



**2017 PRSA
EXCALIBUR AWARDS GALA
SPONSORSHIP OPPORTUNITIES**

Greetings,

The Houston Chapter of the Public Relations Society of America (PRSA) invites you to participate in the 2017 Excalibur Awards on Thursday, June 29, 2017 at the HESS Club.

This annual awards event recognizes the most outstanding accomplishments in the development and execution of comprehensive public relations programs and individual tactics.

Bronze, Silver and Gold Excalibur Awards will be presented to the most talented public relations professionals, with one entry receiving the Grand Excalibur Award. This engraved steel sword gives honor to the highest professional standards we strive to attain on behalf of our customers, clients, corporations and shareholders.

Please join the Houston Chapter of PRSA in saluting public relations' most outstanding professionals and supporting future communicators at the 2017 Excalibur Awards.

Sincerely,

Lisa Ashley
Co-Chair

Laura Frnka-Davis, APR
Co-Chair

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor

(EXCLUSIVE): \$5,000

- Priority table for ten with signage
- Presentation of Grand Excalibur Award
- Inclusion in gala invitation, if purchased prior to April 14, 2017
- Inclusion in the dinner program if purchased by June 2, 2017
- Recognition of sponsor from the podium
- Bottle of champagne at Excalibur Dinner
- Logo projected on A/V throughout event
- Full page ad in program (inside cover)
- Featured prominently on PRSA Houston website Excalibur Awards page
- Email recognition
- Display of company banner (banner to be provided by company)
- Logo included on PRSA sponsor signage
- Promotional materials to be displayed/distributed in lobby prior to event
- Opportunity to distribute approved gift to attendees

CEO Communicator of the Year Sponsor

(EXCLUSIVE): \$3,500

- Priority table for ten with signage
- Presentation of CEO Communicator of the Year Award
- Inclusion in gala invitation, if purchased prior to April 14, 2017
- Inclusion in the dinner program if purchased by June 2, 2017
- Recognition of sponsor from the podium
- Bottle of champagne at Excalibur Dinner
- Logo projected on A/V throughout event
- Display of company logo during presentation of category awards
- Full page ad in program (opposite CEO Communicator of the Year profile)
- Featured prominently on PRSA Houston website Excalibur Awards page
- Email recognition
- Logo included on PRSA sponsor signage
- Promotional materials to be displayed/distributed in lobby prior to event

SPONSORSHIP OPPORTUNITIES

Silver Sponsor

(EXCLUSIVE): \$3,000

- Priority table for ten with signage
- Inclusion in gala invitation, if purchased prior to April 14, 2017
- Inclusion in the dinner program if purchased by June 2, 2017
- Recognition of sponsor from the podium
- Bottle of champagne at Excalibur Dinner
- Full page ad in program
- Featured prominently on PRSA Houston website Excalibur Awards page
- Email recognition
- Logo included on PRSA sponsor signage
- Company signage at reception (signage to be provided by sponsor)
- Promotional materials to be displayed/distributed in lobby prior to event

Reception Sponsor **SOLD OUT**

(EXCLUSIVE): \$2,000

- Priority table for ten with signage
- Inclusion in the dinner program if purchased by June 2, 2017
- Recognition of sponsor from the podium
- Full page ad in program
- Bottle of champagne at Excalibur Dinner
- Featured prominently on PRSA Houston website Excalibur Awards page
- Email recognition
- Logo included on PRSA sponsor signage
- Company signage at reception (signage to be provided by sponsor)

SPONSORSHIP OPPORTUNITIES

Young Public Relations Professional of the Year Sponsor (EXCLUSIVE): \$2,000

- Priority table for ten with signage
- Presents Young Public Relations Professional of the Year Award
- Inclusion in the dinner program if purchased by June 2, 2017
- Recognition of sponsor from the podium
- Full page ad in program (inside page)
- Logo projected on A/V throughout event
- Display of company logo during presentation of award
- Featured prominently on PRSA Houston Web site Excalibur Awards page
- Email recognition
- Logo included on PRSA sponsor signage

Public Relations Professional of the Year Sponsor (EXCLUSIVE): \$2,000

- Priority table for ten with signage
- Presentation of Public Relations Professional of the Year Award
- Inclusion in the dinner program if purchased by June 2, 2017
- Recognition of sponsor from the podium
- Full page ad in program (inside page)
- Logo projected on A/V throughout event
- Display of company logo during presentation of category awards
- Featured prominently on PRSA Houston website Excalibur Awards page
- Email recognition
- Logo included on PRSA sponsor signage

