

2020 Sponsorship Opportunities

Our proud chapter is more than 250-strong and growing, representing a diverse mix of PR practitioners from a variety of industries. Among the most popular member benefits we offer are our professional development programs and mixers that bring together experts in our field, along with opportunities to meet colleagues. We are grateful to our sponsors who provide financial and in-kind support, keeping our chapter robust and allowing us to continue offering excellent development opportunities for our members. Sponsoring our chapter is a great way for businesses and individuals to reach our influential members. To learn more, please contact Ellie Hodgkins at ehodgkins@thestrategicfirm.com.

***EXCLUSIVE* Gold Annual Sponsor: \$2,000**

- Recognition as a Gold Annual Sponsor at each chapter event (10+ events per year).
- Headline sponsorship of four regularly held chapter programs of your choice. This includes:
 - Two tickets to each event.
 - Opportunity to speak at the four headline-sponsored chapter events (up to three minutes).
 - Recognition in sponsored event marketing materials (event website, e-blasts, social media communications, etc.).
- Flyer distribution at two additional chapter events (sponsor to provide flyer).
- Recognition as Gold Annual Sponsor at one membership mixer, with two complimentary tickets.
- Company logo and active link on PRSAOrlando.org homepage throughout life of sponsorship.
- Company logo inclusion in PRSA Orlando's member newsletter throughout life of sponsorship with link to sponsor's website.

***EXCLUSIVE* Silver Sponsor (January-May or June-December): \$1,200**

- Recognition as a Silver Sponsor at five regularly held chapter programs.
- Headline sponsorship of two regularly held chapter programs of your choice. This includes:
 - Two tickets to each event.
 - Opportunity to speak at the two headline-sponsored chapter events (up to three minutes).
 - Recognition in sponsored event marketing materials (event website, e-blasts, social media communications, etc.).
- Flyer distribution at one additional chapter event (sponsor to provide flyer).
- Company logo and active link on PRSAOrlando.org homepage throughout life of sponsorship.
- Company logo inclusion in PRSA Orlando's member newsletter throughout life of sponsorship with link to sponsor's website.

***EXCLUSIVE* Headline Event Sponsor: \$350** (Average attendance: 40-50 professionals)

- Opportunity to speak at one regularly held chapter program (up to three minutes).
- Mention in event marketing (website, newsletters, email and social media).
- Flyer distribution or giveaway item(s) at the event (provided by sponsor).
- Two seats at the event.

Networking Mixer Event Sponsor: \$250 (Average attendance: 40-50 professionals)

- Entry for two team members.
- Flyer distribution or giveaway item(s) at the event (provided by sponsor).
- Mention in event marketing (website, newsletter, email and social media).
- Recognition from chapter president at event.

Newsletter Sponsor

- Annual: Recognition and hyperlinked logo in each monthly chapter newsletter - **\$250**
- Six Months: Recognition and logo in each monthly chapter newsletter throughout life of sponsorship - **\$150**

Website (Job Bank) Sponsor

- PRSA Orlando's Job Bank is the most highly visited section of our chapter's website and an excellent way to connect with thousands of prospects. See details below for website metrics and sponsorship opportunities.

PRSA Orlando Online Job Bank 2020 SPONSORSHIP OPPORTUNITIES

PRSA Orlando's website www.PRSAOrlando.org is home to more than 250 chapter members and hundreds more public relations, communications and marketing professionals looking to connect with new career opportunities. The website's Job Bank, www.PRSAOrlando.org/Jobs, is an indispensable resource not only to job seekers, but also to employers by providing organizations the ability to post job openings for FREE!

Website analytics demonstrate the PRSA Orlando Job Bank garners thousands of potential job applicants. In 2019, PRSAOrlando.org enjoyed:

- 35,700 unique visits (13,100 to the Job Bank)
- 42,800 overall page views (16,300 of the Job Bank)

The PRSA Orlando Job Bank can drive significant traffic to your website and expose your brand to thousands of potential new visitors. Take advantage of this opportunity and consider sponsorship today!

Sponsorship Benefits:

- Company name, logo and marketing copy prominently displayed on www.PRSAOrlando.org/jobs.
- Digital link to your company's website.
- Sponsorship credit in chapter's monthly newsletter.

Sponsorship Options:

- Annual: **\$1,200**
- Six Months: **\$650**
- Quarterly: **\$350**
- Featured Job Listing (30 days): **\$200**

To discuss sponsorship opportunities, please contact PRSA Orlando Sponsorship Chair Ellie Hodgkins at ehodgkins@thestrategicfirm.com.