



PRSA Phoenix 2017 Sponsorship Opportunities

About PRSA Phoenix:

- PRSA Phoenix is the largest association of public relations professionals in the state and one of the largest PRSA Chapters in the country.
- Chapter membership is representative of approximately 300 public relations and marketing communication professionals working in corporations, counseling firms and agencies, institutions, service organizations, universities and government entities.
- Chapter programs provide professional development opportunities for practitioners at all levels – from new practitioners to seasoned professionals.

Why Become a Sponsor?

- Build brand awareness and gain marketing and networking access to key influencers in the business and communications community of Phoenix.
- Gain maximum exposure to the Valley's top public relations practitioners as well as ASU and NAU's most exceptional students.

Sponsorship Opportunities

- Chapter Sponsor: There are several levels to choose from, all of which provide significant marketing and brand awareness opportunities. The following page outlines the different sponsorship levels and their benefits.
- Copper Anvils Event Sponsor: Each year, the Chapter celebrates exceptional public relations work from across the Valley at our Copper Anvil awards event. This is one of our most well---attended and exciting events of the year. Proceeds from this event help fund scholarships for students majoring in public relations or journalism.
- On-Line Directory Listing: List your company or agency for a period of one year on the PRSA Phoenix website.

How to Become a Sponsor

To become a sponsor or for more information, please contact Heather Russell at 480 622 5599 or heather.russell@utas.utc.com.



2017 PRSA Phoenix General Sponsorship Opportunities

GENERAL CHAPTER SPONSORSHIPS

Master	Professional	Mentor	Practitioner
\$5,000	\$2,500	\$1,000	\$500

Brand Awareness

Recognition at lunches, breakfasts (non-sponsored) and Copper Anvil Award	all	4	2	For sponsored program only
Recognition at networking events and annual Holiday Mixer	all	2		
Logo and Web-link on PRSA website	one-year	one-year	one-year	For sponsored program only
Sponsorship listing in E-talk (monthly newsletter)	one year	one year	one-year	For sponsored program only
Online Directory listing	one-year	one-year	one-year	
Exclusive program sponsor for one lunch or breakfast	2	1		1
"Event sponsored by..." listing on website and E-talk	2	1		For sponsored program only
Recognition from podium of sponsored event				
Recognition of sponsorship on social media postings				
Logo in Copper Anvil Program	y	y	y	

Networking/Marketing

Complimentary tickets to Professional Development lunches or media breakfasts (advance reservations needed)	6	4	2	(2) For sponsored program only
Complimentary tickets to Copper Anvil Awards Event	6	4	2	
Product samples/collateral materials distributed --				
at lunch or breakfast events	4	2	1	For sponsored program only
at Copper Anvil event	1	1		
Article in E-talk	2	1		
Direct mail (postal or e-blast) to members	1	1		
Business Spotlight at one luncheon (2 min. business/product/service overview)	1			At sponsored program only



COPPER ANVIL EVENT SPONSORSHIPS

Copper Anvils
\$500

<u>Brand Awareness</u>	
Recognition of Copper Anvil Awards Sponsorship:	
"Event sponsored by..." listing on website and E-talk (bi-weekly newsletter)	y
Recognition from podium of sponsored event	y
Recognition of sponsorship on social media postings	
Company name or logo in Copper Anvil Program	y
Logo/name and link to company website on Copper Anvil Web Page	y
Complimentary tickets to Copper Anvil Awards Event	2
Product samples/collateral materials distributed at event	at sponsored event

Note: In addition to the opportunities listed above, sponsorships are also available for venue, technology, beverages, etc., in-kind donations are welcomed and suitable recognition can be discussed.

ONLINE DIRECTORY LISTING

Listing
\$300

Year-long listing on PRSA Phoenix website

Note: In addition to the sponsorship opportunities listed above, PRSA Phoenix can work with companies and service providers to develop custom in-kind and a-la-carte programs.