

## Sponsorship Program



### About PRSA Richmond

The Richmond chapter of the Public Relations Society of America is a professional association that serves public relations practitioners living and working in Central Virginia.

The chapter's history dates back to 1946 when the Richmond Public Relations Association was founded. In 1995, the Richmond Public Relations Association merged with the Old Dominion Chapter of PRSA to establish one of the largest and most successful PRSA chapters in the country. Today, PRSA Richmond exists to help its more than 300 members advocate for the profession, achieve ethical and professional excellence and drive strategic outcomes for their organizations.

PRSA Richmond hosts nine luncheon programs a year. Luncheons take place at the Jefferson Lakeside Country Club; each program features a regionally or nationally recognized speaker and attracts audiences of up to 175 people. The chapter also produces the Virginia Public Relations Awards, a statewide awards show that is attended by more than 250 people and recognizes the best work in the public relations industry. Other professional development workshops and networking events happen throughout the year. For a full calendar of events, visit [prsarichmond.org](http://prsarichmond.org).

### Become a Sponsor

Public relations practitioners talk. When you connect your business to PRSA Richmond, you're not just helping us provide quality programming and professional development to more than 300 PR professionals and their colleagues. You're reaching out to people who are writers and editors, account managers and event planners, spokespeople and lobbyists, communications directors and marketing managers. Your message goes further when you communicate it to the people who communicate for a living.

Our sponsorship program runs from January through December. We begin taking commitments for the following year in June.

	<b>PLATINUM</b> <b>\$3500</b> Limited to One Company	<b>GOLD</b> <b>\$2500</b> Limited to Three Companies	<b>SILVER</b> <b>\$1500</b> Limited to Five Companies	<b>BRONZE</b> <b>\$1000</b> Unlimited
Title Sponsorship of Virginia Public Relations Awards	●			
Title Sponsorship of Thomas Jefferson Award		●		
Title Sponsorship of Rising Star Award		●		
Title Sponsorship of Best in Show Awards		●		
Luncheon Sponsorship	●	●	●	
Virginia PR Awards Tickets*	<b>8 (one table)</b>	<b>6</b>	<b>4</b>	<b>2</b>
Tweets about your company	<b>4/year</b>	<b>3/year</b>	<b>2/year</b>	<b>1/year</b>
Facebook posts about your company	<b>4/year</b>	<b>3/year</b>	<b>2/year</b>	<b>1/year</b>
Feature Story	●	●	●	●
PRSA Richmond's E-mail Distribution List	●	●	●	●
Logo on Printed Materials	●	●	●	●
Logo on Website	●	●	●	●
Announcements	●	●	●	●
Sponsor Ribbon	●	●	●	●

\*Can be used by members or non-members

### **Title Sponsorship of Virginia Public Relations Awards**

- Company name is incorporated into event name, which means it appears on all printed and electronic material (Ex. The Virginia Public Relations Awards Presented by XYZ Company)
- Event name is never mentioned without company name
- A representative from your company provides introductory remarks
- Company receives first right of refusal to title sponsorship for the following year

### **Title Sponsorship of Thomas Jefferson Award**

- Company name is incorporated into award name, which means it appears on all printed and electronic material
- A representative from your company presents the award
- Company receives first right of refusal to title sponsorship for the following year

### **Title Sponsorship of Rising Star Award**

- Company name is incorporated into award name, which means it appears on all printed and electronic material
- A representative from your company presents the award
- Company receives first right of refusal to title sponsorship for the following year

### **Title Sponsorship of Best in Show Awards**

- Company name is incorporated into award name, which means it appears on all printed and electronic material
- A representative from your company presents the awards
- Company receives first right of refusal to title sponsorship for the following year

### **Luncheon Sponsorship**

Includes the opportunity to:

- Host one luncheon per year, with months assigned on a first come, first served basis
- Place printed materials or promotional items on tables
- Have a table at the entrance during registration/networking
- Speak for two minutes
- Collect business cards for raffle and give away a prize at the conclusion of the meeting
- Sit at the speaker's table

### **Feature Story**

One 400-word feature story about your company will be posted to PRSA Richmond's website. A 100-word preview, with an accompanying logo, will be included in the chapter's monthly e-newsletter. Sample topics include executive profiles, how-to articles, trend pieces or campaign overviews. Company provides content and images; PRSA Richmond provides editorial review. Feature stories must be scheduled in accordance with PRSA Richmond's editorial calendar.

### **PRSA Richmond's E-mail Distribution List**

PRSA Richmond sends one promotional e-mail to the chapter's distribution list. Distribution list contains approximately 1,000 addresses and includes PRSA Richmond members and others who have indicated an interest in Central Virginia's public relations industry. E-mails must be scheduled in accordance with PRSA Richmond's editorial calendar.

### **Logo on Printed Materials**

Printed materials include but are not limited to:

- Awards invitation
- Awards call for entries
- Awards program
- Luncheon signage

### **Announcements**

Your company's name will be announced at all events at which PRSA Richmond's president makes remarks. Includes all luncheons, the Virginia PR Awards and professional development workshops.

### **Sponsor Ribbon**

Sponsor ribbons will be affixed to the name badges of all PRSA members who work for your company.

## **À la Carte Sponsorship Opportunities**

Consider our à la carte sponsorship opportunities, each of which cost \$500. These provide great value and are a perfect first-step for businesses that would like to build a relationship with PRSA Richmond's membership.

### **Happy Hour**

Includes opportunity to:

- Place printed materials or promotional items on tables
- Have a table at the entrance during registration
- Speak for two minutes
- Collect business cards for raffle and give away a prize at the conclusion of the event

### **Professional Development Workshop**

Includes opportunity to:

- Place printed materials or promotional items on tables
- Have a table at the entrance during registration
- Speak for two minutes
- Collect business cards for raffle and give away a prize at the conclusion of the event

### **Cocktail Hour**

Opportunity to sponsor the cocktail hour at the Virginia PR Awards. PRSA Richmond will place signage on the bar. Sponsor can opt to provide cocktail napkins and/or custom drink tickets but incurs those additional costs.

### **Premium Items**

Opportunity to give away a premium item at the Virginia PR Awards. Premium items may be placed on the tables or distributed during the cocktail hour. Sponsor incurs the cost of procuring the item, which must be approved by the awards chair.

### **Centerpieces**

Opportunity to design and place centerpieces on the tables at the Virginia PR Awards. Sponsor incurs the cost of producing the centerpieces, which must be approved by the awards chair.

## **In-Kind Sponsorship Opportunities**

Companies that can offer their time and talent to PRSA Richmond enjoy all the benefits highlighted in **orange**. We're always looking for organizations that can help with:

- Graphic design
- Printing
- Photography
- Videography
- Music

## **Contact Us**

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