SPONSORSHIP OPPORTUNITIES

Gala Sponsors

Level 1 - \$1,500

- Four tickets to the event
- Inclusion in the dinner program if purchased by June 2, 2017
- Logo projected on A/V throughout event
- Logo on PRSA Houston website Excalibur Awards page
- Email recognition
- Logo included on PRSA sponsor signage

Level 2 - \$1,000

- Two tickets to the event
- Inclusion in the dinner program if purchased by June 2, 2017
- Logo projected on A/V throughout event
- Logo on PRSA Houston website Excalibur Awards page
- Email recognition
- Logo included on PRSA sponsor signage

FOUNDATION UNDERWRITING OPPORTUNITIES

The Public Relations Foundation of Houston (PRFH) is the philanthropic arm of the Chapter established to support the growth and development of the public relations profession. The PRFH annually awards scholarships to college students and offers grants to educators.

Public Relations Foundation of Houston Raffle Sponsor (EXCLUSIVE): \$1,000

- Raffle item will be a \$1,000 shopping spree
- Inclusion in the dinner program if purchased by June 2, 2017
- Recognition of sponsorship from the podium
- Half page ad in program (inside page)
- Logo projected on A/V throughout event
- Email recognition
- Logo included on PRSA sponsor signage

IN-KIND SPONSORSHIPS & OTHER OPPORTUNITIES

In-Kind Sponsorships

- Tickets for two
- Inclusion in the dinner program if confirmed by June 2, 2017
- Recognition of sponsor from the podium
- Half page ad in program
- Recognition on PRSA Houston website Excalibur Awards page
- Email recognition
- Logo included on PRSA sponsor signage
- Promotional materials to be displayed/distributed in lobby prior to event

Kindly requesting support in the following:

- Audio/Visual
- Centerpieces
- Decorations
- Design (Donated)
- Dessert
- Entertainment
- Photography (Donated) /Videography
- Printing
- Signage

PROGRAM ADS

Program ads may be purchased by an organization or individual to advertise a product or service, or to congratulate a nominee of an award. All ads must be submitted and paid for no later than June 2, 2017.

All ad files must be submitted in press-ready PDF format to PRSA Houston Administrator at admin@prсахouston.org.

FULL PAGE
\$500

Finished Size 5.5w x 8.5h
Live Area 5w x 8h

HALF PAGE
\$250

Finished Size 5.5w x 4.125h
Live Area 5w x 3.625h

TABLE & TICKET PACKAGES

PRSA MEMBERS: Purchase table package #1 or #2 prior to May 12, 2017 and receive \$250 off Table Package #1 and \$100 off Table Package #2.

TABLE PACKAGE #1

\$1,850

- Priority table for 10 with signage
- Inclusion in the dinner program if purchased by June 2, 2017
- Recognition of sponsor from the podium
- Full page ad in program
- Logo on PRSA Houston website Excalibur Awards page
- Email recognition
- Logo included on PRSA sponsor signage
- Promotional materials to be displayed/distributed in lobby prior to event

TABLE PACKAGE #2

\$1,350

- Priority table for 10 with signage
- Inclusion in the dinner program if purchased by June 2, 2017
- Half page ad in program
- Logo on PRSA Houston website Excalibur Awards page
- Email recognition
- Logo included on PRSA sponsor signage

TABLE PACKAGE #3

\$750

- Table for five
- Inclusion in the dinner program if purchased by June 2, 2017
- Logo on PRSA Houston website Excalibur Awards page

EXCALIBUR GALA EVENT TICKETS

SINGLE TICKETS

Single tickets may be purchased at www.PRSAHouston.org.

Prices are as follows:

MEMBER

| | |
|--|----------|
| Purchase before 6:00pm CST May 26, 2017 | \$75.00 |
| Purchase before 6:00pm CST June 26, 2017 | \$90.00 |
| Purchase at gala on June 29, 2017 | \$115.00 |

NON-MEMBER

| | |
|--|----------|
| Purchase before 6:00pm CST May 26, 2017 | \$90.00 |
| Purchase before 6:00pm CST June 26, 2017 | \$105.00 |
| Purchase at gala on June 29, 2017 | \$125.00 |

STUDENT NON-MEMBER

| | |
|--|---------|
| Purchase before 6:00pm CST May 26, 2017 | \$50.00 |
| Purchase before 6:00pm CST June 26, 2017 | \$50.00 |
| Purchase at gala on June 29, 2017 | \$75.00 |

PRSA Houston appreciates the generous support of our sponsors. In order to provide fair and consistent representation to our sponsors, we will not be able to make special accommodations or alterations to the benefits listed above. Additionally, it is against our policy to offer exclusivity of vendor types (i.e. public relations agencies, florists, videographers, etc.). We are grateful for the support of our local community and industry, and appreciate your understanding and continued support of PRSA Houston.