PACIFIC TELECOMMUNICATIONS COUNCIL

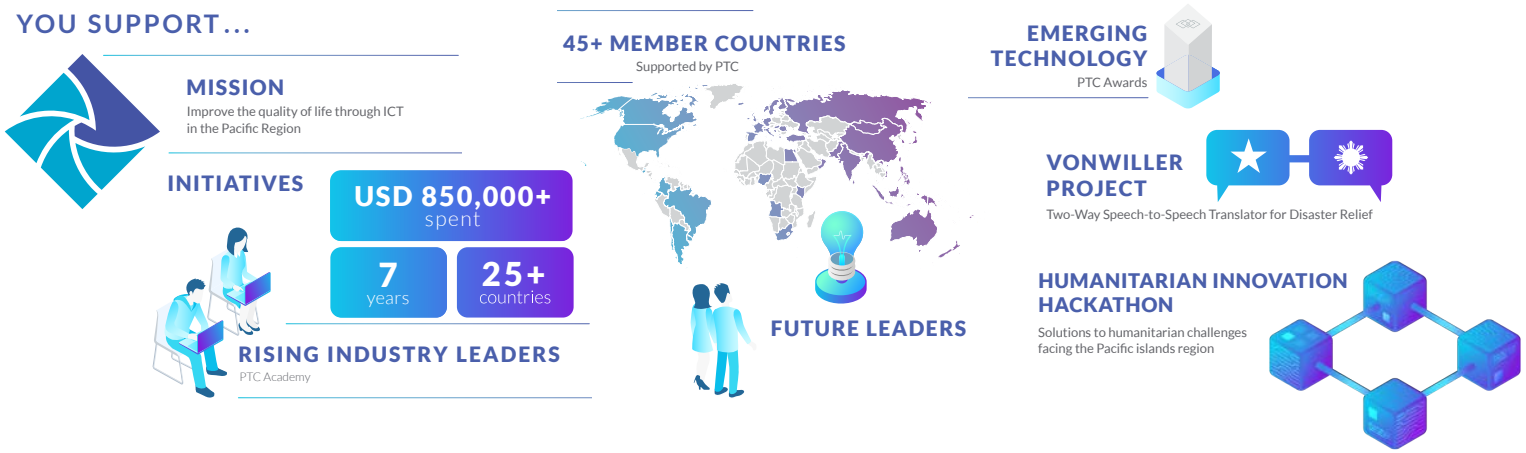
ANNUAL SPONSORSHIP OPPORTUNITIES

Aloha!

ABOUT PTC

As a global non-profit organization serving the ICT community and businesses across the Pacific Rim and globally, PTC is grateful for the continuing support of our current sponsors and look forward to building new partnerships in 2021!

Your support of PTC allows the organization to continue to make a difference in the Pacific region. PTC's Community Initiatives focuses on helping the future of digital telecommunications thrive, by supporting up-and-coming scholars, bringing the Internet to hard-to-reach locations, and training the next generation of executives the future of telecom management.



With the rise of our virtual community, PTC is now offering additional sponsorship packages to provide value-added branding opportunities for our corporate partners throughout the year.

Here's a glimpse of some enhanced and new opportunities.

Inquiries?
marketing@ptc.org
+1.808.941.3789

PTC ACADEMY SPONSORSHIP

PACIFIC TELECOMMUNICATIONS COUNCIL

ABOUT

The PTC Academy is one of PTC's key Community Outreach Initiatives, which provides exceptional management training to rising industry leaders. Now a live online training course, participants will learn about the global telecom sector, strategies to identify and solve business challenges and opportunities, emerging technologies, and more. A core team of senior executive instructors lead each course using a mix of presentations, in-depth case studies, and interactive exercises. In addition, PTC Academy courses are accredited in partnership with Submarine Telecoms Forum, an IACET-accredited continuing education provider. Read about the PTC Academy.

