



Houston Chapter

**PRSA**

**2020** CELEBRATING 70 YEARS!

**SPONSORSHIP  
OPPORTUNITIES**

[PRSAHOUSTON.ORG](http://PRSAHOUSTON.ORG)



## WHO ARE YOU REACHING?

**2,750**

Communications professionals  
per e-blast

**2,000+**

Communications professionals in  
non-member database

**420+**

Chapter members

**60**

Attendees per monthly event

**5,100+**

Combined following on all  
chapter social media sites

**PRSAHOUSTON.ORG**

## ABOUT US

Our organization is comprised of a membership network of more than 400 professional communicators and nearly 2,500 other professionals who could potentially buy your product or service in the nation's fourth largest city.





## ABOUT PRSA HOUSTON

PRSA Houston is one of the nation's largest and most active chapters of the Public Relations Society of America. Founded in 1950, PRSA Houston focuses on helping members become more valuable to their organizations and clients, and therefore become more successful professionally, by:

- providing peer-based support;
- encouraging professional growth through participation in educational programs and leadership roles;
- and promoting the highest standards of professional competence and ethics.

PRSA Houston is governed by a board of directors, represented nationally by assembly delegates and supported by volunteer committees.

## PRSA VISION

To create an exceptional member experience that educates, inspires, guides and galvanizes a diverse community of ethical, strategic communications professionals.

## PRSA MISSION

PRSA makes communications professionals smarter, better prepared and more connected through all stages of their career.



Being a sponsor of the PRSA Houston Chapter is an excellent opportunity to increase awareness of your company brand and engage with public relations professionals. PRSA Houston events are a leading source of industry trends and the cornerstone for facilitating knowledge among our membership. With a presence at our events, you can showcase your services and connect with your target audience. Sponsorship must be paid in full for sponsors to receive benefits.

## **ANNUAL CHAPTER DIAMOND LEVEL SPONSOR - \$5,000**

### **BRAND VISIBILITY BENEFITS INCLUDE:**

#### **MONTHLY LUNCHEONS**

- Exclusive sponsorship level designation.
- Logo recognition on homepage ([prsahouston.org](http://prsahouston.org)) rotating banner designated as *Annual Chapter Diamond Level Sponsor* for a year with link to your website.
- Logo in pre-luncheon AV presentation at luncheons, Excalibur Awards Gala and PR Day.
- E-newsletter – Logo with link to your website on all Houston Chapter e-newsletters sent to over 2,750 subscribers.
- Social Media – Company name mentioned on PRSA Houston social media channels (Facebook, LinkedIn, Twitter and Instagram) for events and monthly breakfasts or luncheon PSAs.
- Reserved breakfast/luncheon seating. Up to eight (8) reserved seats\* for monthly breakfasts or luncheons to be used throughout the year. Additional registrations may be purchased at the member rate.
- Recognition during announcements/opening remarks by the PRSA President.
- A dedicated sponsor table to distribute advertising/marketing materials.
- Option to speak or provide a 60-second video promo about your organization during luncheon announcements.
- Opportunity to distribute promotional pieces to all luncheon attendees at their seats on a quarterly basis.
- Door prize giveaway with opportunity to collect attendees' business cards on a quarterly basis.



# ANNUAL CHAPTER DIAMOND LEVEL SPONSOR - \$5,000

## CONTINUED

### EXCALIBUR AWARDS GALA

- Exclusive sponsor level designation.
- Six (6) seats at a visible table\* with signage.
- Opportunity for designated representative to present an award of your choosing (excludes Grand Excalibur Award).
- Logo recognition in Excalibur Awards Gala program invitation and dinner program.
- Recognition during announcements/opening remarks by the PRSA President.
- Full-page ad in Excalibur Awards Gala program.
- Logo recognition on Excalibur Awards Gala sponsor webpage (ExcaliburAwards.org).
- Minimum of six (6) mentions on PRSA Houston social media channels.
- Logo included on PRSA sponsor signage.

