202-347-9388 for further details

	PARTNERING (\$75,000)	SUPPORTING (\$35,000)	CONTRIBUTING (\$15,000)	PARTICIPATING (\$7,500)	EXHIBITOR (\$5,000)	JUNIOR EXHIBITOR & CANDIDATE CORNER (2,500)
Main stage presence	Logo in General Session Ballroom	Logo in General Session Ballroom	Not available	Not available	Not available	Not available
Meeting space	Meeting room (1 full day)	Meeting room (4 hour time block)	Meeting room (2 hour time block)	Not available	Not available	Not available
Exhibit space	20x10 booth	20x10 booth	10x10 booth	10x10 booth	10x10 booth	6x8 booth
Email	1 marketing email	Not available	Not available	Not available	Not available	Not available
Twitter	2 CPAC Twitter Retweets	1 CPAC Twitter Retweet	1 CPAC Twitter Retweet	Not available	Not available	Not available
Facebook	2 CPAC Facebook Shares	1 CPAC Facebook Share	1 CPAC Facebook Share	Not available	Not available	Not available
Ronald Reagan Dinner Tickets	1 Gold VIP Table at Ronald Reagan Dinner (10 tickets total)	1 Silver VIP Table at Ronald Reagan Dinner	2 Ronald Reagan Dinner Tickets	<i>Available for purchase</i>	<i>Available for purchase</i>	Not available
General Registrations	15 General Registrations	10 General Registrations	10 General Registrations	4 General Registrations	2 General Registrations	Not available



FEATURING SPONSOR

This unique and customizable opportunity is CPAC's top level sponsorship. It includes exclusive benefits to create the ultimate CPAC experience, including the **Core Logo Package**.

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FLORIDA

A photograph of Donald Trump, wearing a blue suit, shaking hands with another man in a blue pinstriped suit and a red and white striped tie. They are on a stage with a blue backdrop. In the background, there are logos for 'The Washington Center', 'WinRed', and 'EndVoter.com'. A crowd of people is visible in the foreground, some holding cameras.

PRESENTING SPONSOR

This unique and customizable opportunity is CPAC's top level sponsorship. It includes exclusive benefits to create the ultimate CPAC experience, including the **Core Logo Package**.

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PARTNERING SPONSOR

\$75,000



Main Stage Presence and On-Site Branding and Recognition

- Visible incorporation of organization logo in General Session Ballroom
- **Logo** on General Session projection screens at least one (1) time
- **180 seconds** (total) played on projection screens during General Session
 - Videos are subject to CPAC approval
 - The 180 seconds of air time can be broken down into increments of 30 seconds ex. 1x60 second ads and 4x30 second ads
 - 1 tier A timeslot, 2 tier B's, 3 C's
- Recognition by level on conference signage
 - General conference signage located throughout conference

Meeting Space

- Exclusive use of a meeting/conference room for a **full day of CPAC**
 - Please note, the room may be used in any manner agreeable between sponsor and CPAC.
 - Partnering Sponsors will be permitted to select the date/time/location of meeting room before any lower-level sponsor.
 - Room selection will begin as the agenda is being finalized, so that sponsors can make an informed decision when choosing meeting space.

Exhibit Space

- **20x10 booth** (with pipe and drape, 2 chairs and 1 table) in CPAC Central
 - Partnering Sponsors will have the ability to pick their booth space before lower-level sponsors.

Additional Branding Opportunities

- One (1) **marketing email** (for your organization or event) to CPAC 2022 attendees
 - Emails can be sent during CPAC.
 - Email content and delivery date are subject to CPAC approval
- Two (2) CPAC **Facebook Shares**
 - Two Facebook shares from your organization (CPAC will share your post to the CPAC page)
 - Facebook posts and delivery dates are subject to CPAC approval
- Two (2) CPAC **Twitter Retweets**
 - Two Twitter retweets from your organization (CPAC will retweet from the CPAC account)
 - Twitter posts and delivery dates are subject to CPAC approval
- One (1) banner ad in CPAC App
 - Banner ad is subject to CPAC approval
- One (1) standalone ad in CPAC App
 - Standalone ad is subject to CPAC approval
- One (1) **push notification** in CPAC App
 - Push notification is subject to CPAC approval
- **Logo and link** in sponsor section of [CPAC.org](https://cpac.org)
- Listing in **sponsor section** of CPAC App

