

Sponsorship Opportunities

WHO WE ARE

The Public Relations Society of America (PRSA) is the largest professional organization for public relations professionals in the United States, with more than 21,000 members. PRSA's Tampa Bay Chapter is the region's premier organization for providing professional development and networking opportunities for public relations professionals in west central Florida.

Our roughly 225 local chapter members, who range in experience from entry-level to C-suite executives, work in:

- Agencies
- Corporations
- Nonprofits
- Government

WHY SPONSOR

Your customers are more pressed for time than ever before. Get your name in front of the right people through a professional organization they trust and rely on for quality resources and advice.

Drive more awareness, interest and leads for your business by becoming a sponsor with PRSA Tampa Bay.

PRSA Tampa Bay's sponsorship packages are designed to increase visibility and interest for your organization and its services to a very niche population. Through a variety of channels, you will reach public relations and communications professionals who represent the area's most recognizable businesses and organizations, and have the opportunity to showcase your company and build valuable relationships.

OUR REACH

Local Chapter Members: 225 public relations professionals

www.PRSATampaBay.org, PRSA Tampa Bay's Website: Averages more than 1,500 unique sessions each month

Dedicated E-mail Promotions: Distributed typically three times per event to 1,200+ PRSA Tampa Bay members and non-members

Quarterly chapter e-newsletter: 1,200+ on distribution list

Twitter, www.twitter.com/PRSATampaBay: 5,400+ followers

Facebook Fan Page, www.facebook.com/PRSATampaBay: 750+ "Likes"

LinkedIn Group: 930+ members **LinkedIn Company:** 135+ followers

Figures are current as of October 2017.



Interested?

Contact: Joshua Carrasco at jcarrasco@aaasouth.com or (607) 592-0920 to learn more about becoming a PRSA Tampa Bay sponsor.

Sponsorship Packages

ANNUAL SPONSORSHIPS

Annual Sponsors can choose from two levels of support. The benefits included in the following packages apply to all PRSA Tampa Bay Chapter programs and events hosted during the calendar year (unless otherwise noted).

Gold Level: \$2,500

- Two complimentary registrations for all chapter programs and events (**\$900+ value**)
- Featured Sponsor Status at one program*, which includes opportunities to:
 - Give a two-minute speech about organization/product/service
 - Introduce keynote speaker or panel
 - Set up display table
 - Put materials and giveaways on guest tables
 - Collect attendee business cards to give away a prize
 - Have prominent logo placement and 100 words about your organization included in program-specific promotional e-mails
- Online advertising for the calendar year:
 - Company logo on PRSA Tampa Bay website
 - Company logo on all chapter program e-mails
 - Promotion on chapter's social media – 1x/quarter
 - Company logo on monthly chapter e-newsletter
 - Free unlimited job postings on the PRSA Tampa Bay online Job Board (**save \$25-\$50 per job post!**)
- **Gold level sponsors may be featured at a second event for an additional \$500 (total of \$3000 annual commitment)**

Silver Level: \$1,500

- Two complimentary registrations for all chapter programs and events
- Featured Sponsor status at one program*, which includes opportunities to:
 - Give a two-minute speech about organization/product/service
 - Put materials and giveaways on guest tables
 - Collect attendee business cards to give away a prize
- Online advertising for the calendar year:
 - Company logo on PRSA Tampa Bay website and on chapter event e-mails
 - Promotion on chapter's social media – 1x/quarter
 - Company logo on monthly chapter e-newsletter
 - Free unlimited job postings on the PRSA Tampa Bay online Job Board (**save \$25-\$50 per job post!**)

* Sponsors may request the monthly program for which they will have Featured Sponsor Status; however, this is scheduled on a first-come, first-served basis, with preference given to Gold Sponsors when simultaneous interest is expressed. Signature events are reserved for sponsors specifically choosing a signature event, but are available to annual sponsors if no event-specific sponsor is found.

PRESENTING SPONSORSHIPS FOR SIGNATURE EVENTS

The PRSA Tampa Bay Chapter hosts *Signature Events* throughout the year. These are high-profile special events that tend to draw large crowds year after year.

Signature Events include the Media Roundtable, Professional Development Day seminar and PRestige Awards Banquet.

Presenting Sponsorship of a Signature Event: \$1000

- Event name includes “Presented by *your company*” in all materials
- Four complimentary event registrations (**\$200+ value**)
- Onsite promotion opportunities to:
 - Give a three-minute speech about your organization/product/service
 - Introduce keynote speaker or panel
 - Set up display table
 - Put materials and giveaways on guest tables
 - Collect attendee business cards to give away a prize
- Have prominent logo placement and 100 words about your organization included in program-specific promotional e-mails
- Promotion on chapter’s social media – 2 times around month of event
- Opportunity to post promotional video on PRSA Tampa Bay’s YouTube Channel (up to 3 minutes in length, sponsor provides video)

ONLINE ADVERTISING PACKAGE

6-Month Package: \$600 / 12-Month Package: \$1,000

- Company logo on PRSA Tampa Bay website
- Company logo on all chapter program e-mails
- Promotion on chapter’s social media – 1x/quarter
- Company logo on monthly chapter e-newsletter
- Opportunity to post promotional video on PRSA Tampa Bay’s YouTube Channel (up to 3 minutes in length, sponsor provides video)
- Free unlimited job postings on the PRSA Tampa Bay online Job Board (**save \$25-\$50 per job post!**)