COST

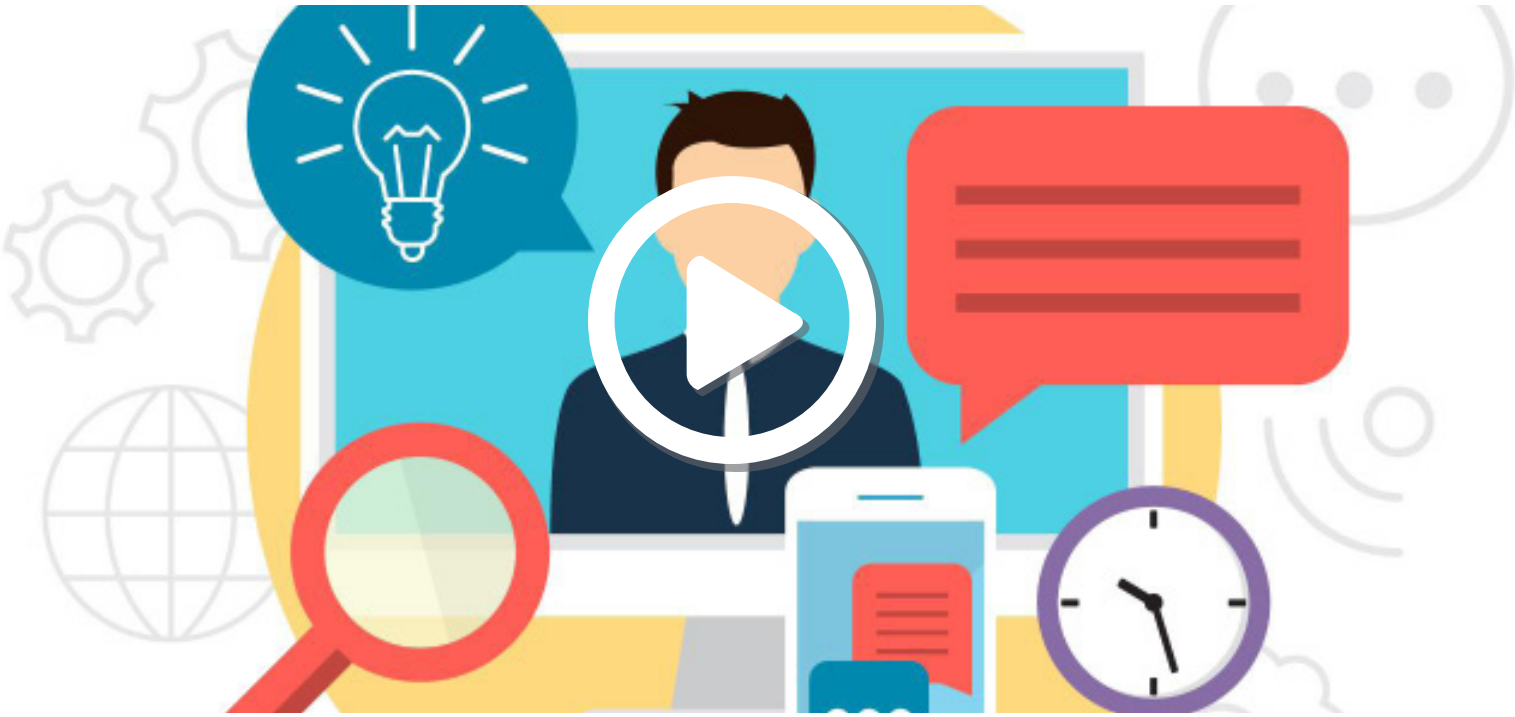
USD 15,000; USD 7,500 per course

BENEFITS

- Logo and 75-word description with hyperlink on the PTC website Partners page under Event Sponsors
- Logo or company mention included in all publicity of the PTC Academy – news release, flyer, dedicated HTMLs, website, announcement, blog post, social media, etc.
- Logo on the PTC Academy page banner design of the PTC website
- Introductory paragraph/headliner mention with hyperlink on the PTC Academy page of the PTC website
- Company mention or hashtag included in all PTC Academy social media posts (LinkedIn, Facebook, Twitter)
- Two (2) registration fee waivers to the upcoming PTC Annual Conference, the industry's leading telecom conference held in January 2022
- Three (3) passes to attend the PTC Academy at no cost
- Logo on PTC Academy program/event agenda
- One (1) 30-60-second commercial to be played prior to the start of the first course module (sponsor to provide)
- Two-minute welcome address following the sponsor commercial
- Co-branded background for instructors to use during the online course
- Opportunity to distribute digital marketing collateral to course participants (sponsor to provide)
- Opportunity to provide gift/giveaway to course participants (sponsor responsible for shipping costs)
- Company mention or logo included in the PTC Academy "Thank you" email to participants

PTC-TV VIDEO SERIES CONTENT SPONSORSHIP

PACIFIC TELECOMMUNICATIONS COUNCIL



ABOUT

A new initiative to provide value-added content to the PTC community, is the PTC-TV Video Series content. This is a great opportunity for a sponsor to develop the overarching theme, topics, and content for the video series. Content must be informative or educational, appeal to all sectors of the ICT industry, and cannot be promotional material.