VIP Hospitality Benefits

- 15 General Registrations
 - Access to Direct Action Training
 - Welcome Reception
- 1 Gold VIP Table for 10 people at Ronald Reagan Dinner (Black-Tie Optional)
- 5 General tickets for Ronald Reagan Dinner (Black-Tie Optional)

SUPPORTING SPONSOR

\$35,000



Main Stage Presence and On-Site Branding Recognition

- Visible incorporation of organization logo in General Session ballroom
- **Logo** on General Session projection screens at least one (1) time
- Two (2), 30 second videos played on projection screens. (60 seconds total) During General Session
 - 1 Tier B and 1 Tier C ad space
 - Videos are subject to CPAC approval
- Recognition by level on Conference signage
 - General conference signage located throughout conference

Meeting Space

- Exclusive use of a meeting room for **four (4) hour time block**
 - The room may be used in any manner agreeable between sponsor and CPAC
 - Supporting Sponsors will be permitted to select the date/time/location of meeting room before any lower-level sponsor
 - Room selection will begin as the agenda is being finalized, so that sponsors can make an informed decision when choosing meeting space

Exhibit Space

- **20x10** booth (with pipe and drape, 2 chairs and 1 table) in CPAC Central
 - Supporting Sponsors will have the ability to pick their booth space before lower-level sponsors

Additional Branding Opportunities

- One (1) CPAC **Facebook Share**
 - One Facebook share from your organization (CPAC will share your post to the CPAC page)
 - Facebook post and delivery date is subject to CPAC approval
- One (1) CPAC **Twitter Retweet**
 - One Twitter retweet from your organization (CPAC will retweet from the CPAC account)
 - Twitter post and delivery date is subject to CPAC approval
- Three dedicated sections in **sponsor wrap up emails** (three opportunities)
 - Date selection depended upon availability
 - Up to 3 sponsors will be included in the sponsor wrap up emails
- One (1) **push notification** in CPAC App
 - Push notification is subject to CPAC approval
- **Logo** and **link** in sponsor section of [CPAC.org](https://cpac.org)
- Listing in **sponsor section** of CPAC App

VIP Hospitality Benefits

- 10 General Registrations
 - Access to Direct Action Training
 - Welcome Reception
- 1 Silver VIP Table at Ronald Reagan Dinner (Black-Tie Optional)

CONTRIBUTING SPONSOR

\$15,000



On-Site Branding and Recognition

- Recognition by level on **conference signage**
 - *General conference signage located throughout conference*

Meeting Space

- Exclusive use of a meeting room for **two (2) hour time block**
 - *Please note, the room may be used in any manner agreeable between sponsor and CPAC*
 - *Room selection will begin as the agenda is being finalized, so that sponsors can make an informed decision when choosing meeting space*

Exhibit Space

- **10x10** booth (with pipe and drape, 2 chairs and 1 table) in CPAC Central
 - *Please note, Contributing Sponsors will have the ability to pick their booth space before lower-level sponsors*

Additional Branding Opportunities

- Promotional Ad in CPAC App
 - *Ad is subject to CPAC approval*
- One (1) CPAC **Facebook** Share
 - *One Facebook share from your organization (CPAC will share your post to the CPAC page)*
 - *Facebook post and delivery date are subject to CPAC approval*
- One (1) CPAC **Twitter** Retweet
 - *One Twitter retweet from your organization (CPAC will retweet from the CPAC account)*
 - *Twitter post and delivery date are subject to CPAC approval*
- Two dedicated sections in **sponsor wrap up emails** (one opportunity)
 - *Date selection depended upon availability*
 - *Up to 3 sponsors will be included in the sponsor wrap up emails*
- **Logo** and **link** in sponsor section of [CPAC.org](https://cpac.org)
- Listing in **sponsor section** of CPAC App

VIP Hospitality Benefits

- 10 General Registrations
 - *Access to Direct Action Training*
 - *Welcome Reception*
- 2 Ronald Reagan Dinner Tickets (Black-Tie Optional)

PARTICIPATING SPONSOR

\$7,500



On-Site Branding and Recognition

- Recognition by level on **conference signage**
 - *General conference signage located throughout conference*

Additional Branding Opportunities

- Promotional Ad in CPAC App
 - *This item is subject to CPAC approval*
- One dedicated section in **sponsor wrap up emails** (one opportunity)
 - *Date selection depended upon availability*
 - *Up to 3 sponsors will be included in the sponsor wrap up emails*
- **Organization name** and **link** on sponsor section of [CPAC.org](https://www.cpac.org)
- Listing in **exhibitor section** of CPAC App

