



# Sponsorship Opportunities

# Annual Supporters

## PRSA Central Ohio Annual Benefactor – Annual Sponsorship - \$1,500 (\$3,760 value)

Available only for organizations or corporations with at least one employee who is a PRSA member

Limit of 3 Benefactor/Friend of PRSA Central Ohio Annual Sponsorships available per year

- Six tickets to the annual PRISM Awards OR sponsor of a breakfast or evening program (\$500 value)
- One ticket to four breakfast or evening programs - up to \$140 value
- One ticket to the annual PRSA Central Ohio Conference - up to \$75 value
- Link and logo prominently displayed on PRSA Central Ohio website for 12 months - \$1,000 value
- Link and logo on every PRSA Central Ohio email newsletter for 12 months - \$1,200 value
- Social media mentions acknowledging your sponsorship on our social outlets including Twitter, Facebook, LinkedIn and Instagram - \$200 value

## Friend of PRSA - \$2,000 (\$3,760 value)

Limit of 3 Friend/Benefactor of PRSA Central Ohio Annual Sponsorships available per year

- One ticket to four breakfast or evening program – up to \$140 value
- One ticket to the annual PRSA Central Ohio Conference – up to \$75 value
- Link and logo prominently displayed on PRSA Central Ohio website for 12 months - \$1,000 value
- Link and logo on every newsletter during your term of sponsorship (sent biweekly) - \$1,200 value
- Monthly social media mentions on our social outlets including Twitter, Facebook and LinkedIn - \$1,200 value
- Handouts distributed at four PRSA Central Ohio program (company provides the handouts for distribution)
- One-time dedicated HTML newsletter sent on sponsor's behalf to PRSA members or one-time use of mailing labels - \$75 value

# PRISM Awards

Our annual awards honor the best of the best for the year.

## Gold Sponsor - \$1,500 (\$1,650 value)

- One table (10 tickets) to the PRISM Ceremony - \$750 value
- Featured logo placement throughout PRISM Ceremony and on materials (event invitation, website, event / program, signage) - \$250 value
- Sponsorship mentions on COPRSA Facebook and Twitter - \$200 value
- One promotional item given to each event attendee (provided by company) - \$100 value
- Verbal recognition at the ceremony by the COPRSA president - \$100 value

## Silver Sponsor - \$750 (\$1,200 value)

- 5 tickets to the PRISM Ceremony - \$400 value
- Featured logo placement throughout PRISM Ceremony and on materials (event invitation, website, event / program, signage) - \$250 value
- Sponsorship mentions on COPRSA Facebook and Twitter - \$200 value
- Verbal recognition at the ceremony by the COPRSA president - \$100 value

## A La Carte Opportunities - \$250

- Sponsor the entertainment, dessert, table swag bags, photographer or photo booth at the PRISM Awards.

# Event Sponsors

## Breakfast/Evening Program Sponsor - \$500

- Two tickets to the sponsored program
- Booth (display with product samples and/or literature) at a breakfast/evening program of your choice
- Sponsorship announcement at beginning of meeting
- Speaking opportunity at event (2 minutes for company representative)
- PRSA Matters (PRSA membership newsletter) recognition as sponsor
- Sponsorship announcement on PRSA social media outlets (Facebook, Twitter, Instagram) – 3 each

## Conference Sponsor - \$750

- Two tickets to the full-day PRSA Central Ohio Conference
- Booth (display with product samples and/or literature) at the event entrance
- Sponsorship announcement at beginning of meeting
- Speaking opportunity at event (2 minutes for company representative)
- Handouts distributed as bag fillers or directly to conference attendees upon check-in
- PRSA Matters (PRSA membership newsletter) recognition as sponsor
- Sponsorship announcement on PRSA social media outlets (Facebook, Twitter, Instagram) - 3 each

# A La Carte Opportunities

Website Sponsor - \$1,000/year or \$100 per month

Display your company's logo with a link on the front page of CentralOhioPRSA.org

Newsletter Advertising - \$100

Opportunity to place image banner or 100 words of text advertising your services in PRSA Matters

Sponsored Facebook Post - \$100

Reach influencers on social media by having a promotional post on our Facebook page

Informational Flyer - \$100

Reach this audience by having a flyer at each attendee's seat at one of our quarterly programs or during our annual conference. Organization must provide flyer.

# In-Kind Sponsors

In exchange for providing single portions of food or beverage for 40-60 individuals (ex. donuts, slices of pizza, appetizers, beverages, etc.) or in-kind meeting space, an organization will receive:

- Announcement at beginning of meeting thanking the company for their in-kind donation
- Display with company's logo, social media information and hashtags
- Social media posts and acknowledgment from the PRSA Central Ohio chapter's official accounts
- The opportunity to have their food, beverage or meeting space seen, sampled, reviewed and shared socially by influencers, public relations professionals in the Central Ohio area



# Who We Are

PRSA Central Ohio is a leader in furthering the development of Columbus' public relations, communications, marketing professionals. Founded in 1950 as the first society chapter in Ohio, we serve 320 members in our region in the agency, corporate, government and non-profit sectors.

## Membership

Over the last year, we have held steady around 320 members and look to grow our membership to 350 by the end of 2018. With a unique blend of emerging and tenured professionals, PRSACO caters to more than half of the state of Ohio. From as far north as Ada to Marietta down south, PRSA Central Ohio is quite large compared to other notable regional PRSA chapters (Cleveland, Cincinnati and Dayton, for example). With 99 percent of professionals in the surrounding central Ohio area, there is opportunity to attract leaders in all communications and public relations functions. The Chapter's member database is made up of professionals in the following industries and has approximately 150 members at a director level or above:

- Non-profit - 98
- Corporate - 84
- Agency - 50
- Education - 38
- Healthcare - 8

Learn more at [PRSACentralOhio.org](http://PRSACentralOhio.org).



Want a custom sponsorship package? We're happy to tailor a package to meet your needs!

Contact [PRSACentralOhio@gmail.com](mailto:PRSACentralOhio@gmail.com).