

2020 Sponsorship Opportunities

The Dayton Area Chapter of the Public Relations Society of America is a strong branch with a consistent membership base of approximately 80 professionals. Sponsoring this chapter is a key opportunity for you and your firm to connect with public relations, marketing, media and communications professionals. Cultivate new and existing relationships by promoting your firm at a PRSA Dayton Area Chapter event!

WHO SHOULD SPONSOR?

- Agencies
- News outlets
- Software companies
- Printing companies
- Caterers
- Advertising & Marketing Service Providers

What is the Public Relations Society of America (PRSA)?

The Public Relations Society of America (PRSA) is the nation's largest professional organization serving the communications community with a mission to "make communications professionals smarter, better prepared and more connected through all stages of their career." Our membership collectively represents more than 30,000 members comprised of communications professionals spanning every industry sector nationwide and college and university students who encompass the Public Relations Student Society of America.

What is PRSA Dayton?

Founded in 1966, PRSA Dayton Area Chapter is committed to enhancing the careers of local public relations professionals, marketers, advertisers, and journalists. With a focus on collaboration, professional development, and networking, PRSA Dayton Area Chapter is a great opportunity for local professionals to become connected and to find new business opportunities.

REASONS TO SPONSOR PRSA DAYTON AREA

- Access to approximately 80 regular members and hundreds of non-members
- Generate new business through networking and pitching opportunities
- Target marketing within the public relations/communications/marketing community
- High visibility for low cost



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Sponsorship Benefits	Corporate Annual Sponsor 2 available \$2000	Education Program		Special Event		
		Gold Level 1 available / event \$750	Silver Level 1 available / event \$500	Presenting Sponsor 1 available / event \$1,000	Individual Award Sponsor 1 available / award category at Gem City PR Awards Ceremony* \$500	Meal Sponsor 1 available / event \$250
Complimentary admission to education program	Two admissions for each program	Two admissions	One admission	Two admissions	One admission	
Free admission to special events	Table of 8			Table of 8	Two admissions	One admission
Company logo with hyperlink on PRSA Dayton website	✓	✓ (During month of sponsored program)	✓ (During month of sponsored program)	✓ (Related to sponsored event)	✓ (Related to Gem City PR Awards)	✓ (Related to sponsored event)
Logo on all PRSA Dayton communications (i.e., e-blasts, newsletters)	✓	✓	✓	✓ (Related to sponsored event)	✓ (Related to Gem City PR Awards)	✓ (Related to sponsored event)
Verbal recognition of firm	✓	✓	✓	✓ (Related to sponsored event)	✓ (Related to Gem City PR Awards)	✓ (Related to sponsored event)
Leave literature on tables	All programs	At your sponsored event	At your sponsored event			
Two-minute stage presentation prior to event	✓	At your sponsored event				
Provide giveaway item	✓	At your sponsored event	At your sponsored event			
Signage at program/event	✓	✓		✓	✓	✓

* The individual award categories are:
 1) Communications Professional of the Year
 2) Newsmaker of the Year
 3) Young Professional of the Year
 4) Media Friend of the Year

QUESTIONS? Contact the sponsorship chair or the chapter president.

Sponsorship Chair:
 Brianna Wooten
 Montgomery County, Ohio
 bodinebri@gmail.com

Chapter President:
 Mark Weinstein
 Cedarville University
 mweinstein@cedarville.edu

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PROGRAM TOPICS*:

JAN	NO PROGRAM/MEETING
FEB	EDUCATION PROGRAM POTENTIAL TOPIC
MAR	EDUCATION PROGRAM POTENTIAL TOPIC
APR	EDUCATION PROGRAM POTENTIAL TOPIC
MAY	SPECIAL EVENT GEM CITY AWARDS CEREMONY
JUN	EDUCATION PROGRAM POTENTIAL TOPIC
JUL	NETWORKING HAPPY HOUR & HEADSHOTS
AUG	SPECIAL EVENT MEDIA DAY
SEPT	EDUCATION PROGRAM POTENTIAL TOPIC
OCT	EDUCATION PROGRAM POTENTIAL TOPIC
NOV	SPECIAL EVENT HOLIDAY HAPPY HOUR
DEC	NO PROGRAM/MEETING

* Please note that some dates, events, and/or topics may change due to unpredictable circumstances.

QUESTIONS? Contact the sponsorship chair or the chapter president.

I hereby confirm the intent of _____ (firm name) to sponsor PRSA Dayton Area Chapter at the following level:

- Corporate Annual Sponsor Education Gold Sponsor
 Education Silver Sponsor Special Events Presenting Sponsor
 Special Events Individual Award Sponsor Special Events Meal Sponsor

By signing below, I confirm that I understand sponsorship benefits go into effect upon receipt of payment.

By (signature): _____

Date: _____

Printed Name: _____

Company Address: _____

City, State, Zip: _____

Company URL: _____

Contact Phone Number: _____

Contact Email Address: _____

Payment

Please send a copy of this form via email to Brianna Wooten at bodinebri@gmail.com. An invoice will then be emailed to you. Upon receipt of invoice, payment must be received within 30 days.

Communications

Email firm's high resolution logo to Leah Moon (leah.moon@esko.com).

Sponsorship Chair:

Brianna Wooten
Montgomery County, Ohio
bodinebri@gmail.com

Chapter President:

Mark Weinstein
Cedarville University
mweinstein@cedarville.edu