### PR DAY

- Exclusive sponsor level designation (Afternoon Break, Lanyard or Swag Bag).
- Two (2) full-day registrations\* or opportunity to dedicate registrations as scholarships for PRSSA members.
- Logo recognition in all digital and print PR Day communications including press releases, e-newsletters and printed marketing pieces.
- Recognition during announcements/opening remarks by the PRSA President.
- Half-page ad in conference program.
- Logo included on PRSA sponsor signage.
- Logo recognition on (prsahouston.org) PR Day page.
- Exhibitor table on Vendor Row.
- Minimum of six (6) mentions on PRSA Houston social media channels.
- Opportunity to provide 250 logo/name-branded items to be distributed in attendee swag bags.

Houston Chapter  
**PRSA**



## ANNUAL CHAPTER PLATINUM LEVEL SPONSOR - \$3,500

### BRAND VISIBILITY BENEFITS INCLUDE:

#### MONTHLY LUNCHEONS

- Logo recognition on homepage of [prsahouston.org](http://prsahouston.org) rotating banner designated as *Annual Chapter Platinum Level Sponsor* for a year with link to your website.
- Logo in pre-luncheon AV presentation at luncheons, Excalibur Awards Gala and PR Day.
- E-newsletter - Logo with link to your website on all Houston Chapter e-newsletters sent to over 2,750 subscribers.
- Social Media - Company name mentioned on PRSA Houston social media channels (Facebook, LinkedIn, Twitter) for events and monthly luncheon PSA's.
- Reserved breakfast/luncheon seating. Up to six (6) reserved seats\* for monthly luncheons to be used throughout the year. Additional registrations may be purchased at the member rate.
- Recognition during announcements/opening remarks by the PRSA President.
- A dedicated sponsor table to distribute advertising/marketing materials.
- Opportunity to distribute promotional pieces to all luncheon attendees at their seats twice a year.



# ANNUAL CHAPTER PLATINUM LEVEL SPONSOR - \$3,500

## CONTINUED

### EXCALIBUR AWARDS GALA

- Exclusive sponsor level designation.
- Reserved table for four (4)\*with signage.
- Opportunity for designated representative to present an award of your choosing (excludes Grand Excalibur Award, Public Relations Professional of the Year and Young Public Relations Professional of the Year).
- Logo recognition in Excalibur Awards Gala invitation and dinner program.
- Recognition during announcements/opening remarks by the PRSA President.
- Half-page ad in Excalibur Awards Gala program.
- Logo in pre-event AV presentation.
- Logo recognition on (ExcaliburAwards.org) Excalibur Awards Gala page.
- Minimum of four (4) mentions on PRSA Houston social media channels.
- Logo included on PRSA sponsor signage.

### PR DAY

- Exclusive sponsor level designation (Individual Speaker Session).
- Opportunity to introduce speaker.
- Three (3) luncheon registrations\*or opportunity to dedicate registrations as scholarships for PRSSA members.
- Logo recognition in all digital and print PR Day communications including press releases, e-newsletters and printed marketing pieces.
- Recognition during announcements/opening remarks by the PRSA President.
- Quarter-page ad in conference program.
- Logo included on PRSA sponsor signage.
- Logo in pre-event AV presentation.
- Logo recognition on prsahouston.orgPR Day page.
- Exhibitor table on Vendor Row.
- Minimum of four (4) mentions on PRSA Houston social media channels.
- Opportunity to provide 250 logo/name-branded items to be distributed in attendee swag bags.



## **GOLD LEVEL SPONSOR - \$1,000 PER BREAKFAST OR LUNCHEON**

- Logo recognition as luncheon sponsor on (prsahouston.org) homepage for one month.
- Logo in pre-luncheon AV presentation.
- E-newsletter – Logo with link to your website on all Houston Chapter e-newsletters sent to over 2,750 subscribers.
- Social Media – Company name mentioned in PRSA Houston social media channels (Facebook, LinkedIn, Twitter) for events and monthly luncheon PSA's.
- Two (2) seats\*at your sponsored luncheon to fill as you wish.
- Recognition during announcements/opening remarks by the PRSA President.
- Opportunity to distribute promotional materials to all luncheon attendees at a dedicated table.

