



2024 Partnership and Event Sponsorship Prospectus

Government Relations Association (GRA) is pleased to offer educational, event and publications partnerships to support the organization's mission to enhance the professionalism, competence, and high ethical standards for government relations professionals through education, information exchange, and the ongoing advocacy of the Constitution's First Amendment right to petition government.

GRA has prepared this prospectus to present partnership opportunities that amplify your:

- brand leadership and visibility;
- key issue leadership;
- access to decision-makers; and
- educational opportunities to enhance your employee's skills as professionals in government relations.

Who We Are

Founded in 2017 and based in Washington, DC, GRA is the fastest growing professional association representing the government relations, lobbying, fundraising, public policy and grassroots practitioner community. GRA is the only organization in the world focused solely on supporting and advocating for the government relations profession. The Association is dedicated to:

- Protecting the First Amendment of the Constitution that seeks to ensure the right of all parties to appeal to their US Government for a "redress of grievances";
- Promoting the social value, educating the public, supporting the professional development and encouraging the highest ethical standards of today's practicing lobbyists and government relations professionals; and
- Connecting the world of government relations practitioners in order to foster dialogue, understanding and transparency so that free governments around the world can most effectively represent the constituents they have been elected to serve.

With an eye toward serving government relations professionals at all levels of government and around the globe, GRA represents the future of government relations.

GRA reaches an audience of 30, 000+ professionals regionally and nationally, represents all segments of the political advocacy profession, including:

- Government relations executives and lobbyists representing:
 - Corporations
 - Associations
 - Non-profit advocacy organizations

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- Lobbying and public affairs firms
 - Law firm partners
 - Political strategy consultants
 - Service providers, PAC and grassroots software creators, and event hosts to the GR industry.

To meet the strategic goals of the association, GRA has launched a year-round partnership program that provides marketing opportunities for supporters through four primary programs:

- Leadership Circle for Industry Excellence (Annual Partnership)
- “Meet the Member” Series (Annual Partnership)
- “How to Work With the Department of...” Series (Annual Partnership)
- Individual Event, Program and Weekly Enewsletter Sponsorships (Custom Package)

Financial support advances GRA’s strategic goals:

- **National Voice:** To be the national voice of lobbying professionals and to bolster the understanding and trust in the lobbying and government relations professions.
- **Member Programs, Services, & Activities:** To be the go-to source of resources, information exchange, and content for all government relations professionals.
- **Organizational Viability:** To provide the structure and resources required to execute our programs and activities professionally and successfully.
 - In 2025, GRA intends to hire professional staff and expand membership dues program. The 2024 sponsor investments are specifically targeted for preparing the organization financially for this transition.

How We Meet Your Marketing Goals

GRA education and issue events have been an untapped opportunity for GRA to build value for partners. We now welcome partnerships and sponsorships with:

- Government and public affairs firms.
- Issue and industry-based organizations and associations.
- Corporate government relations departments.
- Legal, financial services and public relations firms.
- Political strategy consultants.
- Executive leadership and human resources recruitment firms.
- News and information services.
- Legislative and federal contracting tracking services.
- Compliance firms.
- Directory services.
- Technology companies providing products and services that improve government relations workflow and constituent communications.
- College and university graduate programs.

Companies that engage in the GRA sponsorship program will meet your marketing goals, including:

- Positioning and retention as a leader in your industry or issue specialty.
- Executive and subject matter expert visibility.
- Increased staff expertise through networking and education events.
- Expansion into, or targeting of, Washington, DC, government professionals.

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- Entry into the market with new products or services.
 - Graduate degree programs recruitment.

Signature Programs of GRA

GRA has built a reputation of providing the highest quality programming for government relations professionals in the Greater Washington, DC, area. *Partnerships are built around the following event and education series:*

“Meet the Member” Series gives participants an opportunity to share a breakfast or lunch with a Member of Congress and hear directly about the pressing issues facing Congress and the Committee(s) the Member serves. Participants may address concerns as well as questions about issues that are important to their association, corporation or their clients. (20-30 participants per event)

“How to Work With the Department of...” Series where we bring the profession together to learn more about federal departments and agencies and how GR professionals can learn to represent their clients before federal agencies. Attendees will learn about the Department's top priorities, how it interacts with various agencies and stakeholders, and the best ways to communicate your issues and concerns. (40-50 participants per event)

Quarterly Networking “Rooftop Happy Hour” Series provides GRA members and industry partners a relaxed and friendly atmosphere to connect on common issues and expand their networks. Always on a rooftop, this series of networking social hours branded as “GRA Keeps You on Top of Washington.”