COST

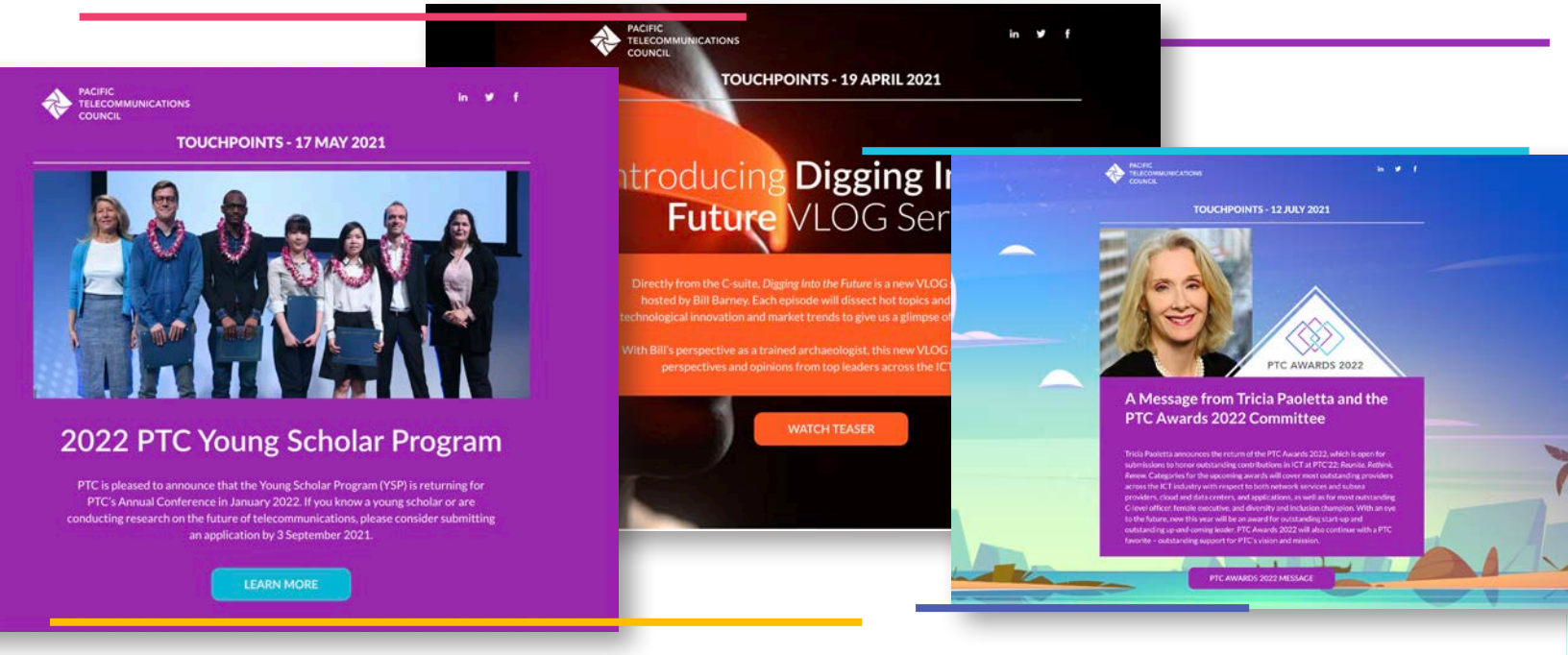
USD 35,000

BENEFITS

- Logo and 75-word description with hyperlink on Year-round Sponsors page on the PTC website
- Logo included as a Year-round Sponsor on the PTC website homepage footer
- Logo on the PTC-TV Video Series content page banner design on the PTC website
- Logo graphic bug on all PTC-TV Video Series content
- Company mention or hashtag included in all PTC social media posts relating to PTC-TV (LinkedIn, Facebook, Twitter)
- Logo or mention in any pre-promotions of PTC-TV's Video Series content
- One (1) 30-60-second commercial to play on the PTC-TV Video Series content page on the PTC website (sponsor to provide)
- Supply up to six (6) packaged content videos, no longer than eight (8) minutes – topic, interviewer/interviewee, etc.
- Work with PTC to identify remaining six (6) content video topics and interviewees

PTC TOUCHPOINTS SPONSORSHIP

PACIFIC TELECOMMUNICATIONS COUNCIL



ABOUT

PTC Touchpoints is a curated bi-monthly email newsletter with a distribution list of more than 3,000 PTC Members, including 300 PTC Member companies, individuals, and students. Touchpoints includes a collection of blog posts, announcements, upcoming event information, membership profiles, and more. Sign in to read previous Touchpoint issues.

