



# PRSA Pittsburgh Sponsorship Opportunities

\*Sponsorship pricing as of June 11, 2016. Prices subject to change.

[prsa-pgh.org](http://prsa-pgh.org)

Pittsburgh  
**PRSA**

# What We Do

PRSA Pittsburgh believes public relations serves an increasingly vital role in the leadership, business, marketing, and communications functions of all organizations, and we aim to provide our 200+ active members with the tools, support, education, and networking to play this role in their respective organizations. We do this through:

- Encouraging research, analysis, and discussion of the challenges and opportunities facing PR professionals today.
- Strengthening and maintaining the highest standards of service and ethical conduct by all members of the profession.
- Supporting the creation of mutually beneficial relationships between our members where diverse ideas, strategies and tactics can be shared.
- Recognizing, rewarding, and sharing our members' accomplishments.

Our wide range of sponsorship opportunities put you in front of our 200+ active member base.

# Digital Sponsorship

Our members are experts at distributing content in the right places and at the right times. Our digital sponsorship package will enhance the content you provide so we can help your brand reach our network of professionals where they are most likely to consume your information.



PROMOTION	VALUE
Sponsored email, job listing, or eNewsletter left column feature	\$500
Logo and recognition on www.prsa-pgh.org	\$500
PRSA website / YouTube video feature	\$400
*Social media & blog posts	Contact for options
<b>TOTAL VALUE</b>	<b>\$1,400</b>
<b>PACKAGE COST</b>	<b>\$1,150</b>

\*Customization of digital promotion package available, including blog posts, social media posts, etc. Please contact a PRSA sponsorship rep listed on this document to discuss customization opportunities.

# Renaissance Awards

Held each January at one of Pittsburgh's premiere venues, this capstone event draws 150-200 professionals for a night to celebrate the work, recognize leaders in the industry, and give credit where credit is due.

Sponsoring this event puts your brand in front of a very captive audience on one of the biggest nights of the year for PR & Marketers in the Pittsburgh region



PROMOTION	VALUE
Presenting rights including logo on event announcements and emails	\$1,000
Opportunity to make introductory remarks to audience or present award of choice	\$725
Opportunity to distribute marketing materials at event	\$500
(2) Tickets to event	\$190
Full-page program ad in Renaissance Awards program	\$175
Half-page program ad in Professional Development Day program	\$100
(1) Facebook post during Renaissance Awards	\$60
(1) Blog post on <a href="http://prsa-pgh.org">prsa-pgh.org</a> dedicated to your organization	\$250
(3) Tweets - before, during, and after Renaissance Awards	\$150
<b>TOTAL VALUE</b>	<b>\$3,150</b>
<b>PACKAGE COST</b>	<b>\$2,790</b>

# Professional Development Day

Professional Development Day (PDD) speaks for itself. 100-150 industry professionals gather to learn, share, and network amongst the top agencies, brands, and vendors in the region.

Part conference, part trade show, and part networking happy hour, the October event provides the opportunity to engage with peers and prospects across multiple seminars and breakout sessions.



PROMOTION	VALUE
Opportunity to address PDD audience	\$1,000
Prominent table location in high traffic PDD common area	\$725
Opportunity to distribute marketing materials at PDD	\$500
Logo featured in event emails to PDD attendees	\$250
(2) Tickets to event	\$130
Full-page program ad in PDD program	\$175
Half-page program ad in Renaissance Awards program	\$100
(1) Facebook post during PDD	\$50
(1) Blog post on <a href="https://prsa-pgh.org">prsa-pgh.org</a> dedicated to your organization	\$250
(3) Tweets - before, during, and after PDD	\$150
<b>TOTAL VALUE</b>	<b>\$3,300</b>
<b>PACKAGE COST</b>	<b>\$3,030</b>



# Annual Chapter Sponsorship EXCLUSIVE

Annual Chapter Sponsorships maximize your organization's exposure to our 200+ members via branding on our assets and access to all PRSA events. Furthermore, a chance to showcase your organization's work as an entry or winner of a Renaissance Award makes this package even better!

The Exclusive package is first come first serve and business segment specific. So if you are a social media management system vendor and you sponsor an exclusive package before any of your competitors, PRSA will not accept sponsorships from your competitors - citing a conflict of interest.

If competitors sponsor existing non-exclusive packages, your request for an exclusive membership cannot be considered until renewal of sponsorships for the next calendar year.

PROMOTION	VALUE
Only organization in your business segment like specific SaaS, PR service, etc.	\$1,100
Logo on all distributed materials at major PRSA Pittsburgh events	\$600
Logo and recognition on <a href="http://www.prsa-pgh.org">www.prsa-pgh.org</a>	\$500
(2) year-long employee memberships	\$500
(2) tickets to all programming events	\$500
(2) Renaissance Award entries	\$200
(2) Renaissance Award tickets	\$200
<b>TOTAL VALUE</b>	<b>\$3,600</b>
<b>PACKAGE COST</b>	<b>\$3,250</b>

# Annual Chapter Sponsorship

## NON-EXCLUSIVE

Annual Chapter Sponsorships maximize your organization's exposure to our 200+ members via branding on our assets and access to all PRSA events. Furthermore, a chance to showcase your organization's work as an entry or winner of a Renaissance Award makes this package even better!

The Non-Exclusive package means that you and your competitors can all be sponsors of PRSA Pittsburgh at the same time. Non-Exclusive sponsors can move towards an Exclusive package for the following year if they are the first in their business segment to commit to the Exclusive package in January.

PROMOTION	VALUE
Logo on all distributed materials at major PRSA Pittsburgh events	\$600
Logo and recognition on <a href="http://www.prsa-pgh.org">www.prsa-pgh.org</a>	\$500
(2) year-long employee memberships	\$500
(2) tickets to all programming events	\$400
(2) Renaissance Award entries	\$200
(2) Renaissance Award tickets	\$200
<b>TOTAL VALUE</b>	<b>\$2,400</b>
<b>PACKAGE COST</b>	<b>\$2,100</b>

# Custom Sponsorship

Custom sponsorship packages can be designed to fit your specific needs. Options include enhanced content on our blog and social channels, hosting & presenting at a specific PRSA programming event or workshop, donating swag and event tickets for mention in our materials.

If you can dream it up, we can discuss the options!



PROMOTION	VALUE
(1) Facebook post	\$50
(1) Blog post	\$250
(3) Tweets	\$150
Donation of swag, event tickets, etc. Whatever your organization wants to donate!	\$0
Hosting / presenting a programming event or workshop	\$750
Event podium logo / digital background projection of logo / name tag logos / directional signage logos	\$1,250
Social Media Advocacy program of PRSA members visiting your organization / event and sharing their experience on social	Price of Admission for PRSA Members
Other ideas? Let's talk!	TBD



# How Do I Get Started?

Contact the following PRSA board members to discuss sponsorship options:

- Steve Radick, President [sradick@brunnerworks.com](mailto:sradick@brunnerworks.com)
- Meredith Klein, Vice President [mklein@brunnerworks.com](mailto:mklein@brunnerworks.com)



Thank you for your interest in sponsoring PRSA Pittsburgh

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