



## **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.org](http://prсахouston.org)<sup>2</sup> on PR Day page
- Exhibitor table on Vendor Row
- Full-page ad in conference program (inside front cover) <sup>1</sup>
- 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.org](http://prсахouston.org)<sup>2</sup> on PR Day page
- Exhibitor table on Vendor Row
- Full-page ad in conference program <sup>1</sup>
- 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.org](http://prsahouston.org)<sup>2</sup> on PR Day page
- Exhibitor table on Vendor Row
- Half-page ad in conference program <sup>1</sup>
- 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.org](http://prsahouston.org)<sup>2</sup> on PR Day page
- Exhibitor table on Vendor Row
- Full-page ad in conference program outside back cover <sup>1</sup>
- 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.org](http://prsahouston.org)<sup>2</sup> on PR Day page
- Exhibitor table on Vendor Row
- Half-page ad in conference program<sup>1</sup>
- 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) – Business Wire**

- 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.org](http://prsahouston.org)<sup>2</sup> on PR Day page
- Exhibitor table on Vendor Row
- Half-page ad in conference program<sup>1</sup>
- 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) – PRSA Southeast District**

- 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.org](http://prsahouston.org)<sup>2</sup> on PR Day page
- Exhibitor table on Vendor Row
- Half-page ad in conference program<sup>1</sup>
- 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.org](http://prsahouston.org)<sup>2</sup> on PR Day page
- Exhibitor table on Vendor Row
- Quarter-page ad in conference program<sup>1</sup>

- 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 [prсахouston.org](http://prсахouston.org)<sup>2</sup> on PR Day page
- Exhibitor table on Vendor Row<sup>3</sup>
- Quarter-page ad in conference program<sup>1</sup>
- 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 [prсахouston.org](http://prсахouston.org)<sup>2</sup> 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.org](http://prsahouston.org)<sup>2</sup> on PR Day page
- Exhibitor table on Vendor Row
- Quarter-page ad in conference program <sup>1</sup>
- 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.

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<sup>1</sup>Ads should be submitted no later than Oct. 2, as a 300 DPI - PDF or JPG file to [admin@prsahouston.org](mailto:admin@prsahouston.org). Ad page sizes as follows:

- Full-page ad with bleed - live area: 7.5" w x 10.25" h; trim: 8.5" w x 11" h; bleed: 9" w x 11.5" h
- Half page ad - no bleed; 7.5" w x 5" h; horizontal only
- Quarter page ad - no bleed; 3.625" w x 5" h; vertical only

<sup>2</sup>Company logo sent in .jpg format for use on [prsahouston.org](http://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.

<sup>3</sup>Exhibitor 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](mailto:dmarks@adl.org) or Jessica Anderson at [Jessica.Anderson@businesswire.com](mailto:Jessica.Anderson@businesswire.com).**

**PRSA Houston appreciates your consideration and support.**