Exhibit Space

- 10x10 booth (with pipe and drape, 2 chairs and 1 table) in CPAC Central
 - *Participating Sponsors will have the ability to pick their booth space before lower-level sponsors*

VIP Hospitality Benefits

- 4 General Registrations
 - *Access to Direct Action Training*
 - *Welcome Reception*
- 4 CPAC Central Passes (Not valid for General Session)
 - *Additional CPAC Central passes can be purchased for \$50/each, General Admission Tickets can be purchased for \$295*



\$5,000 (LIMITED NUMBER AVAILABLE)

EXHIBITOR

Exhibit Space

- **10x10** booth (with pipe and drape, 2 chairs and 1 table) in Exhibitor area of CPAC Central
 - *Please note that location is chosen on a first serve basis*

Additional Branding Opportunities

- Organization name and link on sponsor section of [CPAC.org](https://cpac.org)
- Listing in **exhibitor section** of CPAC App

VIP Hospitality Benefits

- 2 General Registrations
 - *Access to Direct Action Training*
 - *Welcome Reception*
- 4 CPAC Central Passes (Not valid for General Session)
 - *Additional CPAC Central passes can be purchased for \$50/each, General Admission Tickets can be purchased for \$295*

\$2,500 (LIMITED NUMBER AVAILABLE)

JUNIOR EXHIBITOR & CANDIDATE CORNER

*Reserved for Candidates or Non-Profits with annual revenues below \$750,000. ***No sales at booth*

- 6x8 booth (with pipe and drape, 2 chairs and 1 table) in Exhibitor area of CPAC Central
 - *Please note that location is chosen on a first serve basis*
- 2 CPAC Central Passes (Not valid for General Session)
 - *Additional CPAC Central passes can be purchased for \$50/each, General Admission Tickets can be purchased for \$295*

ADDITIONAL A LA CARTE OPPORTUNITIES

CPAC can create a custom package for your organization in order to best fit your needs. Please email Alex Hinson at Alex@conservative.org

On-Site Branding and Sponsorship Opportunities:

Livestream Ad Space

30 second video segments displayed on projection screens in the Main Ballroom and in CPAC Livestreaming. Video is subject to CPAC approval.

- **Tier A- \$15,000**
Premier time slot with TOP 33% of viewership
- **Tier B- \$6,500**
Time slot with middle 33% of viewership
- **Tier C- \$3,500**
Time slot with lowest 33% of viewership

Exclusive Wi-Fi Sponsorship - \$125,000

Customizable Wi-Fi sponsorship to include splash page and password selection (pending CPAC Approval of content)

You will be the exclusive wi-fi sponsor and will capture all audiences who sign into conference wi-fi.

On-Site Meeting Room Rental:

2 Hour Time Slot - \$1,500

All day room rental (9am-6pm) - \$7,500

Digital Branding Opportunities:

1 CPAC Facebook Share - \$1,000

- One Facebook share from your organization shared to the CPAC Facebook page
- Facebook post and delivery date are subject to CPAC approval

1 CPAC Twitter Retweet - \$1,000

- One Twitter retweet from your organization (CPAC will retweet from the CPAC Account)
- Twitter post and delivery date are subject to CPAC approval

1 Dedicated section in sponsor wrap up emails - \$500 (Maximum of 3 a-la-carte)

- Date Selection depending on availability
- Up to 3 other sponsors will be included in sponsor wrap up email
- Images should be a standard banner image or Facebook size image (We recommend using images that are between 1500 and 2500 pixels wide). Wrap up emails will be sent 1-2x a week in the lead up to CPAC and 1-2x a day during the dates of CPAC

