



PR Day 2017

Sponsorship Opportunities

October 20, 2017

Norris Conference Center – CityCentre
816 Town and Country Blvd #210
Houston, TX 77024

Theme: Yesterday, Today, and Tomorrow: Back to the Basics

Sponsorship Levels and Benefits

Presenting Sponsor (exclusive) - \$5,000

- Recognized as the Presenting Sponsor of PR Day 2017 (“PR Day Presented By...”)
- Text and/or logo recognition as Presenting Sponsor in all digital and print PR Day 2017 communications and event materials including press releases, e-newsletters and program
- Recognition during announcements/opening remarks by the PRSA President
- Opportunity to address conference attendees and introduce Breakfast Speaker/Panel (limit three minutes)
- Recognition on event signage
- Logo and web link on prсахouston.org² on PR Day page
- Exhibitor table on Vendor Row
- Full-page ad in conference program (inside front cover) ¹
- Eight (8) full-day registrations for PR Day 2017. Sponsor also has the opportunity to dedicate a portion of complimentary registrations as scholarships for PRSSA members
- Minimum of five (5) mentions on PRSA Houston social media channels
- Each sponsor is asked to provide 200 logo/name-branded items to be distributed in attendee swag bags. This take-home piece will allow for exposure beyond just the day of the event. All items will need to be received by October 6.

Luncheon Keynote Speaker Sponsor (exclusive) - \$3,500

- Text and/or logo recognition as the Luncheon Keynote Speaker Sponsor in all digital and print PR Day 2017 communications and event materials including press releases, e-newsletters and program
- Recognition during announcements/opening remarks by the PRSA President
- Opportunity to address conference attendees and introduce Luncheon Keynote Speaker (limit three minutes)
- Recognition on event signage
- Logo and web link on prсахouston.org² on PR Day page
- Exhibitor table on Vendor Row
- Full-page ad in conference program ¹
- Five (5) full-day registrations for PR Day 2017. Sponsor also has the opportunity to dedicate a portion of complimentary registrations as scholarships for PRSSA members
- Minimum of three (3) mentions on PRSA Houston social media channels

- Each sponsor is asked to provide 200 logo/name-branded items to be distributed in attendee swag bags. This take-home piece will allow for exposure beyond just the day of the event. All items will need to be received by October 6.

Breakfast Sponsor (exclusive) - \$2,000

- Company name and/or logo to appear on the breakfast buffet table display
- Text and/or logo recognition as the Breakfast Sponsor in all digital and print PR Day 2017 communications and event materials including press releases, e-newsletters and program
- Recognition during announcements/opening remarks by the PRSA President
- Recognition on event signage
- Logo and web link on prsahouston.org² on PR Day page
- Exhibitor table on Vendor Row
- Half-page ad in conference program ¹
- Three (3) full-day registrations for PR Day 2017. Sponsor also has the opportunity to dedicate a portion of complimentary registrations as scholarships for PRSSA members
- Minimum of three (3) mentions on PRSA Houston social media channels
- Each sponsor is asked to provide 200 logo/name-branded items to be distributed in attendee swag bags. This take-home piece will allow for exposure beyond just the day of the event. All items will need to be received by October 6.

Conference Program Sponsor (exclusive) - \$2,000

- Program size 11 x 17 folded to 8.5 x 11
- Text and/or logo recognition as the Conference Program Sponsor in all digital and print PR Day 2017 communications and event materials including press releases, e-newsletters and program
- Recognition during announcements/opening remarks by the PRSA President
- Recognition on event signage
- Logo and web link on prsahouston.org² on PR Day page
- Exhibitor table on Vendor Row
- Full-page ad in conference program outside back cover ¹
- Three (3) full-day registrations for PR Day 2017. Sponsor also has the opportunity to dedicate a portion of complimentary registrations as scholarships for PRSSA members
- Minimum of three (3) mentions on PRSA Houston social media channels
- Each sponsor is asked to provide 200 logo/name-branded items to be distributed in attendee swag bags. This take-home piece will allow for exposure beyond just the day of the event. All items will need to be received by October 6.

Lanyard Sponsor – Brookwoods Group

- Company name and/or logo to appear on lanyards along with “PR Day 2017”
- Text and/or logo recognition as the Lanyard sponsor in all digital and print PR Day 2017 communications and event materials including press releases, e-newsletters and program
- Recognition during announcements/opening remarks by the PRSA President
- Recognition on event signage
- Logo and web link on prsahouston.org² on PR Day page
- Exhibitor table on Vendor Row
- Half-page ad in conference program¹
- Minimum of three (3) mentions on PRSA Houston social media channels

- Three (3) full-day registrations for PR Day 2017. Sponsor also has the opportunity to dedicate a portion of complimentary registrations as scholarships for PRSSA members
- Each sponsor is asked to provide 200 logo/name-branded items to be distributed in attendee swag bags. This take-home piece will allow for exposure beyond just the day of the event. All items will need to be received by October 6.