COST

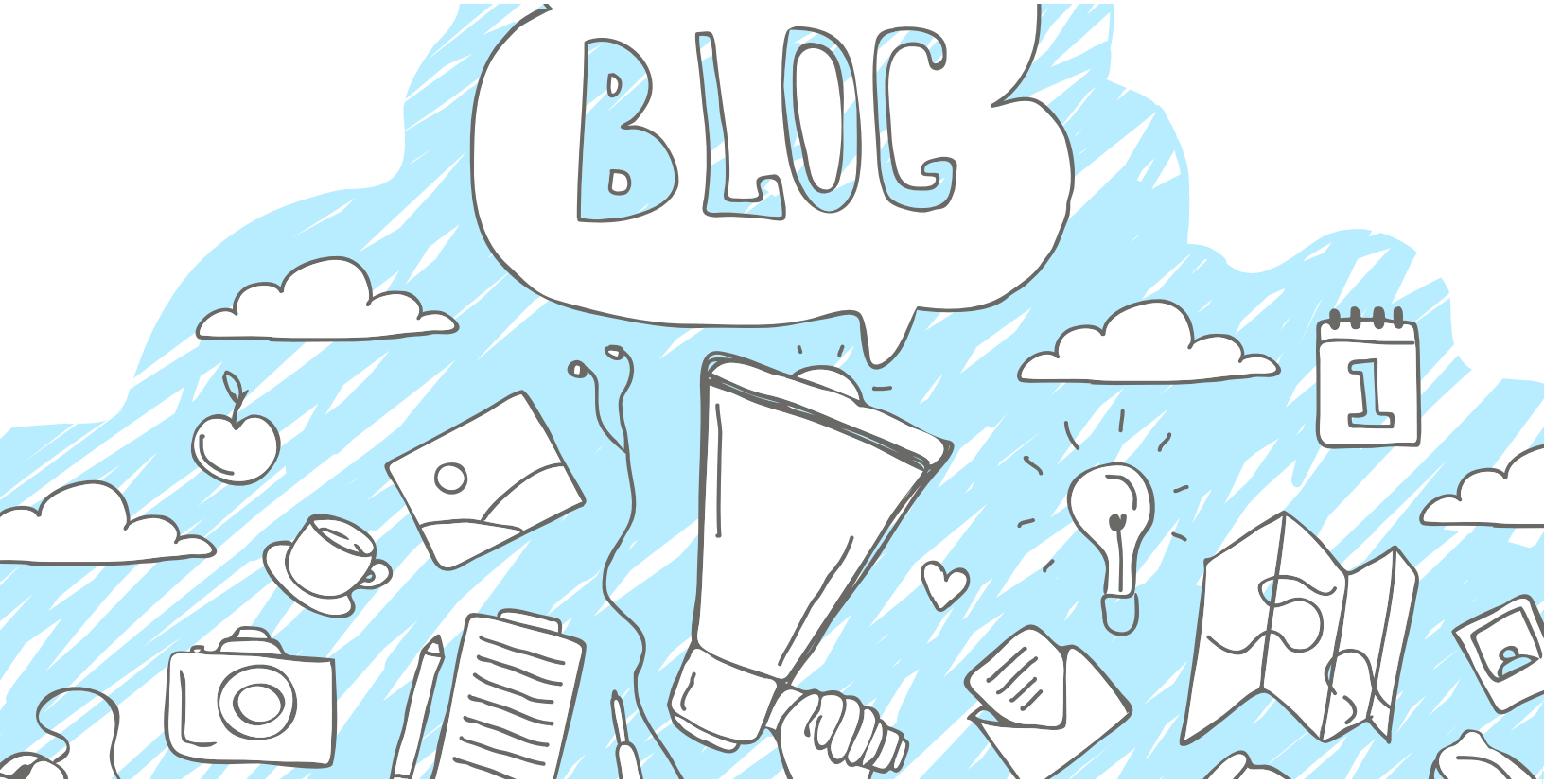
USD 35,000

BENEFITS

- Logo and 75-word description with hyperlink on Year-round Sponsors page on the PTC website
- Logo included as a Year-round Sponsor on the PTC website homepage footer
- Logo on the PTC Touchpoints email banner design
- Logo and hyperlink on the PTC Touchpoints email footer
- Opportunity to include four (4) pieces in Touchpoints – one (1) each quarter – on non-promotional company content
- Above four (4) pieces to be articles posted to the PTC Blog page
- Content pieces will also be shared via social media – company mention or hashtag included in all PTC social media posts (LinkedIn, Facebook, Twitter)