Leadership Circle for Industry Excellence (Annual Partnership)

The GRA Leadership Circle Partners make an annual commitment of \$30,000 that includes participation in and recognition at GRA events, in communications and on the website.

This package is GRA’s most far-reaching partnership that provides visibility, access and educational opportunities across all programs of the association. This package is a great match for:

- Corporations, associations and firms that want to promote consistent and visible leadership to the GR community and the influencers who contribute to GRA programming.
- Corporations, associations and firms that work across many issue areas.
- Companies that provide products and services to the government relations industry.

Benefits of the \$30,000 Partnership:

- ✓ Leadership Circle recognition across all GRA communications channels:
 - Website – Leadership Circle for Industry Excellence Partner logos on footer of primary pages of the website.
 - “GR Jobs Weekly Alert” - Leadership Circle Partner logos footer.
 - Email Marketing – Leadership Circle Partner logos footer in event marketing.
 - Social Media Marketing – Facebook and LinkedIn followers.
 - Events – Leadership Circle Partner logos on signage and printed materials at “Meet the Member” Series events, “How to Work With the Department of...” Series events, and Networking events
- ✓ Event registrations for employees, clients and business partners:
 - 2 registrations to all “Meet the Member” Series events during annual partnership (20-25 events per year).
 - 2 registrations to all “How to Work With the Department of...” Series during the annual partnership (5-6 sessions per year).

- 4 registrations to each quarterly networking reception.
- ✓ Spring Ethics Refresher Training Webinar Sponsor – exclusive to Leadership Circle partners.
- ✓ Introduction of a Member of Congress at one “Meet the Member” Series event series
 - Given that the schedule of invitees is determined on a rolling basis, Leadership Circle Partners can assist GRA in identifying representatives who you want to hear from based on committee assignments or issue advocacy.

Leadership Circle Package Enhancements

☐ **Products and services demonstrations/exhibits:** A full-year of interaction with attendees at “Meet the Member” Series, “How to Work With the Department of...” Series, and Networking Events. (\$5,000)

☐ **Custom Messages to “GR Jobs Weekly Alert” list (30,000+ contacts):** One email message sent by GRA to “Meet the Member,” “How to Work With the Department of...,” and Networking events attendees to solicit engagement back to the Leadership Circle website or social media. (\$5,000)

“Meet the Member” or “How to Work With the Department of...” Series (Annual Partnership)



This package is a great match for:

- Corporations, associations and firms that work across several issue areas.
- Government relations executives that value face-to-face networking opportunities.
- Companies that provide products and services to the government relations industry.

Benefits of the \$10,000 Partnership:

- ✓ Choose the “Meet the Member” Series or “How to Work With the Department of...” Series Partnership
- ✓ Logo recognition across all GRA communications channels:
 - Website – “Meet the Member” Series or “How to Work With the Department of...” Series Partner logo on event series webpages.
 - “GR Jobs Weekly Alert” - “Meet the Member” Series or “How to Work With the Department of...” Series Partner logos in monthly promotion.
 - Email Marketing – “Meet the Member” Series or “How to Work With the Department of...” Series Partner logo in side bar of all event marketing emails. (Average of 4 per event)
 - Social Media Marketing –Facebook and LinkedIn followers.
 - Events – “Meet the Member” Series or “How to Work With the Department of...” Series Partner logos on signage and printed materials at



all events.

- ✓ Event registrations for employees, clients and business partners:
 - 2 registrations to all “Meet the Member” Series during the annual partnership or 2 registrations to all “How to Work With the Department of...” Series sessions during the annual partnership.
- ✓ Introduction of a Member of Congress at one “Meet the Member” Series or welcoming remarks at one “How to Work With the Department of...” Series:
 - For the “Meet the Member” Series and “How to Work With the Department of...” Series, Partners can assist GRA in identifying representatives that you want to hear from.