Swag Bag Sponsor (exclusive) - \$1,500

- Company name and/or logo to appear on swag bag along with “PR Day 2017”
- Text and/or logo recognition as the Swag Bag Sponsor in all digital and print PR Day 2017 communications and event materials including press releases, e-newsletters and program
- Recognition during announcements/opening remarks by the PRSA President
- Recognition on event signage
- Logo and web link on prsahouston.org² on PR Day page
- Exhibitor table on Vendor Row
- Half-page ad in conference program¹
- Two (2) full-day registrations for PR Day 2017. Sponsor also has the opportunity to dedicate a portion of complimentary registrations as scholarships for PRSSA members
- Minimum of three (3) mentions on PRSA Houston social media channels
- Each sponsor is asked to provide 200 logo/name-branded items to be distributed in attendee swag bags. This take-home piece will allow for exposure beyond just the day of the event. All items will need to be received by October 6.

Afternoon Break Sponsor (exclusive) - \$1,500

- Company name and/or logo to appear on the afternoon snack/beverage display
- Text and/or logo recognition as the Afternoon Break Sponsor in all digital and print PR Day 2017 communications and event materials including press releases, e-newsletters, and program
- Recognition during announcements/opening remarks by the PRSA President
- Recognition on event signage
- Logo and web link on prsahouston.org² on PR Day page
- Exhibitor table on Vendor Row
- Half-page ad in conference program¹
- Two (2) full-day registrations for PR Day 2017. Sponsor also has the opportunity to dedicate a portion of complimentary registrations as scholarships for PRSSA members
- Minimum of three (3) mentions on PRSA Houston social media channels
- Each sponsor is asked to provide 200 logo/name-branded items to be distributed in attendee swag bags. This take-home piece will allow for exposure beyond just the day of the event. All items will need to be received by October 6.

Individual Session Sponsorships - \$1,000

- Company name and/or logo signage to appear at respective sponsored session
- Text and/or logo recognition as the Session Sponsor in all digital and print PR Day 2017 communications and event materials including press releases, e-newsletters and program
- Opportunity to introduce session speaker (limit three minutes)
- Recognition on event signage
- Logo and web link on prsahouston.org² on PR Day page
- Exhibitor table on Vendor Row
- Quarter-page ad in conference program¹

- Three (3) luncheon registrations
- Minimum of three (3) mentions on PRSA Houston social media channels
- Each sponsor is asked to provide 200 logo/name-branded items to be distributed in attendee swag bags. This take-home piece will allow for exposure beyond just the day of the event. All items will need to be received by October 6.

Exhibitor Sponsors - \$550

- Text and/or logo recognition as an Exhibitor in all digital and print PR Day 2017 communications and event materials including press releases, e-newsletters and program
- Recognition during announcements/opening remarks by the PRSA President
- Recognition on event signage
- Logo and web link on prsahouston.org² on PR Day page
- Exhibitor table on Vendor Row³
- Quarter-page ad in conference program¹
- Two (2) luncheon registrations
- Minimum of one (1) mention on PRSA Houston social media channels
- Each sponsor is asked to provide 200 logo/name-branded items to be distributed in attendee swag bags. This take-home piece will allow for exposure beyond just the day of the event. All items will need to be received by October 6.

Scholarship Sponsors - \$100 each

- Provides an opportunity for a local student to attend PR Day 2017
- Text and/or logo recognition as Scholarship Sponsor in all digital and print PR Day 2017 communications and event materials including press releases, e-newsletters and program
- Logo and web link on prsahouston.org² on PR Day page
- Minimum of one (1) mention on PRSA Houston social media channels
- Each sponsor is asked to provide 200 logo/name-branded items to be distributed in attendee swag bags. This take-home piece will allow for exposure beyond just the day of the event. All items will need to be received by October 6.

In-Kind Sponsorships

To make this event possible, PRSA Houston relies on the generosity of local businesses providing various materials and services including:

Graphic Design of conference logo, save the date (electronic), event posters (approximately 10-15) and printed program

Printing for 18" x 24" event day posters (Approximately 10-15) and 200 conference programs 8.5" x 11"

Photography and Videography taken throughout event for promotional and archival purposes

Breakfast/Luncheon Centerpieces decor for breakfast and luncheon tables (25 tables)

All in-kind donors will receive the following benefits.

- Text and/or logo recognition as an in-kind sponsor in all digital and print PR Day 2017 communications and event materials including press releases, e-newsletters and program
- Recognition during announcements/opening remarks by the PRSA President

- Recognition on event signage
- Logo and web link on prsahouston.org² on PR Day page
- Exhibitor table on Vendor Row
- Quarter-page ad in conference program ¹
- One (1) luncheon registration
- Each sponsor is asked to provide 200 logo/name-branded items to be distributed in attendee swag bags. This take-home piece will allow for exposure beyond just the day of the event. All items will need to be received by October 6.

¹Ads should be submitted no later than Sept. 22, as a high resolution, no bleed PDF file. Ad page sizes as follows: Full-page ad - 7”w x 10”h. Half-page ad - 7”w x 4.875”h. Quarter-page ad - 3.375”w x 4.875”h.

²Company logo sent in .jpg format for use on prsahouston.org. Company logo in vector-based eps format for use in printed materials. Due by Sept. 22 for print pieces and event signage, but will accept logos later for sponsorships agreed to after Sept. 22.

³Exhibitor tables are six feet in length. Tablecloth/skirt will be provided, and two chairs per table. Internet access will be subject to availability.

If you have questions about sponsorships, please contact Dena Marks at dmarks@adl.org or Jessica Anderson at Jessica.Anderson@businesswire.com.

PRSA Houston appreciates your consideration and support.