



Public Affairs
Research Council
of Alabama

2025



PARCA[®]

SPONSORSHIP
OPPORTUNITIES

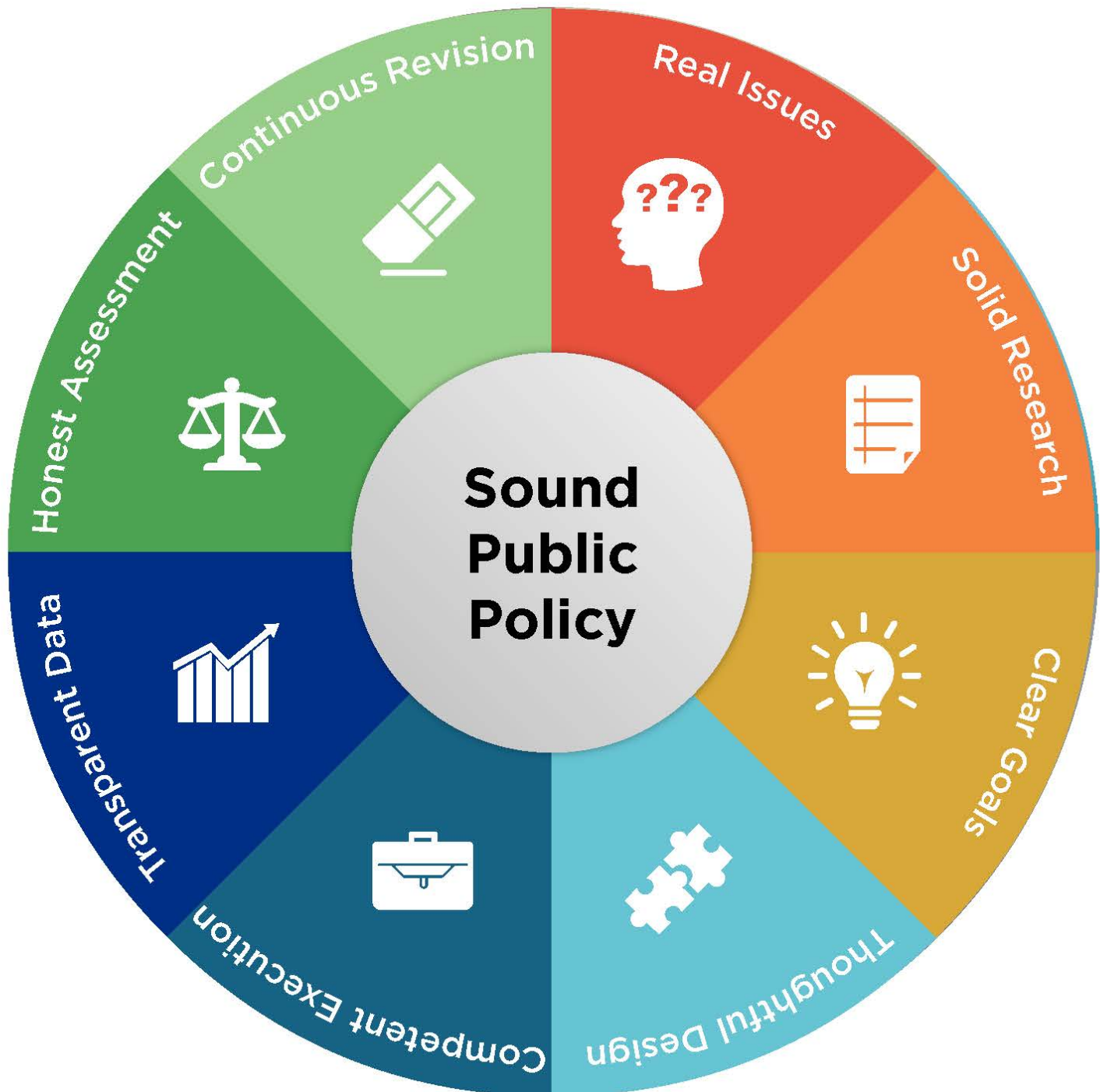


PARCA is Alabama's trusted source for non-partisan, non-ideological research, respected by leaders in the public, private, and nonprofit sectors and trusted across the political spectrum. Founded in 1988 by former Governor Albert Brewer, PARCA provides policy research, data analysis, and program evaluation to educate the public and equip the leaders of governments, schools, and nonprofits to improve the lives of all Alabamians.

PARCA's goal is sound public policy—policies that address real issues, are based on fact, are thoughtfully designed, competently executed, honestly assessed, and continuously revised. PARCA is funded by tax-deductible contributions from businesses, foundations and individuals.



We believe governments should function well and implement sound policies to improve the lives of all people and strengthen all communities.



PARCA Speaker Series

The PARCA Speaker Series is Alabama's premier nonpartisan forum for thoughtful, informed dialogue on the issues that shape our state and nation. Held each fall, the Series brings nationally recognized leaders in politics, history, journalism, and public affairs to

Birmingham for an evening of insight, inspiration, and civil conversation.

This annual event draws an influential audience of elected officials, business leaders, educators, nonprofit professionals, and engaged citizens who share a commitment to a better Alabama. The Speaker Series is not just an evening of ideas—it's a catalyst for action, civic renewal, and policy progress.

Past speakers ...

