



PRSA Pittsburgh Sponsorship Opportunities

*Sponsorship pricing as of June 11, 2016. Prices subject to change.

What We Do

PRSA Pittsburgh believes public relations serves an increasingly vital role in the leadership, business, marketing, and communications functions of all organizations, and we aim to provide our 200+ active members with the tools, support, education, and networking to play this role in their respective organizations. We do this through:

Encouraging research, analysis, and discussion of the challenges and opportunities facing PR professionals today.

Strengthening and maintaining the highest standards of service and ethical conduct by all members of the profession.

Supporting the creation of mutually beneficial relationships between our members where diverse ideas, strategies and tactics can be shared.

Recognizing, rewarding, and sharing our members' accomplishments.

Our wide range of sponsorship opportunities put you in front of our 200+ active member base.

Digital Sponsorship

Our members are experts at distributing content in the right places and at the right times. Our digital sponsorship package will enhance the content you provide so we can help your brand reach our network of professionals where they are most likely to consume your information.



PROMOTION	VALUE
Sponsored email, job listing, or eNewsletter left column feature	\$500
Logo and recognition on www.prsa-pgh.org	\$500
PRSA website / YouTube video feature	\$400
*Social media & blog posts	Contact for options
TOTAL VALUE	\$1,400
PACKAGE COST	\$1,150
*Customization of digital promotion package available, including blog posts, social media posts, etc. Please contact a PRSA sponsorship rep listed on this document to discuss customization opportunities.	

Renaissance Awards

Held each January at one of Pittsburgh's premiere venues, this capstone event draws 150-200 professionals for a night to celebrate the work, recognize leaders in the industry, and give credit where credit is due.

Sponsoring this event puts your brand in front of a very captive audience on one of the biggest nights of the year for PR & Marketers in the Pittsburgh region



GOLD LEVEL SPONSOR	VALUE
Presenting rights including logo placement on remaining event announcements, signage and remaining emails	\$1,000
Opportunity to make introductory remarks to audience or present award of choice	\$725
Opportunity to distribute marketing materials at event	\$500
(2) Tickets to event	\$190
Full-page program ad in Renaissance Awards program	\$175
Half-page program ad in Professional Development Day program	\$100
(1) Facebook post during Renaissance Awards	\$60
(1) Blog post on prsa-pgh.org dedicated to your organization	\$250
(3) Tweets - before, during, and after Renaissance Awards	\$150
TOTAL VALUE	\$3,150
PACKAGE COST	\$2,790

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SILVER LEVEL SPONSOR	VALUE
Logo placement on event signage	\$500
Opportunity to distribute marketing materials at event	\$500
(2) Tickets to event	\$190
Half-page program ad in Renaissance Awards program	\$100
Half-page program ad in Professional Development Day program	\$100
(1) Facebook post during Renaissance Awards	\$60
(1) Blog post on prsa-pgh.org dedicated to your organization	\$250
(2) Tweets - before and after Renaissance Awards	\$120
TOTAL VALUE	\$1,820
PACKAGE COST	\$1,500

Renaissance Awards

INDIVIDUAL SPONSORSHIP/ADVERTISING OPPORTUNITIES	COST	SPECIFICATIONS/DETAILS
Opportunity to distribute marketing materials at event	\$500	Table provided during cocktail hour
Opportunity to distribute branded table favors	\$150	Does not include cost/production of favors. Plan for 175 ct.
Full-page program ad in Renaissance Awards program	\$175	5.5x7 trim, with a 5.75x7.25 bleed
Half-page program ad in Renaissance Awards program	\$100	5.5x3.5 trim with 5.75x3.75 bleed
(1) Facebook post during Renaissance Awards	\$60	125-200 character copy + (1) 1200x630 image.
(1) Blog post on prsa-pgh.org dedicated to your organization	\$250	200-500 words + (1) 1200x630 image
(1) Tweets - before, during, or after Renaissance Awards	\$60	<117 character copy + (1) 1054x512 image
(3) Tweet package before, during, and after Awards	\$150	<117 character copy + (1) 1054x512 image per Tweet

Professional Development Day

Professional Development Day (PDD) speaks for itself. 100-150 industry professionals gather to learn, share, and network amongst the top agencies, brands, and vendors in the region.

Part conference, part trade show, and part networking happy hour, the October event provides the opportunity to engage with peers and prospects across multiple seminars and breakout sessions.



