



## 2020 Annual Event Sponsorship Opportunities



Join PRSA Georgia for three of its signature events that bring sponsors into the close community of the Chapter's approximately 850 members, which include public relations and communications leaders from nationally acclaimed agencies, Fortune 500 businesses, leading higher-education institutions, vital nonprofit organizations, government agencies and other innovative organizations.

PRSA Georgia is the second largest Chapter within the international Public Relations Society of America, and as we work to constantly improve opportunities to connect with our highly engaged membership, we are excited to introduce bundled event sponsorships in 2020. For the first time ever, PRSA Georgia's supporters will have the ability to save by purchasing sponsorships for all three of the Chapter's 2020 signature events in one, discounted bundle.

Please take a moment to review this packet for event pricing and benefit details, which include engagement with attendees and frequent exposure through PRSA Georgia's website, newsletters and social media platforms. The following pages include details on these 2020 opportunities:

- **Signature Event Bundles (year-round)** – Support multiple signature events for PRSA Georgia at a discounted rate, while enjoying the benefit of year-round engagement and frequent touchpoints with our membership.
- **PRSA Georgia Annual Conference (February 28)** – Connect with approximately 200 public relations professionals and approximately 100 students for a day of networking, education and professional development.
- **Forty Under 40 Awards (April 30)** – Celebrate the rising stars of Georgia's public relations community in an evening of networking, drinks and acknowledgment for the work that is moving our industry forward.
- **Annual Awards Celebration (November 5)** – Join us as we recognize the very best in public relations across our state during a networking cocktail reception and a celebratory dinner. Our Chapter Awards honor leading members ranging from young practitioners to the luminaries who have paved the way for decades, and our Phoenix Awards recognize the work that has pushed the envelope forward.



If you are interested in becoming a sponsor or if you have any questions, please contact Mikey Mooney at [mooney@postoncommunications.com](mailto:mooney@postoncommunications.com).

## 2020 PRSA Annual 3-Event Sponsorship Bundles

Year-Round

*Sponsorships must be purchased by, Friday, February 7*

**Elite Event Sponsor  
\$7,000 (\$7,500 value)**

Annual Conference Presenting Sponsor  
Forty Under 40 Presenting Sponsor  
Awards Celebration Platinum Presenting Sponsor



**Pick Two Presenting Sponsorships  
\$4,750 (\$5,000 value)**

Annual Conference Presenting Sponsor  
Forty Under 40 Presenting Sponsor  
Awards Celebration Platinum Presenting Sponsor

**Program Sponsor  
(ad in program at each event)**

Two-page Spread - \$2,000  
Full-page - \$1,300  
Half-page - \$750  
*Premium ad locations at 1.25% price*

**Super Event Sponsor  
\$4,750 (\$5,000 value)**

Annual Conference Platinum Sponsor (Professional or Student)  
Forty Under 40 Gold Sponsor  
Awards Celebration Gold Elite Sponsor

**Power Event Sponsor  
\$3,250 (\$3,500 value)**

Annual Conference Gold Sponsor (Professional or Student)  
Forty Under 40 Cocktail Reception Sponsor  
Awards Celebration Silver Premiere Sponsor



*Details for each individual event sponsorship tiers and benefits are included in the following pages:*

- Annual Conference – pg. 3
- Forty Under 40 – pg. 4
- Chapter Awards – pg. 5



# 2020 PRSA Georgia Annual Conference Sponsorships

February 28, 2020

*Sponsorships must be purchased by, Friday, February 7*

## **Presenting Sponsor - \$2,500**

- Six (6) complimentary conference passes
- Exhibitor table for professionals and students in exhibit hall
- Thank You eblast (sent to more than 850 members with an average open rate of 31%)
- Three dedicated social media posts thanking organization for support
- Company/Name with logo listed in event program as a sponsor
- One year online internship listing
- Job ad on website (Two per year)
- Look Who's Hiring Eblast (Two per year)
- Recognition on website with logo and link
- Two-page spread or two full-page ads in conference program
- Inclusion in online and social media conversation
- Company logo in PRSA Georgia promotional marketing materials for the conference, including an e-newsletter that is sent to entire membership of 900+ PR professionals
- Digital signage at event
- Recognition at luncheon

