



**2018 PRSA
EXCALIBUR AWARDS GALA
SPONSORSHIP OPPORTUNITIES**

Greetings,

The Houston Chapter of the Public Relations Society of America (PRSA) invites you to participate in the 2018 Excalibur Awards on Thursday, June 21, 2018 at Norris Conference Center.

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 2018 Excalibur Awards.

Sincerely,

Chuck Smith, APR
President

Jessica Anderson
Vice President

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor

(EXCLUSIVE): \$5,000

- Priority table for ten with signage
- Presentation of Grand Excalibur Award
- Inclusion in the dinner program if purchased by May 25, 2018
- 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

Silver Sponsor

(EXCLUSIVE): \$3,000

- Priority table for ten with signage
- Inclusion in the dinner program if purchased by May 25, 2018
- 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**

- Priority table for ten with signage
- Inclusion in the dinner program if purchased by May 25, 2018
- 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)

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 May 25, 2018
- 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 May 25, 2018
- 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

Gala Sponsors

Level 1 - \$1,500

- Four tickets to the event
- Inclusion in the dinner program if purchased by May 25, 2018
- 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 May 25, 2018
- Logo projected on A/V throughout event
- Logo on PRSA Houston website Excalibur Awards page
- Email recognition
- Logo included on PRSA sponsor signage

In-Kind Sponsorships

- Tickets for two
- Inclusion in the dinner program if confirmed by May 25, 2018
- 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 | • Design | • Printing |
| • Centerpieces | • Entertainment | • Signage |
| • Decorations | • Photography | • Videography |

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 4, 2018.

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

TABLE PACKAGE #1

\$1,850

- Priority table for 10 with signage
- Inclusion in the dinner program if purchased by May 25, 2018
- 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 May 25, 2018
- 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 May 25, 2018
- Logo on PRSA Houston website Excalibur Awards page

EXCALIBUR GALA EVENT TICKETS

SINGLE TICKETS

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

Open seating for individual ticket holders; purchasing multiple tickets does not guarantee you will sit together.

Prices are as follows:

MEMBER

Purchase before 6:00pm CST May 21, 2018	\$75.00
Purchase before 6:00pm CST June 18, 2018	\$90.00
Purchase at gala on June 21, 2018	\$115.00

NON-MEMBER

Purchase before 6:00pm CST May 21, 2018	\$90.00
Purchase before 6:00pm CST June 18, 2018	\$105.00
Purchase at gala on June 21, 2018	\$125.00

STUDENT NON-MEMBER

Purchase before 6:00pm CST May 21, 2018	\$50.00
Purchase before 6:00pm CST June 18, 2018	\$50.00
Purchase at gala on June 21, 2018	\$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.