



2025

SPONSORSHIP GUIDE

Ready to make an impact? Let's connect!

sponsorship@prsaorlando.org

Elevate your brand by partnering with Central Florida's award-winning association of communication professionals.

LETTER FROM THE PRESIDENT

As the 2025 president of the Public Relations Society of America (PRSA) Orlando Chapter, I am thrilled to present our **sponsorship opportunities** for the year ahead. Our chapter is a vibrant community of communications professionals from a variety of industries, united by a shared mission: **to advance the public relations profession and empower those who practice it.**

Since 1982, PRSA Orlando has been a cornerstone of the Central Florida communications community, offering professional development, meaningful networking opportunities, and a supportive environment to tackle the unique challenges we face in our field.

Sponsorship plays a pivotal role in the success of our chapter. Your support enables us to provide high-caliber programming, recognize outstanding achievements through our awards and events, and invest in the professional growth of our members. More importantly, it ensures that our community remains a vibrant hub where the future of our profession is shaped.

Together, we can continue to create opportunities for growth, connection, and excellence in public relations.

For me personally, PRSA Orlando has been life-changing. I became a member in 2017, joined the DEI committee in 2019, and was elected to the board in 2020 — a time when connection and community were more important than ever. Despite the challenges of that time, I quickly found a group of like-minded individuals who not only inspired me but also helped me grow as a professional. It was through PRSA Orlando that I found my current job and discovered a deeper passion for advancing the public relations profession. Serving as the chapter president will be one of the most rewarding experiences of my career, and I am honored to lead this **Stellar Chapter** in 2025. I look forward to what this year's programming will bring and leaving a legacy for our future leaders.

Thank you for considering supporting PRSA Orlando. We are deeply grateful for your belief in our mission and the trust you place in us to make a difference.



Veronica Figueroa, APR
PRSA Orlando, President
Communications Manager, Florida Fruit & Vegetable Association

THE POWER OF PARTNERING WITH PRSA ORLANDO



10+ Industries Represented



15+ Events Per Year



240+ Members



1,200 Newsletter Subscribers



3,500+ Social Media Followers



81,000+ Annual Website Views

ABOUT PUBLIC RELATIONS SOCIETY OF AMERICA'S ORLANDO CHAPTER

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 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 240 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 members represent counseling firms, independent consultants, business and industry, education, military, government, associations, hospitals, professional services firms, travel/tourism, and nonprofit organizations.

PRSA Orlando was recognized as the 2024 PRSA Stellar Chapter of the Year — the inaugural recipient of this prestigious award. The PRSA Stellar Chapter Award sets a high standard for excellence, and we are deeply honored that our chapter led the way as the first recipient of this award. This recognition is a testament to the ongoing hard work, dedication, and collaboration of our leadership team and members, who continuously strive to elevate our profession and create meaningful opportunities for our PR community.

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?

Network 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. A portion of your sponsorship will directly support our PRosperity Grant, which offers financial assistance to PRSA Orlando members in good standing, helping cover membership dues or fees related to the APR process.



2025 Sponsorship Opportunities

Platinum Partner • \$4,500

- Opportunity to speak at TWO monthly development events for up to three minutes.
- 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 PRosperity Grant.
- **BONUS:** Eighteen (18) complimentary tickets to the breakfast programs of your choice.
- **BONUS:** Three (3) complimentary tickets to attend the annual PRSA Orlando Chapter Awards and Gala Banquet signature event.
- **BONUS:** Three (3) full-day complimentary tickets to attend the annual PRSA/FPRA Media Mashup signature event.

Gold Partner • \$3,000

- Opportunity to speak at ONE monthly development events for up to three minutes.
- Opportunity to send ONE 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 PRosperity Grant.
- **BONUS:** Sixteen (16) complimentary tickets to the breakfast programs of your choice.
- **BONUS:** Two (2) complimentary tickets to attend the annual PRSA Orlando Chapter Awards and Gala Banquet signature event.
- **BONUS:** Two (2) full-day complimentary tickets to attend the annual PRSA/FPRA Media Mashup signature event.

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 PRosperity Grant.
- **BONUS:** Twelve (12) complimentary tickets to the breakfast programs of your choice.
- **BONUS:** One (1) complimentary ticket to attend the annual PRSA Orlando Chapter Awards and Gala Banquet signature event.
- **BONUS:** One (1) full-day complimentary ticket to attend the annual PRSA/FPRA Media Mashup signature event.

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 PRosperity Grant.
- **BONUS:** Six (6) complimentary tickets to the breakfast programs of your choice.

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 PRosperity Grant.

Program Participation • \$400

- Reserved VIP table for 8 guests at the breakfast program.
- Recognition during the opening remarks.
- Logo inclusion in digital event promotions

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 – Spring

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 – Summer

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

Chapter Recognition Awards Gala & Annual Meeting – Fall

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.



ADDITIONAL 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.

PRosperity Grant

The PRosperity Grant offers financial assistance to PRSA Orlando members in good standing, helping cover membership dues or fees related to the Accreditation in Public Relations (APR) process. Funded by PRSA Orlando chapter sponsors, this grant is available based on funding and is dedicated to supporting members in their professional development and career advancement.

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 at sponsorship@prsaorlando.org.

