

PRSA

Orlando Chapter

2024 SPONSORSHIP OPPORTUNITIES

Elevate your brand
by partnering with
Central Florida's
largest association
of communication
professionals.



www.prsaorlando.org



info@prsaorlando.org

ABOUT US



CENTRAL FLORIDA'S LARGEST ASSOCIATION OF COMMUNICATION PROFESSIONALS

The Public Relations Society of America (PRSA) Orlando Regional Chapter is one of 110 chapters that is focused on advancing the public relations profession and the PR professional practitioner.

Over 200 strong, the Orlando chapter's membership represents a diverse mix of practitioners with a passion and commitment to engaging and growing the practice of public relations in Central Florida. Our practitioners represent counseling firms, independent consultants, business and industry, education, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

PRSA is the nation's leading professional organization serving the communications community. With more than 30,000 professional and student members, PRSA is collectively represented across the U.S. by 110 Chapters and 14 Professional Interest Sections, and on nearly 375 college and university campuses through its student organization, the Public Relations Student Society of America (PRSSA).

THE POWER OF PARTNERING WITH PRSA ORLANDO

10+

Industries Represented

15+

Events per Year

200+

Membership Base

1,000+

Newsletter Subscribers

5,000+

Social Media Followers

55,000+

Annual Website Views

OUR VALUES

Advocacy

We serve the public interest by acting as responsible advocates for those we represent. We provide a voice in the marketplace of ideas, facts, and viewpoints to aid informed public debate.

Honesty

We adhere to the highest standards of accuracy and truth in advancing the interests of those we represent and in communicating with the public.

Expertise

We acquire and responsibly use specialized knowledge and experience. We advance the profession through continued professional development, research, and education. We build mutual understanding, credibility, and relationships among a wide array of institutions and audiences.

Independence

We provide objective counsel to those we represent. We are accountable for our actions.

Loyalty

We are faithful to those we represent, while honoring our obligation to serve the public interest.

Fairness

We deal fairly with clients, employers, competitors, peers, vendors, the media, and the general public. We respect all opinions and support the right of free expression.

WHY PARTNER WITH PRSA ORLANDO?



Networking Opportunities

Access to a diverse network of PR professionals, businesses, and media contacts.

Brand Visibility

Enhanced brand recognition and visibility among PRSA Orlando's members and through its events, website, and communications.

Thought Leadership

Opportunities to showcase expertise and leadership in the PR field through speaking engagements, panel discussions, and content contributions.

Professional Development

Access to professional development resources, workshops, and seminars for sponsors and their employees.

Community Engagement

Being part of initiatives that contribute positively to the local community and the PR industry.

Increase Your Impact

Diversity, equity and inclusion are essential pieces to our mission. A portion of your sponsorship will directly support our DEI initiatives.

2024 SPONSORSHIP OPPORTUNITIES

ANNUAL PARTNERSHIPS



Elevate
(Platinum Partner)

\$4,500

- ✓ **EXCLUSIVE TO ELEVATE PARTNERS** - Opportunity to speak at TWO each monthly professional development event. (up to three minutes).
- ✓ **EXCLUSIVE TO ELEVATE PARTNERS** - Opportunity to send ONE targeted email blast to our email subscriber list.
- ✓ Company logo featured in all monthly professional development event marketing.
- ✓ Recognition during announcements at all PRSA Orlando events.
- ✓ Company logo and link in our monthly newsletter.
- ✓ Company logo and link throughout PRSAOrlando.org.
- ✓ Featured partner/company profile on website and social media.
- ✓ Featured partner/company profile in three (3) monthly newsletters.
- ✓ A portion of sponsorship will support the PRSA DEI Scholarship.
- ✓ **BONUS** - Three (3) complimentary tickets to attend six (6) monthly breakfast programs of choice.
- ✓ **BONUS** - Two (2) complimentary ticket to attend the annual PRSA Orlando Chapter Awards and Gala Banquet signature event.
- ✓ **BONUS** - Two (2) full-day complimentary ticket to attend the annual PRSA/FPRA Media Mashup signature event.
- ✓ **BONUS** - \$100 OFF savings for 2024 PRSA SunCon registration fee AND entry-level Exhibitor Booth Only.