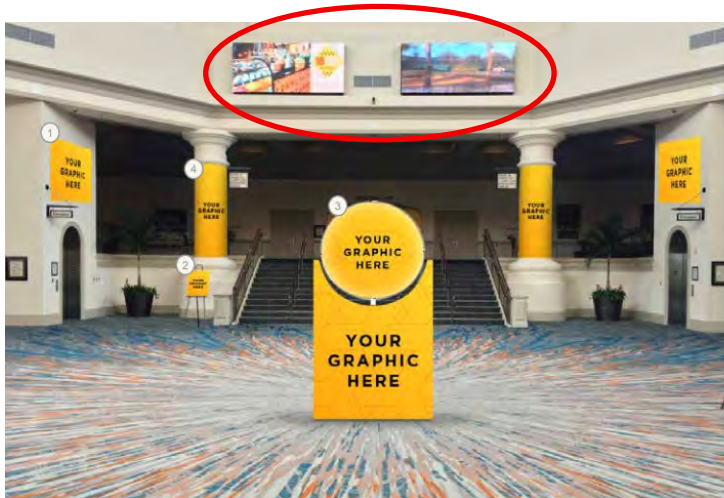
Video Wall in Rotunda Entrance*

10 second ad space for 1 day- \$3,500

10 second ad space for duration of conference, all four (4) days - \$10,000

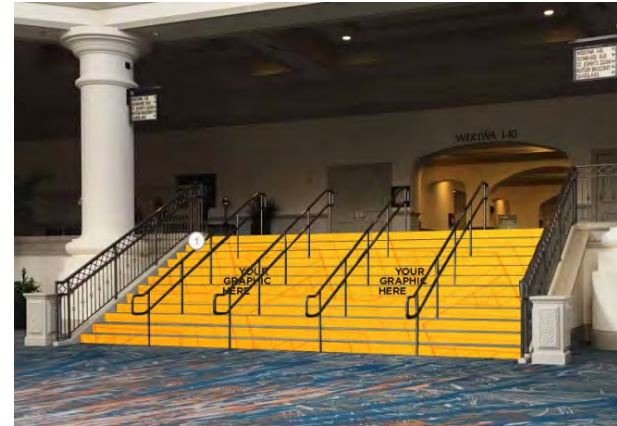
(*included for all packages \$75,000+ for duration of conference)

Reserve premier ad space to display a logo or 10 second video (no sound) in the main walkway of the Rotunda Entrance. TV's will be on a continuous loop and video is subject to CPAC approval.



Rotunda Stair Cling - \$40,000

Exclusive ad space for your organization in the main Rotunda area. High-visibility, located behind the iconic CPAC Star logo (photo-opportunity) in the main conference walkway. Logo or ad subject to approval.



Stairs to Main Ballroom Cling - \$20,000/each (2 opportunities available)

Ad space for your organization leading up to the Main Ballroom.

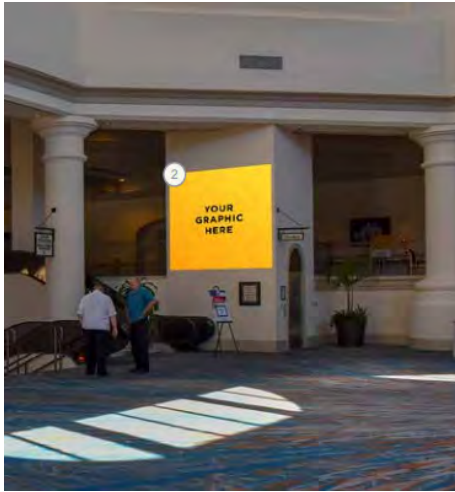
Stairs to CPAC Central Cling - \$12,500/each (2 opportunities available)

Ad space for your organization between Rotunda level and CPAC Central Exhibit Hall.



Rotunda to Main Ballroom Elevator Shaft Cling - \$10,000

Exclusive ad space for your organization in the main Rotunda area as you proceed to the ballroom. This highly visible space will be viewed by attendees each time they go to or from the main ballroom.



Premium Ticket Lounge Sponsorships

Platinum & Speaker Greenroom - \$10,000

Gold - \$7,000

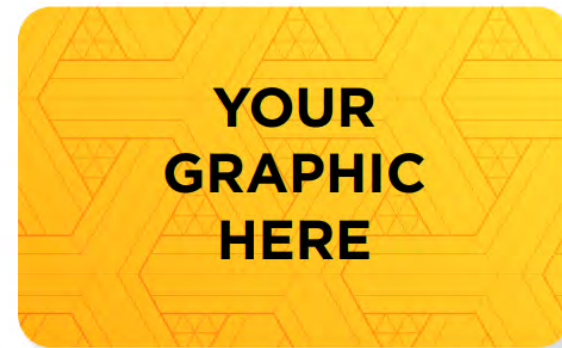
Silver- \$5,000

Each sponsorship includes custom pillows featured with the company logo. Company logo displayed on all lounge signage and identified at lounge tables.