PTC BLOG SPONSORSHIP

PACIFIC TELECOMMUNICATIONS COUNCIL



ABOUT

The PTC Blog, hosted on www.ptc.org and shared across key social media channels – LinkedIn, Facebook, and Twitter – provides the ICT community with content focused on a variety of current and hot topic issues within the industry. In addition, the blog features CXO interviews and thought pieces, monthly reviews, podcasts, and PTC Membership profiles. Review the PTC Blog.

COST

USD 50,000

BENEFITS

- Logo and 75-word description with hyperlink on Year-round Sponsors page on the PTC website
- Logo included as a Year-round Sponsor on the PTC website homepage footer
- Introductory paragraph/headliner mention with hyperlink on the PTC Blog
- Logo on the PTC blog page banner design
- Company mention or hashtag included in all PTC social media blog posts (LinkedIn, Facebook, Twitter)
- Logo or mention in any pre-promotions of the PTC Blog
- Logo on graphically designed dedicated section in PTC Touchpoints for PTC blog posts
- Opportunity to submit up to six (6) blog posts and/or podcasts (non-promotional) during the annual sponsorship

PTC WEBINAR SERIES: FRICTIONLESS BUSINESS SPONSORSHIP

PACIFIC TELECOMMUNICATIONS COUNCIL

SOLD FOR 2021

ABOUT

The PTC Webinar Series: Frictionless Business is a new offering available to the telecom industry that will provide high-level, hot topic discussions on the latest ICT trends and industry developments as it relates to current happenings around the world. Webinars take place each month at no cost to the viewers. Learn more and view prior webinars.

COST

USD 7,500 per webinar

USD 55,000 for 10 webinars in 2021

BENEFITS

- Logo and 75-word description with hyperlink on the PTC website Partners page under Event Sponsors
- Logo or company mention included in all publicity of the sponsored webinar – news release, flyer, dedicated HTMLs, website, announcement, blog post, social media, etc.
- Logo on a graphically designed dedicated webinar section in PTC Touchpoints, PTC's Membership e-newsletter
- Company mention or hashtag included in all PTC social media blog posts (LinkedIn, Facebook, Twitter)
- One (1) 30-60-second commercial to be played prior to the start of the webinar (sponsor to provide)
- Opportunity to recommend speakers for the webinar subject matter, not guaranteed, subject to review and approval by the Webinar Planning Committee
- PTC to provide sponsor with a list of company names in attendance

PTC MOBILE APP SPONSORSHIP

PACIFIC TELECOMMUNICATIONS COUNCIL

ABOUT

The PTC year-round mobile app will allow PTC Members to connect and stay in contact with each other, feature seamless use of content from the PTC website and social media feeds, provide information and access to PTC events, publish up-to-date ICT industry information, and more.

