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NEWS

MUSIC AND ARTS & LIFE

# WEEKEND IN WASHINGTON

Connecting Sponsors with Thought Leaders



WEEKEND IN WASHINGTON



Once a year, NPR pulls back the curtain on the programming that shapes the public media landscape at Weekend in Washington. This annual event brings together award-winning journalists, innovative leaders from Member stations and like-minded supporters from across the country.

Attendees hear the stories behind the stories and engage with thought leaders and newsmakers on topics ranging from world affairs and domestic policy to race and culture, music and technology.

Weekend in Washington will be held November 11-13, 2016 at the Willard InterContinental Hotel in Washington, DC, offering a sponsor the opportunity to connect with influential, high net worth individuals in an intimate and thought-provoking setting.



## Who's in the Room?

Weekend in Washington draws influential guests from across the country including NPR Trustees, public media donors and potential donors, member station leadership, NPR journalists and NPR executives.



**200+**

Attendees from 30  
different states

Among a sampling of  
attendees from 2015, 40%  
have a giving capacity of

**\$1M-\$5M**

Industries include banking, legal,  
finance, real estate, healthcare,  
higher education, energy, and  
philanthropic foundations – with  
the vast majority holding  
leadership positions



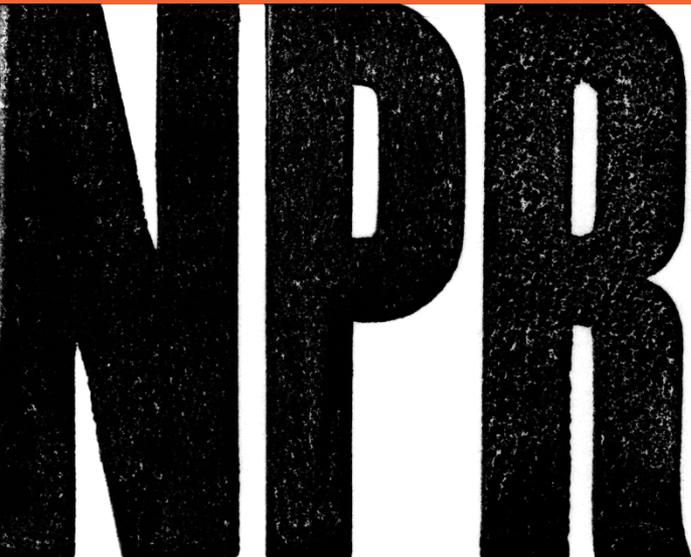
## Opportunity for Sponsorship

- **VISIBILITY** – Weekend in Washington sponsor recognized across event touchpoints before and during the weekend, including invitations, social media promotion, event program, attendee packet, official agenda, on-site signage, event website, and custom branded gift for attendees.
- **ACCESS** – Sponsor receives VIP tickets to all Weekend in Washington events, including gala dinner, daytime programming, and Saturday night evening event.
- **CONTENT** – Sponsor engages thought leaders through presenting a programmed event on a topic of their choosing, captured by NPR/NPM in a video sizzle reel.



## Weekend in Washington Lead Partner Sponsorship

<p><b>Gala Dinner</b> <i>November 11</i></p>	<ul style="list-style-type: none"><li>• Recognition in event program, slideshow, and invitation</li><li>• Sponsor acknowledgement by evening host, and on-stage thank you from NPR executive</li><li>• Three (3) tables at the dinner with recognition at table (24 total tickets)</li><li>• Exclusive sponsorship of VIP pre-reception attended by NPR talent, NPR Board Members, VIP Weekend in Washington guests and with sponsor executives. VIP event activation includes prominent signage, custom branded gift for attendees, and 24 VIP tickets.</li></ul>
<p><b>Daytime Programming</b> <i>November 12 &amp; 13</i></p>	<ul style="list-style-type: none"><li>• Sponsor event during lunch on Saturday, programmed by the sponsor on a topic of their choosing and listed in the official agenda / attendee packet.</li><li>• Sizzle reel of sponsor session</li><li>• Recognition in Weekend in Washington materials, including program, invitation, attendee packet, website, event sizzle reel, co-branded giveaways, event signage, official social media promotion</li><li>• 10 VIP tickets to Weekend in Washington programming</li><li>• Sponsor-branded break-out space for recharging, coffee and food</li></ul>
<p><b>Evening Programming</b> <i>November 12</i></p>	<ul style="list-style-type: none"><li>• Recognition in event collateral / evening programming</li><li>• 25 tickets to Saturday evening programming / cocktail party</li><li>• Recognition on stage / cocktail party signage</li></ul>



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## CONTACT

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