2019



Jon Meacham

2021



George Will

2022



*James
Carville*

2023



*Doris Kearns
Goodwin*

2024



Larry Sabato

In 2025, PARCA welcomes **Arthur Brooks**, professor at the Harvard Kennedy School and the Harvard Business School, where he teaches courses on leadership and happiness. He is also a columnist at *The Atlantic*, where he writes the popular weekly "How to Build a Life" column.

Brooks is the #1 *New York Times* bestselling author of 13 books, including *Build the Life You Want* in 2023, co-authored with Oprah Winfrey, and *From Strength to Strength: Finding Success, Happiness, and Deep Purpose in the Second Half of Life*.

Brooks is one of the world's leading experts on the science of human happiness, appearing in the media and traveling the world to teach people in private companies, universities, public agencies, and faith communities how they can live happier lives and bring greater well-being to others.



Thursday, October 9, 2025
7 pm
Red Mountain Theatre
Birmingham

2025



Speaker Series

to sponsor, contact Sarah Dayhood
sarah@parcalabama.org or 205-726-2482

October 9, 2025
Birmingham
Red Mountain Theatre

BENEFITS	PRESENTING \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Recognition as presenting sponsor on all material	X			
Recognition as presenting sponsor in paid media	X			
Private audience with the speaker	X			
Inclusion on all social media materials, 2000+ followers	X	X		
Inclusion in promotional emails (6x to 5,000+ recipients)	X	X	X	
Prominent logo placement on all event marketing and materials, including 5,000+ mailings	X	X	X	
Recognition from the podium	X	X	X	
Inclusion in event signage	X	X	X	X
Inclusion in event multi-media materials	X	X	X	X
Inclusion in event program	X	X	X	X
Private cocktail reception with speaker	X	X	X	X
Reserved parking	X	X	X	X
Tickets	8	6	4	2
Book(s) by Speaker	4	3	2	1
Available	1	3	4	7
DEADLINE: August 1, 2025 Committed Sponsors to Date: Landscape Workshop				



 PARCA
**Speaker
Series**
featuring
Arthur Books

Red Mountain Theatre
Birmingham, Alabama
October 9, 2025
5:30 PM Reception
7:00 PM Event



2025 PARCA Speaker Series Sponsorship Form

ORGANIZATION (AS IT WILL APPEAR ON SIGNAGE AND RECOGNITION)

CONTACT

TITLE

ADDRESS

CITY

STATE

ZIP

EMAIL

TELEPHONE

CHECK ONE

☐ \$15,000 Platinum

☐ \$10,000 Gold

☐ \$5,000 Silver

☐ \$2,500 Bronze

Total Amount:

☐ Check Enclosed

☐ Send Invoice

Pay at
parcalabama.org/support-parca

Click [here](#) to submit the completed form
Or email to sarah@parcalabama.org
or mail to PARCA, P.O. BOX 293931, Birmingham, AL 35229

2025

PARCA

PARCA Reception

to sponsor, contact Sarah Dayhood
sarah@parcalabama.org or 205-726-2482

Fall 2025
Mobile

BENEFITS

RECEPTION
SPONSOR
\$25,000

HOST
SPONSOR
IN-KIND

Welcome Guests

X

Recognition as the Presenting Sponsor in all materials
and communications ("Hosted by [Your Company]")

X

Recognition as the Reception Sponsor in all materials
and communications ("Reception Sponsored by
[Your Company]")

X

X

Recognition in event remarks

X

X

Available

1

0

DEADLINE: August 31, 2025



2026



Annual Forum

to sponsor, contact Sarah Dayhood
sarah@parcalabama.org or 205-726-2482

March 2026
Birmingham
The Harbert Center

BENEFITS	PRESENTING \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	TABLE \$1,000
Recognition as the Presenting Sponsor in all materials and communications ("Presented by [Your Company]")	X				
Exclusive feature in PARCA's newsletter and website	X				
Opportunity to include branded materials in attendee packets	X	X			
Inclusion in promotional emails (6x to 5,000+ recipients)	X	X			
Recognition in PARCA's post-event communications	X	X			
Opportunity to introduce a keynote speaker or panel session	X	X			
One dedicated post on PARCA's social media channels, 2000+ followers	X	X			
Featured logo placement on the event stage	X	X	X		
Prominent logo placement on all event marketing and materials, including 5,000+ mailings	X	X	X		
Social media recognition as a sponsor	X	X	X		
Logo placement on event signage	X	X	X		
Verbal acknowledgment during the event	X	X	X		
Prominent place of logo in event slide deck	X	X	X	X	
Recognition on event program	X	X	X	X	
Logo displayed in event slide deck	X	X	X	X	X
Table of 8	X*	X*	X*	X	X
Available	1	3	4	7	10
DEADLINE: February 13, 2026 Committed Sponsors to Date:					

* additional tables may be available

2026

PARCA

PARCA Reception

to sponsor, contact Sarah Dayhood
sarah@parcalabama.org or 205-726-2482



BENEFITS	RECEPTION SPONSOR \$25,000	HOST SPONSOR IN-KIND
Welcome Guests	X	
Recognition as the Presenting Sponsor in all materials and communications ("Hosted by [Your Company]")	X	
Recognition as the Reception Sponsor in all materials and communications ("Reception Sponsored by [Your Company]")	X	X
Recognition in event remarks	X	X
Available	1	0
DEADLINE: TBD Committed Sponsors to Date:		