Custom Room Key Sponsorship - \$50,000

Exclusive ad space on back of hotel key cards. Ad subject to CPAC approval.



CORE LOGO PACKAGE

**Featuring and Presenting Sponsor
- Core Logo Package - Est. Value
\$100,000 (Limited to 4 sponsors)**

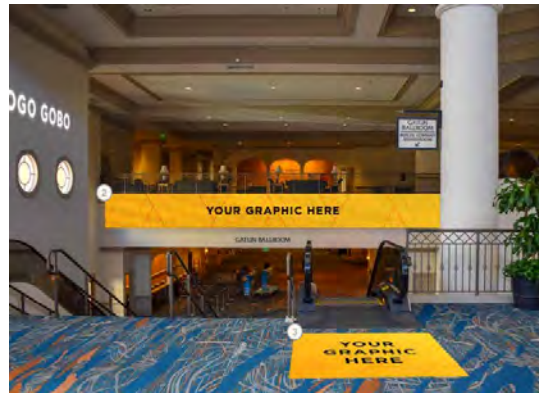
Main Entrance Cling

An entrance cling will welcome guests as they arrive at the hotel co-branded with CPAC and up-to four (4) sponsor logos. (Reserved for Featuring and Presenting sponsors only)



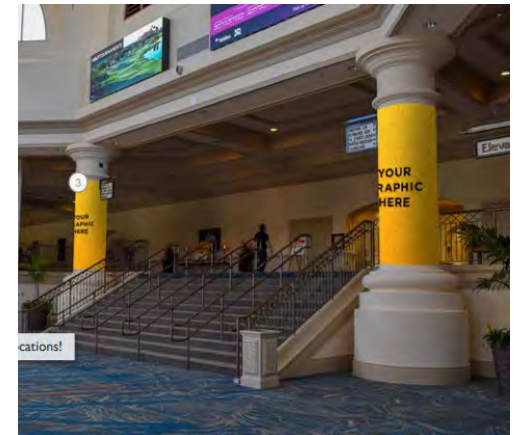
Rotunda to Main Ballroom Floor Cling and Hanging Banner Directional Signs

Co-branded with CPAC logo and directional information, your company's logo will be displayed here.



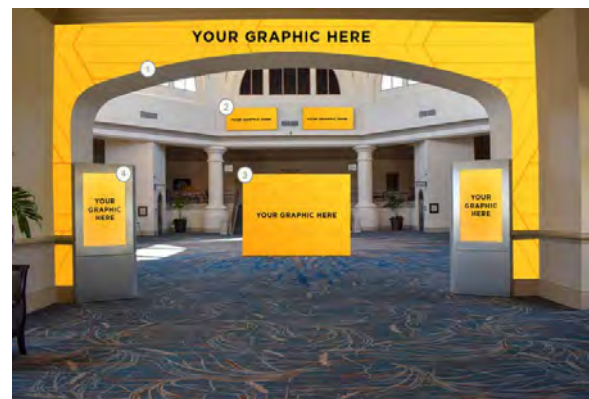
Column Wraps on Rotunda Stairs

Display your logo, co-branded, with CPAC on the column wraps in this highly visible space.



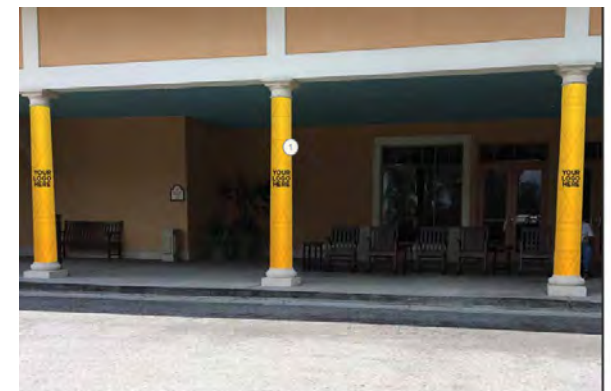
Main Rotunda Entrance Directional Signs

Main conference entrance walkway with oversized iconic CPAC Star logo (photo-opportunity), and 2-4 co-branded directional signs.



VIP Entrance Curb Columns

VIP registration entrance and badge pick-up area co-branded with CPAC logo.





Applications received after February 10th may not receive all benefits.
For more information, contact Alex Hinson at Alex@conservative.org or 202-347-9388.