“Meet the Member” Series *or* “How To Work With the Department of...” Series Package Enhancements

Products and services demonstrations/exhibits: A full-year of interaction with attendees at “Meet the Member” Series, “How to Work With the Department of...” Series, and Networking Events. (\$5,000)

Custom Messages to “GR Jobs Weekly Alert” list (30,000+ contacts): One email message sent by GRA to “Meet the Member,” “How to Work With the Department of...,” and Networking events attendees to solicit engagement back to the Leadership Circle website or social media. (\$5,000)

Individual Event, Program, and Publication Sponsorships**“Meet the Member” Individual Event Sponsorship**

GRA’s “Meet the Member” Series gives participants the opportunity to share a breakfast or lunch with a Member of Congress and hear directly about the pressing issues facing Congress. Participants may address concerns as well as questions about the issue that are important to their association, corporation, or their clients.

\$2,500 - Co-Host Level Benefits

- ✓ Prominent recognition as the “Meet the Member” event co-host.
- ✓ Opportunity to have an organization representative introduce the Member of Congress.
- ✓ Preferred seating next to or near Member of Congress or senior staff.
- ✓ Two admissions to the event.
- ✓ Opportunity to distribute your company collateral.
- ✓ Company logo listed on all printed event collateral.
- ✓ Company logo with a link to your website featured on the “Meet the Member” event website.
- ✓ Company logo featured on all event promotional emails.
- ✓ Company acknowledged in social media.

“How To Work With the Department of...” Individual Event Sponsorship

These events bring the profession together to learn more about federal departments and agencies. Attendees will learn about the featured Department's top priorities, how it interacts with various agencies and stakeholders, and the best ways to communicate your issues and concerns as professionals who seek to represent their clients most effectively.

\$2,500 - Co-Host Level Benefits

- ✓ Sponsor makes welcoming remarks.
- ✓ Prominent recognition as the event co-host.
- ✓ Two admissions to the event.
- ✓ Opportunity to distribute your company collateral.
- ✓ Company logo listed on all printed event collateral.
- ✓ Company logo with a link to your website featured on the event website.
- ✓ Company logo featured on all event promotional emails.
- ✓ Company acknowledged in social media.

GRA Networking Event Series Exclusive Packages**Exclusive Networking Event Series Sponsor (1 exclusive sponsor, 4 events) - \$10,000**

- ✓ Benefits of the \$5,000 level below for each event.

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- ✓ Promotion as Exclusive Sponsor of the Networking Event Series.

Networking Event Co-Host Level Benefits (2 exclusive sponsors, 4 events) - \$5,000

- ✓ Prominent recognition as the Networking Event co-host.
- ✓ Opportunity to make remarks at the event.
- ✓ 5 complimentary admissions to the event.
- ✓ Opportunity to distribute your company collateral at the event.
- ✓ Company logo listed on all printed event collateral.
- ✓ Company logo with a link to your website featured on the Networking Event website.
- ✓ Company logo featured on all event promotional emails.
- ✓ Company acknowledged in social media.

Next Generation GRA - one \$5,000 level exclusive sponsorship

This sponsorship is great for companies that want to be associated with inspiring the next generation of talent in the government relations community or are recruiting new talent to their shop.

The Next Generation GRA network provides young lobbyists and GR professionals with a peer-to-peer network designed to foster deep roots in Washington and throughout the lobbying community.

Through Next Generation GRA, young lobbyists and government relations professionals are provided the forum to engage in strategic debate about the current state of the industry and discuss ways to shape its future in Washington. By providing young professionals with meaningful professional programs, charitable activities, and social events, Next Generation GRA will seek to raise positive awareness of the GRA's core mission of helping Americans understand the critical roles that lobbyists play in our society.

The sponsor will be acknowledged as underwriting the discounted memberships, providing the food and beverage for the monthly networking meetings and will be recognized at recruiting, mentoring, volunteer and outreach events throughout the year.

- ✓ Prominent recognition at Next Generation GRA events.
- ✓ Up to four representatives of the Next Generation GRA Program Partner may attend events.
- ✓ Opportunity to distribute your company collateral at events.
- ✓ Company logo listed on all printed event collateral.
- ✓ Company logo with a link to your website featured on the Next Generation GRA website.
- ✓ Company logo featured on all event promotional emails.
- ✓ Company acknowledged in social media.

GRA Weekly Job Alerts "GR Jobs Weekly Alert" - \$10,000 Annual Sponsorship

The GRA Weekly Job Alerts "GR Jobs Weekly Alert" reaches an audience of 30,000+ government relations professionals every Wednesday at 10am. Company logo featured in all issues.

For additional information or to confirm your partnership, please contact:

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