## **Premiere Sponsor - \$2,000**

- Four (4) complimentary conference passes
- Exhibitor table for professionals and students in exhibit hall
- Thank You eblast (sent to more than 850 members with an average open rate of 31%)
- One dedicated social media post thanking organization for support
- Company/Name with logo listed in event program as a sponsor
- One year online internship listing
- Job ad on website (Two per year)
- Look Who's Hiring Eblast (One per year)
- Recognition on website with logo and link
- One full-page or two half-page ads in conference program Inclusion in online and social media conversation
- Company logo in PRSA Georgia promotional marketing materials for the conference, including an e-newsletter that is sent to entire membership of 900+ PR professionals
- Digital signage at event
- Recognition at luncheon

## **Professional Platinum Sponsor - \$1,500**

- Three (3) complimentary conference passes
- Professional Exhibitor Table
- Company/Name with logo listed in event program as a sponsor
- Job ad on website
- Recognition on website with logo and link
- Full-page ad in conference program (when payment is received prior to publication deadline)
- Inclusion in online and social media conversation
- Digital signage at event
- Recognition at luncheon

## **Professional Gold Sponsor - \$1,000**

- Two (2) complimentary conference passes
- Professional Exhibitor Table
- Company/Name with logo listed in event program as a sponsor
- Job ad on website
- Recognition on website with logo and link
- Half-page ad in conference program (when payment is received prior to publication deadline)
- Inclusion in online and social media conversation

## **Professional Silver Sponsor - \$500**

- One (1) complimentary conference passes
- Professional Exhibitor Table
- Company/Name with logo listed in event program as a sponsor
- Job ad on website
- Recognition on website with logo and link
- Inclusion in online and social media conversation

## **Solo Practitioner Sponsor - \$250**

Place marketing collateral at registration table and/or in swag bags (if used at event)

## **Student Platinum Sponsor - \$1,500**

- Three (3) complimentary conference passes
- Student Career Connections Table
- Company/Name with logo listed in event program as a sponsor
- One year online internship listing
- Recognition on website with logo and link
- Full-page ad in conference program (when payment is received prior to publication deadline)
- Inclusion in online and social media conversation
- Digital signage at event
- Recognition at luncheon

## **Student Gold Sponsor - \$1,000**

- Two (2) complimentary conference passes
- Student Career Connections Table
- Company/Name with logo listed in event program as a sponsor
- One year online internship listing
- Recognition on website with logo and link
- Half-page ad in conference program (when payment is received prior to publication deadline)
- Inclusion in online and social media conversation

## **Student Silver Sponsor - \$500**

- One (1) complimentary conference passes
- Student Career Connections Table
- Company/Name with logo listed in event program as a sponsor
- One year online internship listing
- Recognition on website with logo and link
- Inclusion in online and social media conversation



## 2020 PRSA Georgia Forty Under 40 Awards

April 30, 2020

*Sponsorships must be purchased by, Friday, April 3*

### Presenting Sponsorship - \$2,500

- 4 Tickets to attend event
- Three dedicated Thank You eblasts (sent to more than 850 members with an average open rate of 31%)
- Three dedicated social media posts thanking organization for support
- Two-page spread ad in program
- Logo placement on screen during event, on Chapter website and in weekly newsletter
- Recognition from podium
- Inclusion in social media promotion
- Recruiting promotion: 1 Career Center listing **AND** 1 Internship listing

