



## 2023 Sponsor Benefits

Sponsor Level	Event Benefits	Digital Benefits	Social Media Benefits
<p><b>Platinum:</b> \$3,500</p>	<p><b>Title Sponsorship of Virginia Public Relations Awards</b></p> <ul style="list-style-type: none"> <li>• Company name is incorporated into event name, which means it appears on all printed and electronic material</li> <li>• Event name is never mentioned without company name</li> <li>• A representative from your company provides introductory remarks</li> <li>• Share short company-branded video (&lt;:90 seconds)</li> <li>• Complimentary event tickets: 8</li> </ul> <p><b>Professional Development Workshop OR Happy Hour (limited to 1/year)</b></p> <ul style="list-style-type: none"> <li>• This refers to events already planned by chapter</li> <li>• Host the professional development event at your location or choice of location (*PRSA Richmond would assume food/bev costs)</li> <li>• Title sponsor of workshop in all promotional communications (web, email, social)</li> <li>• Recognition + opportunity to address</li> </ul>	<p><b>Logo with embedded link on PRSA Richmond website and recognition on homepage</b></p> <p><b>Logo inclusion on all PRSA Richmond e-newsletters</b></p> <p><b>Promotional email 2/year about the company to PRSA Richmond's email distribution list</b></p> <p><b>Feature story in 2 e-newsletters</b></p> <ul style="list-style-type: none"> <li>• Content chosen and submitted by company not to exceed 400 words. PRSA Richmond provides editorial review</li> <li>• Topics: profiles, thought leadership pieces, campaign overviews</li> </ul>	<p><b>Promotional social posts about the sponsor: 4/year</b></p> <p><b>PRSA Richmond social channel takeover: 1/year</b> (*training/compliance discussion to precede takeover)</p>

	<p>all guests</p> <ul style="list-style-type: none"> <li>• Share company-branded video (&lt;:30 seconds)</li> </ul> <p><b>Sponsor recognition at all monthly luncheon/programs</b></p> <p><b>Opportunity to provide branded swag at all monthly luncheon/programs</b></p> <p><b>Luncheon sponsorship 1/year</b></p> <ul style="list-style-type: none"> <li>• Place printed materials or promotional items on tables</li> <li>• Table at the entrance during registration/networking</li> <li>• Speak for 2 minutes</li> <li>• Collect business cards for raffle and give away a prize at the conclusion of the meeting</li> <li>• Sit at the speaker's table</li> </ul>		
<p><b>Gold:</b> \$2,500</p>	<p><b>Title Sponsorship of the following:</b></p> <ul style="list-style-type: none"> <li>• Virginia PR Awards - Excellence in Public Relations Award</li> <li>• Rising Star Award</li> <li>• Best in Show Awards</li> <li>• Complimentary Virginia Public Relations Awards tickets: 6</li> </ul> <p><b>Happy Hour Sponsorship (limited to 1/year)</b></p> <ul style="list-style-type: none"> <li>• Host a networking happy hour at your company or an off-site location (PRSA Richmond would assume food/bev costs)</li> <li>• Title sponsor of happy hour in all promotional communications (web,</li> </ul>	<p><b>Logo with embedded link on PRSA Richmond website and recognition on homepage</b></p> <p><b>Logo inclusion on all PRSA Richmond e-newsletters</b></p> <p><b>Promotional email 1/year about the company to PRSA Richmond's email distribution list</b></p> <p><b>Feature story in 1 e-newsletter</b></p>	<p><b>Promotional social posts about the sponsor: 3/year</b></p>

	<p>email, social)</p> <ul style="list-style-type: none"> <li>• Recognition + opportunity to address all guests</li> </ul> <p><b>Sponsor recognition at all monthly luncheon/programs</b></p> <p><b>Opportunity to provide branded swag at all monthly luncheon/programs</b></p> <p><b>Luncheon sponsorship 1/year</b></p> <ul style="list-style-type: none"> <li>• Place printed materials or promotional items on tables</li> <li>• Table at the entrance during registration/networking</li> <li>• Speak for 2 minutes</li> <li>• Collect business cards for raffle and give away a prize at the conclusion of the meeting</li> <li>• Sit at the speaker's table</li> </ul>	<ul style="list-style-type: none"> <li>• Content chosen and submitted by company not to exceed 400 words. PRSA Richmond provides editorial review</li> <li>• Topics: profiles, thought leadership pieces, campaign overviews</li> </ul>	
<p><b>Silver:</b> \$1,500</p>	<p><b>Complimentary Virginia Public Relations Awards tickets: 4</b></p> <p><b>Sponsor recognition at all monthly luncheon/programs</b></p> <p><b>Opportunity to provide branded swag at 4 monthly luncheon/programs</b></p> <p><b>Luncheon sponsorship 1/year</b></p> <ul style="list-style-type: none"> <li>• Place printed materials or promotional items on tables</li> <li>• Table at the entrance during registration/networking</li> <li>• Speak for 2 minutes</li> </ul>	<p><b>Logo with embedded link on PRSA Richmond website and recognition on homepage</b></p> <p><b>Logo inclusion on 6/year PRSA Richmond e-newsletters</b></p> <p><b>Feature story in 1 e-newsletter</b></p> <ul style="list-style-type: none"> <li>• Content chosen and submitted by company not to exceed 400 words. PRSA Richmond</li> </ul>	<p><b>Promotional social posts about the sponsor: 2/year</b></p>

	<ul style="list-style-type: none"> <li>• Collect business cards for raffle and give away a prize at the conclusion of the meeting</li> <li>• Sit at the speaker's table</li> </ul>	<ul style="list-style-type: none"> <li>• provides editorial review</li> <li>• Topics: profiles, thought leadership pieces, campaign overviews</li> </ul>	
<p><b>Bronze:</b> \$1,000</p>	<p><b>Complimentary Virginia Public Relations Awards tickets: 2</b></p> <p><b>Sponsor recognition at all monthly luncheon/programs</b></p> <p><b>Opportunity to provide branded swag at 2 monthly luncheon/programs</b></p> <p><b>Luncheon sponsorship 1/year</b></p> <ul style="list-style-type: none"> <li>• Place printed materials or promotional items on tables</li> <li>• Table at the entrance during registration/networking</li> <li>• Speak for 2 minutes</li> <li>• Collect business cards for raffle and give away a prize at the conclusion of the meeting</li> <li>• Sit at the speaker's table</li> </ul>	<p><b>Logo with embedded link on PRSA Richmond website and recognition on homepage</b></p> <p><b>Logo inclusion on 3/year PRSA Richmond e-newsletters</b></p> <p><b>Feature story in 1 e-newsletter</b></p> <ul style="list-style-type: none"> <li>• Content chosen and submitted by company not to exceed 400 words. PRSA Richmond provides editorial review</li> <li>• Topics: profiles, thought leadership pieces, campaign overviews</li> </ul>	<p><b>Promotional social post about the sponsor: 1/year</b></p>