2024 SPONSORSHIP OPPORTUNITIES

ANNUAL PARTNERSHIPS

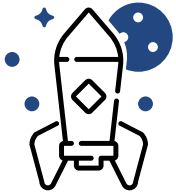


Innovate
(Gold Partner)
\$3,000

- ✓ **EXCLUSIVE TO INNOVATE PARTNERS** - Opportunity to speak at one (1) monthly breakfast program (up to three minutes).
- ✓ **EXCLUSIVE TO INNOVATE PARTNERS** - Opportunity to send one (1) targeted email blast to our email subscriber list.
- ✓ Company logo featured in all event marketing.
- ✓ Recognition during announcements at all PRSA Orlando events.
- ✓ Company logo and link in our monthly newsletter.
- ✓ Company logo and link throughout PRSAOrlando.org.
- ✓ Featured partner/company profile on website and social media.
- ✓ Featured partner/company profile in three (3) monthly newsletters.
- ✓ A portion of sponsorship will support the PRSA DEI Scholarship.
- ✓ **BONUS** - Three (3) complimentary tickets to attend six (6) monthly breakfast programs of choice.
- ✓ **BONUS** - One (1) complimentary ticket to attend annual Chapter Awards and Gala Banquet signature event.
- ✓ **BONUS** - One (1) full day complimentary ticket to attend annual Media Mashup signature event.

2024 SPONSORSHIP OPPORTUNITIES

ANNUAL PARTNERSHIPS



**Impact
(Silver Partner)**
\$1,500

- ✓ Recognition during announcements at all PRSA Orlando events.
- ✓ Company logo and link in our monthly newsletter.
- ✓ Company logo and link throughout PRSAOrlando.org.
- ✓ Featured partner/company profile on website and social media.
- ✓ Featured partner/company profile in two (2) monthly newsletters.
- ✓ A portion of sponsorship will support the PRSA DEI Scholarship.
- ✓ **BONUS** - Two (2) complimentary tickets to attend six (6) monthly breakfast programs of choice.
- ✓ **BONUS** - One (1) complimentary ticket to attend annual Chapter Awards and Gala Banquet signature event.
- ✓ **BONUS** - One half-day complimentary ticket to attend annual Media Mashup signature event.



**Educate
(Bronze Partner)**
\$1,000

- ✓ Recognition during announcements at all PRSA Orlando events.
- ✓ Company logo and link in our monthly newsletter.
- ✓ Company logo and link throughout PRSAOrlando.org.
- ✓ Featured partner/company profile on website and social media.
- ✓ Featured partner/company profile in one (1) monthly newsletter.
- ✓ A portion of sponsorship will support the PRSA DEI Scholarship.
- ✓ **BONUS** - One (1) complimentary ticket to attend six (6) monthly breakfast programs of choice.



**Connect
(Get to Know Us)**
\$500

- ✓ Company logo and link in our monthly newsletter.
- ✓ Company logo and link throughout PRSAOrlando.org.
- ✓ Featured partner/company profile on website and social media.
- ✓ A portion of sponsorship will support the PRSA DEI Scholarship.

2024 SPONSORSHIP OPPORTUNITIES

OUR SIGNATURE EVENTS



The following Signature Events are held annually, which support our chapter's mission and values. These events may be sponsored on an a-la-carte basis and prices vary annually by event.

PR Paid Forward - March

Hosted jointly by PRSA Orlando and FPRA Orlando, this half-day event is held to provide pro-bono PR consulting services to non-profit organizations in the Central Florida community who need strategic communication assistance. This is a way for PR professionals to pay it forward to our community.

Media Mashup - June

Hosted jointly by PRSA Orlando and FPRA Orlando, this one-day professional development experience connects Central Florida communication professionals with local and national journalists.