### Gold Sponsorship - \$1,500

- 2 Tickets to attend dinner
- Thank You eblast (sent to more than 850 members with an average open rate of 31%)
- One dedicated social media post thanking organization for support
- Full-page ad in program
- Logo placement on screen during event, on Chapter website and in weekly newsletter
- Recognition from podium
- Inclusion in social media promotion
- Recruiting promotion: 1 Career Center listing **OR** 1 Internship listing

### Cocktail Reception Sponsorship - \$1,000

- Signature cocktail or hors d'oeuvre (to be named by sponsor)
- Signage at all beverage stations and bars
- Logoed beverage napkins (if provided by sponsor)
- Half-page Program ad
- Recognition during the event intro
- Logo placement on screen during event, on Chapter website and in weekly newsletter
- Inclusion in social media promotion
- Recruiting promotion: 1 Career Center listing **OR** 1 Internship listing

### Silver Sponsorship - \$500

- Scrolling digital ad during the event
- Recognition during the event introduction

### Digital Forty Under 40 Honoree Badges

Individual Honoree Badge License (for usage on social media, email signature and other individual channels) - \$25

Company Winners Badge License (for various commercial usage) - \$250





# 2020 PRSA Georgia Chapter Awards Celebration Sponsorships

November 5, 2020

*Sponsorships must be purchased by, Friday, October 9*

## Sponsored Table Packages

### Platinum Presenting Sponsor - \$2,500

- Platinum Table Package
  - Reserved seating for 10 people together
  - Three bottles of wine
  - 10 drink tickets for cocktail hour
  - Up to 10 parking passes
  - Premium table location
- Thank You eblast (sent to more than 850 members with an average open rate of 31%)
- Dedicated social media post thanking organization for support
- Two-page spread ad in program (or two full-page ads - for multiple honorees, etc.)
- Logo placement on screen during event, on Chapter website and in weekly newsletter
- Recognition with announcement from podium before dinner
- Inclusion in social media promotion
- Recruiting promotion: 1 Career Center listing **AND** 1 Internship listing

### Silver Premiere Sponsor - \$1,500

- Silver Table Package
  - Reserved seating for 10 people together
- Full-page ad in program
- Logo placement on screen during event, on Chapter website and in weekly newsletter
- Recognition with announcement from podium before dinner
- Inclusion in social media promotion
- Recruiting promotion: 1 Career Center listing **OR** 1 Internship listing

### Gold Elite Sponsor - \$2,000

- Gold Table Package
  - Reserved seating for 10 people together
  - Two bottles of wine
  - 10 drink tickets for cocktail hour
  - Up to four parking passes
  - Semi-premium seating location
- Full-page ad in program
- Logo placement on screen during event, on Chapter website and in weekly newsletter
- Recognition with announcement from podium before dinner
- Inclusion in social media promotion
- Recruiting promotion: 1 Career Center listing **AND** 1 Internship listing

## Additional Opportunities

### Awards Celebration Bronze Sponsor - \$1,250

- Four seats at Awards Celebration dinner
- Half-page ad in program
- Logo placement on screen during event, on Chapter website and in weekly newsletter
- Recognition with announcement from podium before dinner
- Inclusion in social media promotion
- Recruiting promotion: 1 Career Center listing **OR** 1 Internship listing

### Awards Celebration Cocktail Sponsor - \$750

- Two seats at Awards Celebration dinner
- Half-page ad in program
- Signature cocktail or hors d'oeuvre (to be named by sponsor)
- Logoed beverage napkins (if provided by sponsor)
- Logo on signage during cocktail hour

### Celebrating PR Excellence Sponsor - \$300

- Half-page ad in program congratulating honoree(s)
- Logo placement on screen during event, on Chapter website and in weekly newsletter
- Inclusion in social media promotion

### Awards Program Ads (full page)

- Back Cover - \$500
- Inside Back Cover - \$400
- Inside Facing Back Cover - \$400
- Inside Front Cover - \$400
- Inside Facing Front Cover - \$400
- Inside Pages - \$300