PROMOTION	VALUE
Opportunity to address PDD audience	\$1,000
Prominent table location in high traffic PDD common area	\$725
Opportunity to distribute marketing materials at PDD	\$500
Logo featured in event emails to PDD attendees	\$250
(2) Tickets to event	\$130
Full-page program ad in PDD program	\$175
Half-page program ad in Renaissance Awards program	\$100
(1) Facebook post during PDD	\$50
(1) Blog post on prsa-pgh.org dedicated to your organization	\$250
(3) Tweets - before, during, and after PDD	\$150
TOTAL VALUE	\$3,300
PACKAGE COST	\$3,030

Annual Chapter Sponsorship EXCLUSIVE

Annual Chapter Sponsorships maximize your organization's exposure to our 200+ members via branding on our assets and access to all PRSA events. Furthermore, a chance to showcase your organization's work as an entry or winner of a Renaissance Award makes this package even better!

The Exclusive package is first come first serve and business segment specific. So if you are a social media management system vendor and you sponsor an exclusive package before any of your competitors, PRSA will not accept sponsorships from your competitors - citing a conflict of interest.

If competitors sponsor existing non-exclusive packages, your request for an exclusive membership cannot be considered until renewal of sponsorships for the next calendar year.

PROMOTION	VALUE
Only organization in your business segment like specific SaaS, PR service, etc.	\$1,100
Logo on all distributed materials at major PRSA Pittsburgh events	\$600
Logo and recognition on www.prsa-pgh.org	\$500
(2) year-long employee memberships	\$500
(2) tickets to all programming events	\$500
(2) Renaissance Award entries	\$200
(2) Renaissance Award tickets	\$200
TOTAL VALUE	\$3,600
PACKAGE COST	\$3,250

Annual Chapter Sponsorship NON-EXCLUSIVE

Annual Chapter Sponsorships maximize your organization's exposure to our 200+ members via branding on our assets and access to all PRSA events.

Furthermore, a chance to showcase your organization's work as an entry or winner of a Renaissance Award makes this package even better!

The Non-Exclusive package means that you and your competitors can all be sponsors of PRSA Pittsburgh at the same time. Non-Exclusive sponsors can move towards an Exclusive package for the following year if they are the first in their business segment to commit to the Exclusive package in January.

PROMOTION	VALUE
Logo on all distributed materials at major PRSA Pittsburgh events	\$600
Logo and recognition on www.prsa-pgh.org	\$500
(2) year-long employee memberships	\$500
(2) tickets to all programming events	\$400
(2) Renaissance Award entries	\$200
(2) Renaissance Award tickets	\$200
TOTAL VALUE	\$2,400
PACKAGE COST	\$2,100

Custom Sponsorship

Custom sponsorship packages can be designed to fit your specific needs. Options include enhanced content on our blog and social channels, hosting & presenting at a specific PRSA programming event or workshop, donating swag and event tickets for mention in our materials.

If you can dream it up, we can discuss the options!



PROMOTION	VALUE
(1) Facebook post	\$50
(1) Blog post	\$250
(3) Tweets	\$150
Donation of swag, event tickets, etc. Whatever your organization wants to donate!	\$0
Hosting / presenting a programming event or workshop	\$750
Event podium logo / digital background projection of logo / name tag logos / directional signage logos	\$1,250
Social Media Advocacy program of PRSA members visiting your organization / event and sharing their experience on social	Price of Admission for PRSA Members
Other ideas? Let's talk!	TBD

How Do I Get Started?

Contact the following PRSA board members to discuss sponsorship options:

Steve Radick, President

sradick@brunnerworks.com

Meredith Klein, Vice President

mklein@brunnerworks.com

Dan Sprumont, Sponsorship Chair

dan.sprumont@gmail.com

Lessons Learned

- Establish more streamlined invoicing process; combine invoice and sponsorship agreement into one document
- Clearly identify roles when sponsorship chair passes off relationship to executing members
- Is there a better way to communicate to / involve prospects in events?
- Is there a better way to communicate to / involve current sponsors in events?
- Hospitality / food and beverage opportunities have great potential for event space or member happy hours
- Create a specific sponsorship role on the Board vs. adding it to someone else's responsibilities.
- Split time between getting new sponsors, nurturing leads, and taking care of existing sponsors

Lessons Learned

- The sponsorship lead should also be responsible for educating the rest of the Board on how identify and secure sponsors too. This led directly to additional Renaissance and PD Day sponsorships because you had the knowledge and sponsorship materials to have those conversations with potential sponsors.
- Your sponsors are buying your excitement and passion for the group just as much as your menu of things they're going to get. Make sure your sponsorship chair doesn't just go through the motions, but can share his/her passion for PR and the chapter too.



Thank you for your interest in sponsoring PRSA Pittsburgh

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prsa-pgh.org