

Southern Arizona

**PRSA**



# **SPONSORSHIP PACKET**

[PRSAatucson.org](http://PRSAatucson.org)

## Chapter Sponsor \$500

**July 1, 2024 - June 30, 2025 (Annual Limit - 3)**

- o One-year rotating banner advertisement with company logo/link as chapter sponsor on the [www.prsatucson.org](http://www.prsatucson.org) homepage.
- o Listed as chapter sponsor with logo on the most visited website pages: jobs and events.
- **Email**
  - o Company logo on select chapter event announcements.
  - o Logo in all monthly newsletters for the year (700+ subscribers).
  - o One newsletter article per quarter (up to four) that provides mission aligned content.
- **Social media**
  - o One social media post per month, recognizing partnership on Facebook (400+ followers), Instagram (100+ followers) and LinkedIn (350+ followers).
- **PRSA Southern Arizona programs**
  - o Mentioned by Board as the chapter sponsor at the start of monthly webinars.
  - o 4 free individual webinar registrations total for the year. Can be used at one webinar or divided up between several webinars.
  - o 2 complimentary tickets to one mixer.

## Programs Sponsor Package (\$300)

**Includes sponsorship of up to TWO PRSA Southern Arizona webinars.**

- **Website**
  - o Company name mentioned as sponsor in the program's homepage informational slider.
  - o Listed as program sponsor with logo on events and programs pages.
  - o Listed on Eventbrite registration page as sponsor.
- **Email**
  - o Listed as sponsor, with company logo, on the program's individual email blast(s).
  - o Listed as program sponsor in monthly newsletter program listing (700+ subscribers).

# SPONSORSHIP OPPORTUNITIES

- **Social media**
  - Mentioned as sponsor in program related posts on Facebook (400+followers), Instagram (100+ followers), and LinkedIn (350+ followers)
- **Programs**
  - Opportunity to speak during the webinar (up to three minutes, remarks).
  - Two free individual webinar seats at each of the two programs your company sponsors.

## August Mixer Sponsorship (\$350)

- **Website**
  - Company name mentioned as sponsor in the event's homepage informational slider.
  - Listed as program sponsor with logo on events and programs pages.
  - Listed on Eventbrite registration page as sponsor.
- **Email**
  - Listed as sponsor, with company logo, on the program's individual email blast(s).
  - Listed as event sponsor in monthly newsletter program listing (700+ subscribers).
- **Social media**
  - Mentioned as sponsor in mixer related posts on Facebook (400+followers), Instagram (100+ followers), and LinkedIn (350+ followers).
- **At the mixer**
  - Opportunity to address attendees (up to five minutes, remarks).
  - Opportunity to have a promotional table at the event or option to distribute some type of branded swag item to attendees.
  - 2 complimentary tickets to the mixer.



## Newsletter Sponsor \$350

### Annual Sponsor - Limit 1

- **Email**
  - o Dominant/primary logo in 12 monthly newsletters (700+ subscribers).
- **Social media**
  - o One social media post announcing sponsorship on Facebook (400+followers), Instagram (100+ followers), and LinkedIn (350+ followers).
- **PRSA Southern Arizona programs**
  - o Mentioned at a webinar at start of sponsorship with up to 5 minutes to speak about company at 1 monthly program.
  - o Two free individual webinar registrations.

## Annual Calendar Sponsor \$200

- **Website**
  - o Listed as calendar sponsor with logo on calendar of events and programs pages.
- **Email**
  - o Company logo in newsletter with announcement of sponsorship (700+ subscribers).
  - o Company name mentioned as calendar of events sponsor in calendar of events listing in newsletter and other emails.
- **Social media**
  - o One social media post announcing sponsorship on Facebook (400+followers), Instagram (100+ followers), and LinkedIn (350+ followers).
- **PRSA Southern Arizona programs**
  - o Mentioned at a webinar at start of sponsorship.

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**CONTACT US TODAY!**

**[info@prsataucson.org](mailto:info@prsataucson.org)**



*This sponsorship packet is separate from the annual PRSA Impact Awards Sponsorship Packet. Please contact us if interested in sponsoring our chapter's largest annual event and package deals.*