

PUBLIC RELATIONS SOCIETY OF AMERICA, OKLAHOMA CITY CHAPTER SPONSORSHIP OPPORTUNITIES

What is PRSA?

Oklahoma City Public Relations Society of America is dedicated group of professionals who practice public relations for corporations, public relations firms, government agencies, health and medical entities, nonprofit and other professional organizations.

We are dedicated to leading progressive change in the communications professions through information exchange, leadership, professional development and technology.

Why sponsor a PRSA meeting?

The PRSA sponsorship program allows your organization the opportunity to develop a unique relationship with the members of PRSA. Oklahoma City's PRSA membership includes men and women from various companies representing public relations, communication, media and marketing fields.

Types of Sponsorships:

Professional Development Conference Sponsor

Each year the chapter presents a conference featuring nationally known speakers who are experts in public relations and marketing. The conference is promoted to professionals statewide through news releases, direct mail, email newsletter and PRSAOKC.COM.

Gold: \$700

Sponsorship Benefits:

- Name and/or logo on all promotional materials, including direct mail registration brochure, PRSAOKC.COM home page and email newsletter
- Ad for entire month of the conference on PRSAOKC.COM Web site
- Recognition in news releases prior to the conference

- Verbal recognition and opportunity to present (five minutes) at the conference
- Opportunity to place promotional materials at meeting
- Banner/signage placed at the conference (provided by the sponsor)
- Four complimentary registrations to the conference, including lunch
- Mailing list of all conference attendees

Silver: \$500

Sponsorship Benefits:

- Name and/or logo on all promotional materials, including direct mail registration brochure, PRSAOKC.COM home page and email newsletter
- Recognition in news releases prior to the conference
- Verbal recognition and opportunity to present (five minutes) at the conference
- Opportunity to place promotional materials at meeting
- Two complimentary registrations to the conference, including lunch

Bronze: \$250

Sponsorship Benefits:

- Name and/or logo on all promotional materials, including direct mail registration brochure, PRSAOKC.COM home page and email newsletter
- Recognition in news releases prior to the conference
- Verbal recognition at the conference
- Opportunity to place promotional materials at meeting
- One complimentary registration to the conference, including lunch

In-kind sponsorships welcomed. Contact the sponsorship committee to discuss details.

PRSA Upper Case Awards Banquet Sponsor

PRSA's prestigious annual [Upper Case Awards](#) competition attracts hundreds of entries each year. Attendance includes public relations professionals, managers and officers from some of the community's leading corporations and nonprofit and governmental agencies, as well as advertising, marketing and Web development firms.

Platinum - \$1,500

Sponsorship Benefits:

- Name/logo accompanying the centerpiece on all guest tables
- Name/logo on all event materials (call for entries, invitations, program)
- Recognition in all press releases, the Oklahoma City Chapter PRSA Web site and member e-mails
- Ad placement on the Oklahoma City Chapter PRSA Web site throughout October
- Verbal recognition at the Upper Case Awards Banquet
- Opportunity to place promotional items on the registration table at the banquet
- One table of eight at the banquet

Gold - \$1,000

Sponsorship Benefits:

- Name/logo placement on the bar
- Name/logo on all event materials (call for entries, invitations, program)
- Recognition in all press releases, the Oklahoma City Chapter PRSA Web site and member e-mails
- Ad placement on the Oklahoma City Chapter PRSA Web site throughout October
- Verbal recognition at the Upper Case Awards Banquet
- Opportunity to place promotional items on the registration table at the banquet
- One table of eight at the banquet

Silver - \$750

Sponsorship Benefits:

- Name/logo on all event materials (call for entries, invitations, program)
- Recognition in all press releases, the Oklahoma City Chapter PRSA Web site and member e-mails
- Ad placement on the Oklahoma City Chapter PRSA Web site throughout October
- Verbal recognition at the Upper Case Awards Banquet
- Opportunity to place promotional items on the registration table at the banquet
- Four seats at the banquet

Bronze - \$500

Sponsorship Benefits:

- Name/logo on all event materials (call for entries, invitations, program)
- Recognition in all press releases, the Oklahoma City Chapter PRSA Web site and member e-mails
- Ad placement on the Oklahoma City Chapter PRSA Web site throughout October
- Verbal recognition at the Upper Case Awards Banquet
- Opportunity to place promotional items on the registration table at the banquet
- Two seats at the banquet

Copper - \$250

Sponsorship Benefits:

- Name/logo on all event materials (call for entries, invitations, program)
- Recognition in all press releases, the Oklahoma City Chapter PRSA Web site and member e-mails
- Verbal recognition at the Upper Case Awards Banquet
- Two seats at the banquet

In-kind sponsorships welcomed. Contact the sponsorship committee to discuss details.

Shadow Day Sponsor

The annual PRSA-OKC event gives area students the chance to team up with a professional and get an "inside" look into a real day-in-the-life in the Public Relations industry.

Sponsorship Cost: \$300

Sponsorship Benefits:

- Name/Logo on invitations
- Recognition in all press releases, Oklahoma City Chapter PRSA Web site and member e-mails
- Verbal recognition at Shadow day luncheon
- Two seats at the luncheon

In-kind sponsorships welcomed. Contact the sponsorship committee to discuss details

PRSA Web-Site Sponsor – www.prsaokc.com

One of the most popular programs of the chapter, the Web site features chapter news, membership information, online registration for meeting and special events, and a job placement service accessed by professionals, managers and public relations students throughout the nation. Reports from late 2007 indicate the following hits to the site per month:

Job Line: 101,320

Upcoming Meetings: 4,580

Home Page: 62,540

Press Releases: 2,527

Contact Us: 2,455

Join Us: 2,369

Events: 1,095

Sponsorship Cost: Choice of \$1,200 one year/\$750 six months/\$250 one month

Sponsorship Benefits: 468 x 60 pixel banner on the Web site, including the option for a link providing access to the sponsor's Web site. Sponsor may choose page placement (offered on a first come, first served basis); PRSA to choose banner placement. Home page is reserved for logo placement of meeting sponsors.

In-kind sponsorships welcomed. Contact the sponsorship committee to discuss details.

Meeting Sponsor

Held once a month, the chapter meeting includes lunch and a guest speaker. Average attendance is 80 members and guests, primarily public relations professionals from the Oklahoma City area.

Sponsorship Cost: \$250

Sponsorship Benefits:

- One complimentary luncheon ticket during month of sponsorship;
- One representative to speak during meeting to promote brand, products or services (5-10 minutes);
- Exclusive access to place materials on check-in and luncheon tables;
- Acknowledgment of company sponsorship and your company's logo and direct link in e-mail meeting announcements during month of sponsorship (reaches X people);

- Acknowledgment of company sponsorship and your company's logo and direct link in e-mail meeting reminder announcement during month of sponsorship;
- Your company's logo on PRSA Web site under list of 2009 sponsors. A hyperlink to your Web site is available.
 - One Sponsor per meeting

Other Sponsorship Packages

PRSA-OKC will work to design a sponsorship package to fit your needs. Simply contact one of our sponsorship committee chairs.

Contact:

To discuss sponsorship in detail, please contact the sponsorship committee chairperson.

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