## **SILVER LEVEL SPONSOR - \$500 PER EVENT (SELECT ONE)**

### **AFTER HOURS EVENTS**

After hours events provide an opportunity for PRSA Houston members and non-members to mix and mingle. These events are held in the evening and would offer the following in exchange for sponsorship:

- A mention of your company and its logo on the event page of the PRSA Houston website.
- A mention of your company and its logo in two (2) e-blasts about the event.
- A mention of your company in our e-newsletter.
- A mention of your company in a minimum of four (4) social media posts about the event.
- Two minutes to speak at the event about your company and why you are sponsoring.
- One (1) sponsor table at event.





## **BRONZE LEVEL SPONSOR - \$500 PER EVENT (SELECT ONE)**

### **MEDIA TOURS**

Media tours provide an opportunity to hear from industry experts/media members, as well as professional development opportunities for PRSA members and others.

- A mention of your company and its logo on the event page of the PRSA Houston website.
- A mention of your company and its logo in two (2) e-blasts about the event.
- A mention of your company in our e-newsletter.
- A mention of your company in a minimum of four (4) social media posts about the event.

## **GUEST BLOG - \$250 (ONE-TIME)**

**Members: \$250**

**Non-Members: \$350**

All guest blogs are considered as part of our chapter's Sponsorship Program. The blog will be posted to the PRSA Houston website and a one-time link to the article will be included in our chapter newsletter which reaches over 2,750 communications professionals in the region. We also post a one-time shareable graphic pointing to the blog on our social media sites (Facebook, LinkedIn, Twitter and Instagram). The blog post must be mutually agreed upon, with PRSA Houston retaining final editorial control. Listicle formats usually work best and word count should not exceed 1,000.

## **JOB BANK SPONSOR - \$250 (ONE-TIME)**

A custom digital banner will highlight your company and its logo. The banner will have a one-time use and be included in PRSA Houston's weekly Job Bank email which reaches over 2,750 communications professionals in the region.

## **JOB BANK POSTING - \$150 - \$175 (ONE-TIME)**

**Members: \$150 for 3 months**

**Non-Members: \$175 for 3 months**

Job listings are reviewed by the PRSA Houston administrator prior to being published online. Job listings will be published on [prsahouston.org](http://prsahouston.org) within 24 business hours of submission and shared on all PRSA Houston social media outlets. They are also included in PRSA Houston's weekly Job Bank email which reaches over 2,750 communications professionals in the region.

## **BUSINESS DIRECTORY - \$100**

For \$100 per year, PR and communications professionals or firms can advertise in PRSA Houston's online business directory. Upload your logo, a company description, and any inquiries for public relations practitioners will be referred to the online directory.

## **IN-KIND SPONSORSHIPS**

PRSA Houston welcomes in-kind sponsors for printing, direct mail processing, still photography, videography, graphic design, and audio-visual equipment and services at our events. If you can offer these skills and services, contact 2020 President Jessica Anderson at [jessica.anderson@businesswire.com](mailto:jessica.anderson@businesswire.com) or President-Elect Meagan Coughlin, APR, at [mbcoughlin8@gmail.com](mailto:mbcoughlin8@gmail.com) to discuss options for sponsorship and benefits based on the value of your donation.

All Event In-Kind Sponsors will receive:

- Text and/or logo recognition in all digital and print communications and event materials including e-newsletter and program (when applicable).
- Recognition during announcements/opening remarks by the PRSA Houston president
- Recognition on event signage.

*\*Event registration is required prior to registration closing on [prsahouston.org](http://prsahouston.org) to be eligible to attend and use sponsor benefit.*