

# SPONSORSHIP OPPORTUNITIES



## ABOUT THE CONFERENCE

- PRSA is the largest public relations organization in the world with more than 21,000 members. All sectors of the profession are represented and include business and industry, health care, nonprofit organizations, government and professional services firms.
- The 2018 PRSA Southwest District Conference is expected to attract 150+ attendees from 14 chapters in Arkansas, Louisiana, Oklahoma, Kansas, New Mexico and Texas.
- The 2018 PRSA Southwest District Conference will provide high-quality insight and networking to public relations and communications practitioners from all sectors, specializations, and work environments.

## ATTENDEES ARE INFLUENCERS AND FUTURE LEADERS

- Attendees are typically influencers who represent high profile brands and agencies. Most have extensive media, consumer and stakeholder relationships.
- Fortune 500 corporations are represented by major agencies and corporate executives.
- Attendees are media savvy and heavy technology and social media consumers.

2018 PRSA SOUTHWEST DISTRICT CONFERENCE  
**BLUE SKY THINKING**  
MARCH 7-9, 2018 | ALBUQUERQUE, NEW MEXICO

## SPONSOR LEVELS

### **PREMIER SPONSOR \$7,500**

**ONE AVAILABLE**

*An unrivaled benefits package providing the highest level of visibility for the lead sponsor of the conference*

#### **Recognition and Visibility**

- Company logo on front/top of all promotional materials distributed to 2,300 public relations and communications professionals.
- Company logo acknowledgment on all large screens.
- Inside front cover spread, including full-page ad and cover letter in the PRSA Southwest District Conference program.
- On-site, high-profile event of choice.
- Logo showcased on all on-site sponsorship signage and slides showcasing logo at General Sessions.
- Top billing on dedicated PRSA Southwest District Conference website with hyperlink to your company's website.
- Company acknowledgement in social media prior to, during and after the event.

#### **Entitlements:**

- Five complimentary full conference registrations.
- Speaking opportunity at keynote general session(s). *Exclusive benefit*
- Reserved seating for all company attendees at all general sessions.
- Recognized as major contributor on SWDC website.
- Opportunity for meet & greet with keynote speaker(s). *Exclusive benefit*
- Exhibit booth in high-profile area as welcoming sponsor.
- One one-year PRSA membership (subject to membership requirements). *Exclusive benefit*
- Press release announcing your company as Premier Sponsor of the PRSA Southwest District Conference.
- Distribution of promotional materials in multiple on-site channels.

### **GOLD SPONSOR \$5,000**

#### **Recognition and Visibility:**

- Company logo acknowledgment on all promotional materials distributed to 2,300 public relations and communications professionals.
- Company logo acknowledgment on signage at the event.
- Company logo acknowledgment on large screens.
- Company logo at Gold Level on all general sponsorship signage, including Conference website, Conference program, on-site and in social media postings.

#### **Entitlements:**

- Verbal recognition at sponsored event.
- Three full Conference registrations.
- One exhibit booth in premium location.

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**SILVER SPONSOR \$2,500**

Recognition and Visibility:

- Company logo acknowledgment in all printed promotional materials and on PRSA Southwest District Conference website prior to, during and after the event.
- Company logo at Silver Level on all general sponsorship signage including Conference website, Conference program, on-site and in the Public Relations Tactics newspaper.
- Company logo acknowledgment on the sponsored item or on signage at the event.
- Sponsor acknowledgement in social media prior to, during and after the event.

Entitlements:

- Three full Conference registrations.
- Full-page ad in the Conference program.
- Opportunity to distribute promotional material.

**BRONZE SPONSOR \$1,000**

Recognition and Visibility:

- Company logo acknowledgment in all printed promotional materials and on PRSA Southwest District Conference website prior to, during and after the event.
- Company logo at the Bronze Level on all general sponsorship signage, including Conference website, Conference program, on-site and in the Public Relations Tactics newspaper.
- Company logo acknowledgment at the event.
- Sponsor acknowledgement in social media prior to, during and after the event.

Entitlements:

- Two full Conference registrations.
- Opportunity to distribute promotional materials at the sponsored location.
- Half-page ad in the Conference program.

**PARTICIPATING SPONSOR \$500**

*Unlimited Sponsors*

Recognition, Visibility and Entitlement:

- Company logo acknowledgment in all printed promotional materials and PRSA Southwest District Conference website prior to, during and after the event.
- Company logo at the Participating Level on all general sponsorship signage, including Conference website, Conference program, on-site and in the Public Relations Tactics newspaper.
- One full registration.
- Sponsor acknowledgement in social media prior to, during and after the event.

Entitlements:

- Opportunity to distribute promotional materials at the sponsored location.
- Quarter-page ad in the Conference program.

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**In-Kind Sponsor**

In-kind donations will be recognized at the level commensurate with the value of the in-kind gift. These may include, but are not limited to:

- Event Photography
- Musical Entertainment
- Welcome Bag items
- Lanyards for Name Badges
- Photo Booth
- Activities and Experiences
- Raffle Prizes
- Social media

**For more information and to reserve a sponsorship opportunity please contact Sponsorship Chair Steve Carr at [scarr@unm.edu](mailto:scarr@unm.edu) or 505-277-1821.**