



Public Relations Society of America  
San Diego/Imperial Counties



## 2010 PRSA Chapter Sponsor Packages

PRSA's goal is to customize a PRSA sponsorship package that meets your company strategy and many of the suggested package benefits can be modified to fit your needs.

To secure your PRSA Chapter Sponsor package, contact:

April Bolduc, [ABolduc@SempraUtilities.com](mailto:ABolduc@SempraUtilities.com) or 858.654.1850; Chapter President-Elect

Chris Wahl, [CWahl@swspr.com](mailto:CWahl@swspr.com) or 858.361.4750; Chapter Past President

### **Platinum Chapter Sponsor ~ \$5,000** *Limit: Three sponsors (two left)*

#### **Brand Awareness**

- Recognition as a *Platinum Chapter Sponsor* on signage at each chapter event
- Recognition as a *Platinum Chapter Sponsor* by chapter president at each event
- Company logo on [www.prsasdic.org](http://www.prsasdic.org) sponsors page with recognition as a *Platinum Chapter Sponsor*
- Company logo on all chapter event announcements and monthly newsletter
- One-year rotating logo on [www.prsasdic.org](http://www.prsasdic.org) (*media provided by sponsor*), reaching 300+ San Diego and Imperial counties Chapter members and other PR professionals (\$1,000 value)
- Two features in email newsletter sent monthly (\$1,000 value) Inclusion in yearlong
- Two years free in the [www.prsasdic.org](http://www.prsasdic.org) Resource Directory (\$550 value)
- Inclusion in year-long Twitter strategy on *Platinum Chapter Sponsor* milestones
- Recognition as a *Platinum Chapter Sponsor* with link on chapter group Facebook page

#### **Networking/Marketing**

- Twelve tickets to Chapter events with pre-registration (\$500-600 value, *limit three per event*)
- One direct mail (*print or email blast*) to chapter members (sponsor provides creative and covers all production and mailing costs)
- Collateral/swag distribution at five chapter events (*provided by sponsor*)
- Opportunity to speak at one chapter event (*up to three minutes*)

(more)

### **Edward L. Bernays Mark of Excellence Awards – Sept. 2010**

- VIP table (*\$1,000 value*)
- Executive from your company to serve as award presenter (*exclusive to sponsor level*)
- Full page advertisement, preferred positioning in 2010 Bernays Awards Program
- Company logo and link to your website on Bernays Awards page of [www.prsasdic.org](http://www.prsasdic.org)
- Official acknowledgement as a *Platinum Sponsor* from the stage at the event
- Projection signage displaying your company and *Platinum Sponsor* level
- Opportunity to distribute collateral material to each Bernays Awards attendee (*at sponsor's cost*)

### **Gold Chapter Sponsor ~ \$3,500 Limit: Three Sponsors**

#### **Brand Awareness**

- Recognition as a *Gold Chapter Sponsor* on signage at each chapter event
- Company logo on [www.prsasdic.org](http://www.prsasdic.org) sponsors page with recognition as a *Gold Chapter Sponsor*
- Listing on [www.prsasdic.org](http://www.prsasdic.org) resource directory webpage
- Company logo on all Chapter event announcements and monthly newsletter
- One feature in email newsletter sent monthly (*\$500 value*)
- One year free in the [www.prsasdic.org](http://www.prsasdic.org) Resource Directory (*\$350 value*)
- Inclusion in year-long Twitter strategy *Gold Chapter Sponsor* milestones
- Recognition as a *Gold Chapter Sponsor* with sponsor link on chapter group Facebook page

#### **Networking/Marketing**

- Six tickets to chapter events with pre-registration (*\$300 value, limit 2 per event*)
- Collateral/swag distribution at two chapter events (*provided by sponsor*)
- Opportunity to speak at one chapter event (*up to three minutes, remarks*)

### **Edward L. Bernays Mark of Excellence Awards – Sept. 2010**

- Six tickets with VIP seating (*\$600 value*)
- Half-page advertisement, preferred positioning in 2010 Bernays Awards Program
- Company logo and link to your website on Bernays Awards page of [www.prsasdic.org](http://www.prsasdic.org)
- Official acknowledgement as a *Gold Sponsor* from the stage at the event
- Projection signage displaying your company and *Gold Sponsor* level
- Opportunity to distribute premiums or collateral material to each attendee at Bernays Awards (*at sponsor's cost*)

(more)

## **Silver Chapter Sponsor ~ \$1,500 Limit: Four Sponsors (three left)**

### **Brand Awareness**

- Recognition as a *Silver Chapter Sponsor* on signage at each chapter event
- Company logo on [www.prsasdic.org](http://www.prsasdic.org) sponsor page with recognition as a *Silver Chapter Sponsor*
- Listing on [www.prsasdic.org](http://www.prsasdic.org) resource directory webpage
- Company logo on all chapter event announcements and monthly newsletter
- One feature in email newsletter sent monthly (*\$500 value*)
- Three-months rotating banner advertisement on [www.prsasdic.org](http://www.prsasdic.org) (*media provided by sponsor*), reaching 300+ San Diego and Imperial counties Chapter members and other PR professionals (*\$450 value*)
- Recognition as a *Silver Chapter Sponsor* with sponsor link on chapter group Facebook page

### **Networking/Marketing**

- Four tickets to chapter events with pre-registration (*limit 2 per event \$200 value*)
- Collateral/swag distribution at one chapter event (*provided by sponsor*)
- Opportunity to speak at one chapter event (*up to three minutes, remarks*)

### **Edward L. Bernays Mark of Excellence Awards – Sept. 2010**

- Four tickets with VIP seating (*\$400 value*)
- Quarter-page advertisement, preferred positioning in 2010 Bernays Awards Program
- Company logo and link to your website on Bernays Awards page of [www.prsasdic.org](http://www.prsasdic.org)
- Official acknowledgement as a *Silver Sponsor* from the stage at the event
- Projection signage displaying your company and *Silver Sponsor* level
- Opportunity to distribute premiums or collateral material to each attendee (*at sponsor's cost*)

## **Online Resource Directory Listing ~ \$350, 1 year or \$550, 2 years**

A cost effective way for PR firms and vendors to promote their business or product on the Web in a targeted and focused manner. Many Resource Directory participants have said they have received business from their participation.

- Active links for email address and company URL
- 100-word company description
- Your company logo
- Listing in three service categories
- Listing of five current/previous clients

(more)

## **Event Sponsor ~ \$250 One per Monthly Event**

### **Brand Awareness**

- Recognition as *Event Sponsor* on all event promotional materials including emails, chapter website home page, signage at event
- Company logo on [www.prsasdic.org](http://www.prsasdic.org) sponsor page with recognition as an *Event Sponsor*
- Recognition from the podium as *Event Sponsor* by chapter president

### **Networking/Marketing**

- Two tickets to sponsored event with pre-registration (*\$200 value*)
- Table-top display at sponsored chapter event
- Collateral/swag distribution at sponsored chapter event (*provided by sponsor*)

## **Exhibitor ~ \$250**

### **Networking/Marketing**

- One ticket to sponsored event with pre-registration
- Table-top display at sponsored chapter event
- Collateral/swag distribution at chapter event (*provided by sponsor*)

## **Friends of PRSA ~ \$150**

A way to provide a sponsorship avenue for sole practitioners, retirees or other members who want to support PRSA.

### **Networking/Marketing**

- One tickets to sponsored event with pre-registration
- Table-top display at sponsored chapter event
- Collateral/swag distribution at chapter event (*provided by sponsor*)

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