



2021 Sponsorship Opportunities

The PRSA Orlando chapter is made up of more than 200 members, representing a diverse mix of PR practitioners and leaders from a variety of industries. Among the most popular member benefits we offer are our monthly professional development programs and annual 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 Alyssa List at alyssa.b.list@gmail.com.

***EXCLUSIVE* Gold Annual Sponsor: \$1,500 (from time of purchase)**

- Recognition as a Gold Annual Sponsor at all chapter events (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.).
- Marketing material distribution at two chapter events (sponsor to provide). For virtual programs, materials will be sent electronically following the event.
- 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 email newsletter throughout life of sponsorship with link to sponsor's website.

***EXCLUSIVE* Silver Sponsor (January-May or June-December): \$1,000**

- Recognition as a Silver Sponsor at five chapter events
- 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.).
- Marketing material distribution at one additional chapter event (sponsor to provide. For virtual programs, materials will be sent electronically following the event).
- 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 (in-person): \$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).
- Marketing material distribution or giveaway item(s) at the event (provided by sponsor).
- Two tickets to the event.

***EXCLUSIVE* Headline Event Sponsor (virtual): \$250** (Average attendance: 30 professionals)

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

Networking Mixer Event Sponsor (in-person or virtual): \$200

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

***EXCLUSIVE* Newsletter Sponsor: \$250**

- Annual (from time of purchase): Recognition and hyperlinked logo in each monthly chapter newsletter throughout life of sponsorship.

***EXCLUSIVE* Newsletter Sponsor: \$150**

- Six Months (from time of purchase): Recognition and hyperlinked logo in each monthly chapter newsletter throughout life of sponsorship.

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 PRSAOrlando.org is home to more than 200 chapter members and hundreds more public relations, communications and marketing professionals looking to connect with new career opportunities. The website's Job Bank, 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 PRSAOrlando.org/Jobs.
- Digital link to your company's website.
- Sponsorship credit in chapter's monthly newsletter.

Exclusive Sponsorship Options:

- Annual (from time of purchase): **\$1,200**
- Six Months (from time of purchase): **\$650**
- Quarterly (from time of purchase): **\$350**

Donation Sponsors:

If you can't find an option that works for you, talk to us about how we can recognize you for another type of sponsorship. We appreciate any amount in support of the chapter and will ensure you are recognized for your donation.

To discuss sponsorship opportunities, please contact PRSA Orlando Sponsorship Chair Alyssa List at alyssa.b.list@gmail.com.