
A Time for Choosing
The 2027 PENNSYLVANIA
LEADERSHIP CONFERENCE
SPONSOR PROSPECTUS

About the PLC

The Pennsylvania Leadership Conference (PLC) traces its roots back to 1989 when two college students, John Fluharty and John Hanks, envisioned a conference to inspire and engage young people in the conservative movement. With the guidance of Susan Staub, Jim Panyard, Charlie Gerow, and Don Eberly, their vision became reality as the first conference launched that year quickly establishing itself as a statewide gathering of public policy conservatives.

Following the overwhelming success of the inaugural event, leaders recognized the need for a year-round organization to unite the conservative community, giving rise to the Pennsylvania Leadership Council. Under the leadership of its president, Lowman S. Henry the Council became an umbrella organization connecting conservative groups across Pennsylvania on an issue-by-issue basis.

What began as a student-led vision has grown into the nation's largest state-based conservative conference, drawing 800 1,000 attendees annually. Over two and a half days, participants engage in workshops, receptions, keynote addresses, and networking with leading conservative thinkers, elected officials, and grassroots activists.

Over the years, the PLC has welcomed some of the nation's most prominent conservative voices to its stage. Past keynote speakers have included **Newt Gingrich**, **William Bennett**, **Lynne Cheney**, **Rick Santorum**, **Ann Coulter**, **Michelle Malkin**, **Michael Reagan**, **Charles Krauthammer**, **Jesse Watters**, **Ben Shapiro**, **Kimberly Strassel**, **Trey Gowdy**, **Kellyanne Conway**, **Dinesh D'Souza**, **Kayleigh McEnany**, **Chris Ruddy** among many others. Their presence underscores the PLC's role as the premier forum for conservative ideas and leadership in Pennsylvania and across the nation.

As a non-partisan, not-for-profit organization, the PLC continues its mission at the heart of the conservative coalition working with allies to advance better schools, lower taxes, responsible spending, open government, and stronger families across the Commonwealth and beyond.

By sponsoring the Pennsylvania Leadership Conference, your organization gains visibility and influence at the premier gathering of conservatives in Pennsylvania, placing your brand front and center before decision-makers, thought leaders, and engaged citizens who shape public policy in the Commonwealth and across the nation.

Sponsorship Opportunities

Liberty Sponsor: ($12,000)

The Liberty Level sponsorship includes an à la carte sponsorship option, break out session (if available), your logo included with the PLC logo on the pre-dinner reception photo backdrop, priority placement of a pop-up banner in the main conference hall; periodic large logo on-screen display; priority placement of your logo on the front page of the PLC web site and on the web site's sponsor listing page; a full-page priority placement ad in the conference program booklet; a skirted table for your exhibit placed in a premium location; 32 conference passes with admission to the Liberty Banquet (with table placement at the front of the room), the Freedom Breakfast and the Leadership Luncheon and all panel presentations and workshops; 32 tickets to the pre-dinner cocktail reception/photo op with featured dinner speaker.

Eagle Sponsor: ($6,000)

Eagle Sponsor packages includes a break out session (if available), priority placement of a pop up banner in the main conference hall; periodic large logo on-screen display; priority placement of your logo on the front page of the PLC web site and on the web site's sponsor listing page; a full-page priority placement ad in the conference program booklet; a skirted table for your exhibit placed in a premium location; 16 conference passes which includes admission to the Liberty Banquet (with table placement at the front of the room), the Freedom Breakfast and the Leadership Luncheon and all panel presentations and workshops; 16 tickets to the pre-dinner cocktail reception/photo op with featured dinner speaker.

Patriot Sponsor: ($2,600)

The Patriot packages includes pop up banner placement in the main conference hall; medium-sized logo on-screen display; placement of your logo on the front page of the PLC web site and on the web site's sponsor listing page; a full page ad in the conference program booklet with preferential placement; a skirted table for your exhibit, with preferential placement; 8 conference passes which includes admission to the Liberty Banquet (with VIP table placement) the Freedom Breakfast and the Liberty Luncheon and all panel presentations and workshops; 8 tickets to the pre-dinner cocktail reception/photo op with featured dinner speaker.