COST

USD 75,000

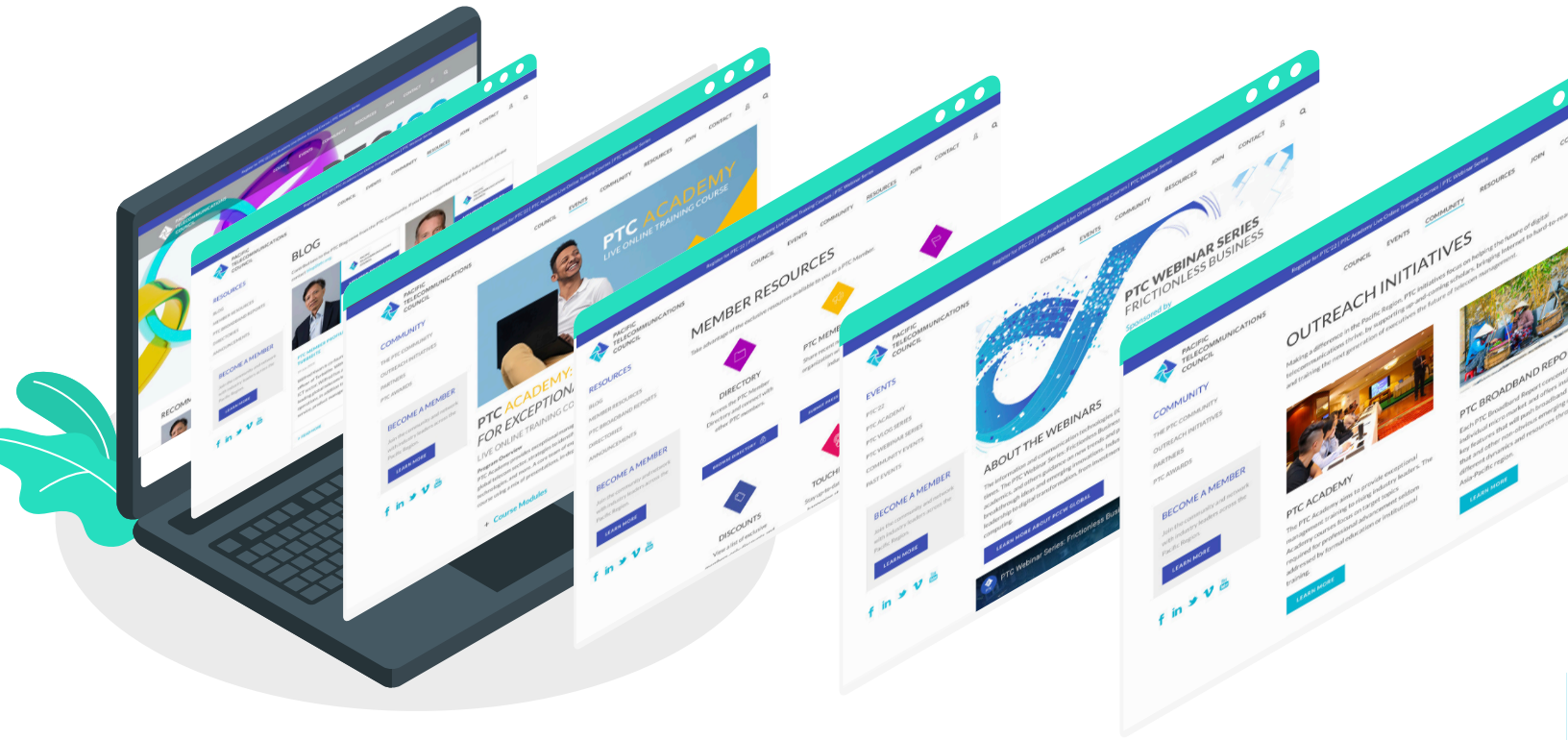
BENEFITS

- Logo and 75-word description with hyperlink on Year-round Sponsors page on the PTC website
- Logo included as a Year-round Sponsor on the PTC website homepage footer
- Monthly banner ads on the mobile app with URL click through
- Sponsor icon on the menu: When clicked on, it provides the user with specific sponsor content
- Company mention or hashtag included in all PTC Mobile App social media posts where applicable (LinkedIn, Facebook, Twitter)
- Mention in all pre-promotions for the PTC Community to download the app
- Up to six (6) promoted posts on the activity feed of the PTC app
- Up to six (6) push notifications on the PTC app home screen
- Two (2) full conference registrations to PTC's Annual Conference

*Benefits subject to change, based on mobile app capability.

PTC WEBSITE SPONSORSHIP

PACIFIC TELECOMMUNICATIONS COUNCIL



ABOUT

PTC's website is our window-to-the world, the main thoroughfare to which the PTC and ICT communities learn about what's happening across the industry. Additional content includes information on PTC and its Community Outreach Initiatives; upcoming events, such as PTC's Annual Conference, PTC Academy, the PTC Webinar Series: Frictionless Business, and more. The website currently generates close to 1 million page views annually. Visit the PTC website.

COST

USD 80,000

BENEFITS

- Logo and 75-word description with hyperlink on Year-round Sponsors page on the PTC website
- Logo included as a Year-round Sponsor on the PTC website homepage footer
- One (1) 250w x 250h px square ad on each page of the PTC website
- One (1) 728w x 90h px bottom line ad on the PTC website
- Sponsored content/video on the Partners page of the PTC website
- Opportunity to submit up to six (6) total blog posts, podcasts, or announcements (non-promotional) during the annual sponsorship