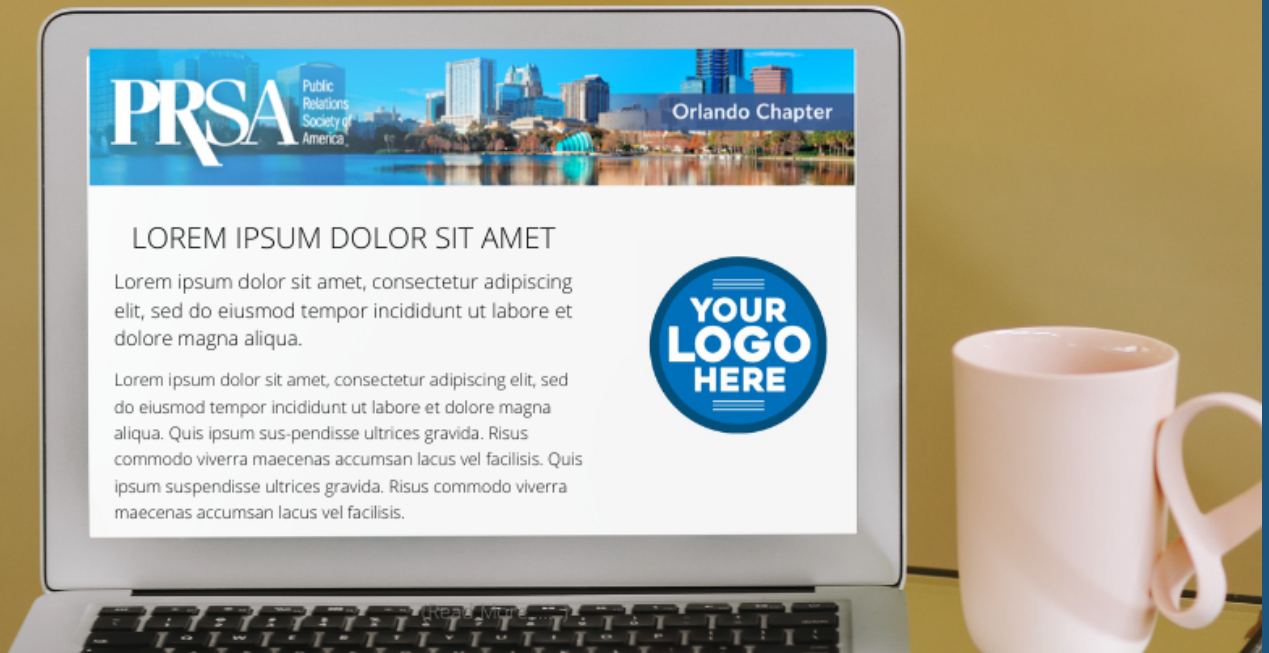
Dinner, Diversity, and Dialogue - October

Since 2018, PRSA Orlando has been proudly hosting an annual dinner and dialogue focused on diversity, equity and inclusion (DEI) topics. The event provides members a safe space to deeply discuss and examine DEI topics that affect them in their workplace and community.

Chapter Recognition Awards Gala & Annual Meeting - November

Established in 2021, the PRSA Orlando Chapter Recognition Awards celebrate and recognize the chapter's most dedicated and service-oriented members advancing the PR profession. As the chapter's most attended event each year, this event attracts the region's leading public relations professionals and industry leaders.

2024 SPONSORSHIP OPPORTUNITIES



In-Kind Sponsorship

PRSA Orlando welcomes in-kind donations of goods and services, including but not limited to, graphic design, AV, printing, and signage in exchange for recognition during events.

Diversity, Equity & Inclusion (DEI) Scholarship

This scholarship offers financial assistance to communication professionals who have been traditionally underrepresented in the industry. The scholarship will provide one full year of membership to both PRSA National and the PRSA Orlando chapter, a value of up to \$350.

Customized Sponsorship Packages

PRSA Orlando also offers customized and a-la-carte sponsorship opportunities tailored to your company's awareness and engagement goals. To get started on your custom sponsorship package, please contact our sponsorship chair, Doragnes Bradshaw, at dbradshaw@rollins.edu.

READY TO MAKE AN IMPACT? LET'S CONNECT.

PRSA
Orlando Chapter



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