Sponsorship Opportunities

1776 Sponsor: (**$1,776**)

1776 Sponsor package include a full-page ad in the conference program booklet; small logo on-screen display; listing on the web site's sponsor listing page; a skirted table for your exhibit; 8 conference passes which includes admission to the Liberty Banquet, the Freedom Breakfast and the Leadership Luncheon and all panel presentations and workshops; and 4 tickets to the pre-dinner cocktail reception/photo op with featured dinner speaker.

Exhibitor: (**$600**)

Exhibitor spaces include a skirted table for your exhibit; listing on the PLC web site; and listing in the conference booklet; listing on on-screen display; two conference passes which includes admission to the Liberty Banquet, the Freedom Breakfast and the Leadership Luncheon and all panel presentations and workshops; one ticket to the pre-dinner reception/photo op with featured dinner speaker.

Break Outs

Sponsor: (**$250**)

A limited number of 90-minute break-out session slots take place on Thursday beginning at 9 AM until 5 PM in the Keystone Break Rooms. Audio and Visual equipment is provided. Friday morning 50-minute break-out sessions take place in the main ballroom and are recorded. Sessions will be promoted on the website, program booklet, and on a pop-up banner in the conference hall. ** You must be an existing Sponsor for a breakout session.*

A la carte Sponsorships

Reception Sponsor:

Your organization's branding imprinted on a sign before, during, and after the reception as well as promoted on the online conference reception page.

- Welcome Reception Keystone Sponsor ($2500) (Limit 1)
- Welcome Reception Hors d'oeuvres & Drink Sponsors (starting at $250)
- VIP Reception Keystone Sponsor ($2500) (Limit 1)
- Welcome Reception Hors d'oeuvres & Drink Sponsors (starting at $250)

Meal Sponsor:

Your organization's branding imprinted on a sign before and during the below meals as well as promoted online.

- Thursday Workshop Lunch (starting at $500)
- Friday Breakfast Sponsor (starting at $500)
- Friday Conference Kickoff Lunch (starting at $500)
- Saturday Bacon (Breakfast) Sponsor (starting at $500)
- Saturday Boxed Lunch (starting at $500)

Lanyard Sponsor: ($1000)

Your organization's branding imprinted on every attendee lanyard throughout the conference. (Limit 2 spots)

Digital Ad Sponsor: ($500)

Highlight your organization on Digital Signage in the lobby on a rotating cycle. (Space is limited)

Build your brand and be seen at the 2027 Pennsylvania Leadership Conference. E-Mail plcregister@gmail.com to inquire about available A la carte sponsorship opportunities.

Important Information

Security Information

As part of the Conference Safety and Security Plan, the front driveway of the conference center will be closed at 9pm Thursday until the conclusion of the Conference. **Cars left in parking spots directly in front of the conference center will be towed at the owner's expense**. Every attendee must be credentialed for access to the conference center; there is no sharing of badges and IDs will be required upon check-in to validate the badge holder.

Sponsor Booth Setup

Sponsors may use the front driveway of the conference center to unload booth supplies from 7pm to 9pm Thursday. Every item entering the conference center is subject to search.

Sponsor Booth Hours

Sponsor tables are accessible and should be staffed on Friday from 8am until the start of the Liberty Dinner, the doors will be locked to the room during and after dinner. Sponsor tables will reopen on Saturday at 7am until 11am.

Sponsor Booth Tear Down

Sponsors can begin teardown at 11AM Saturday and must be completed by 12 Noon Saturday. The front driveway will be opened for exhibitors entering from the hotel end, cars must be parked in a spot and loaded. All booth supplies must be taken out via the side exhibit room doors. No cars may be parked along the building.
** Driveway opening time is pending the lunchtime agenda, the driveway may remain closed until the conference has concluded.*

Disclosure

Pennsylvania Leadership Conference reserves the right to revoke credentials or remove any person from the conference center due to a security concern. No refunds will be honored if your credentials have been revoked for cause.