



SPONSORSHIP OPPORTUNITIES

April 9–11 | Palm Springs, CA
Margaritaville Resort Palm Springs

OASIS IN THE DESERT

Refreshing Your Agency in 2024 and Beyond



Network with leaders of the fastest-growing independent communications firms in North America

MEMBERS AT A GLANCE

92% are CEOs, presidents, partners or principals at their firms. The rest are senior executives responsible for operations, technology, HR, client service and other functions.

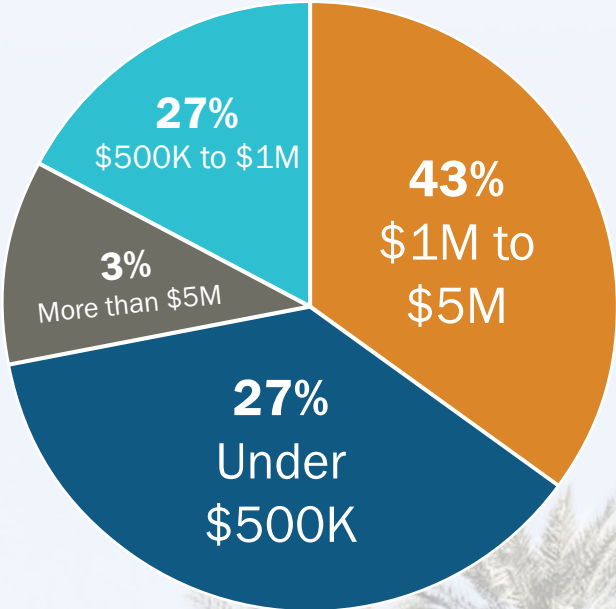
92% have more than 20 years of industry experience.

78% have been members of PRSA Counselors Academy for more than 4 years.

About the PRSA Counselors Academy Section

Counselors Academy is PRSA’s professional interest section for the owners and principals of the leading independent PR, marketing and digital communications firms across the U.S. and Canada. Our thriving peer network is made up of over 300 key decision-makers – entrepreneurs who ultimately evaluate, specify and approve their firms’ purchases of technology, consulting, productivity tools and other services.

MEMBER FIRM REVENUES



Branding and Networking Opportunities

2024 COUNSELORS ACADEMY SECTION CONFERENCE

Oasis in the Desert: Refreshing Your Agency in 2024 and Beyond

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More than 150 agency leaders attend Spring Conference each year to network with peers and learn about the latest market developments, business trends and tools for growing their companies. With general sessions featuring notable keynote speakers and dozens of breakout sessions, roundtable discussions and networking opportunities, our members have good reason to call it “the best professional development conference of the year” and “the most important investment I make in our business. Every year. Bar none.”



SPONSORS SAY...

“Counselors Academy is the premier platform for engaging with qualified buyers, gaining deeper insight into our customers and showcasing our brand.”

“Counselors Academy is my annual must-attend, must-present-at conference. It’s here that I’ve met so many prospects who have turned into valued client-partners, and it’s connected me to a critical network that helps me understand the major challenges faced by agency owners and leaders today.”

REGIONAL MEETINGS AND EVENTS

Sponsor meetings and programs for agency executives and teams planned throughout the year in key markets across the U.S. and Canada.

MONTHLY WEBINARS

Showcase your brand through exclusive learning opportunities for our members hosted by sponsors and partners.

SPONSORSHIP OPPORTUNITIES

Fulfillment of sponsorship benefits occurs within 12 months of contract signing and receipt of sponsorship funds.

Titanium Partner - \$10,000

(4 available)

- Brand/logo recognition on Counselors Academy website, conference website & mobile app, newsletters and social media
- Opportunity to host and present an hour-long webinar to either Counselors Academy members only or to 18K+ PRSA members*
**Topic to be mutually agreed upon by sponsor partner and Counselors Academy programming committee; available thru 4/2024, scheduled on first come-first served basis*
- Twice-access to the opt-in attendees via PRSA dedicated email on your behalf*
**Available thru 4/2024, scheduled on first come-first served basis*
- Two full conference registrations; option to purchase additional registrations at member rate
- Verbal acknowledgement of sponsorship from the podium
- Opportunity to introduce a keynote session and deliver brief remarks
- Prominent brand/logo placement on signage throughout the conference
- Prominent brand/logo placement on save the date postcard mailed to Counselors Academy members, if contracted by 1/5/24
- One twenty-minute demo session in main conference room during dedicated breaks
- One 4x6 exhibit table for networking, promotion and one-to-one meetings with attendees
- Three push notifications via conference mobile app
- Opportunity to have welcome letter and/or swag item delivered to attendee guest rooms, at sponsor's expense

Platinum Partner - \$7,500

(4 available)

- Brand/logo recognition on Counselors Academy website, conference website & mobile app, newsletters and social media
- Opportunity to host and present an hour-long webinar to either Counselors Academy members only or to 18K+ PRSA members*
**Topic to be mutually agreed upon by sponsor partner and Counselors Academy programming committee; available thru 4/2024, scheduled on first come-first served basis*
- Twice-access to the opt-in attendees via PRSA dedicated email on your behalf*
**Available thru 4/2024, scheduled on first come-first served basis*
- One full conference registration; option to purchase additional registrations at member rate
- Verbal acknowledgement of sponsorship from the podium
- Opportunity to introduce a breakout session and deliver brief remarks
- Prominent brand/logo placement on signage throughout the conference
- Prominent brand/logo placement on save the date postcard mailed to Counselors Academy members, if contracted by 1/5/24
- One 4x6 exhibit table for networking, promotion and one-to-one meetings with attendees
- Two push notifications via conference mobile app

Diamond Partner - \$6,000

(4 available)

- Brand/logo recognition on Counselors Academy website, conference website & mobile app, newsletters and social media
- Opportunity to host and present an hour-long webinar to either Counselors Academy members only or to 18K+ PRSA members*
**Topic to be mutually agreed upon by sponsor partner and Counselors Academy programming committee; available thru 4/2024, scheduled on first come-first served basis*
- Twice-access to the opt-in attendees via PRSA dedicated email on your behalf*
**Available thru 4/2024, scheduled on first come-first served basis*
- One full conference registration; option to purchase additional registrations at member rate
- Verbal acknowledgement of sponsorship from the podium
- Opportunity to introduce a breakout session and deliver brief remarks
- Prominent brand/logo placement on signage throughout the conference
- Prominent brand/logo placement on save the date postcard mailed to Counselors Academy members, if contracted by 1/5/24
- One 4x6 exhibit table for networking, promotion and one-to-one meetings with attendees
- One push notification via conference mobile app

Gold Partner - \$4,500

(6 available)

- Brand/logo recognition on Counselors Academy website, conference website & mobile app, newsletters and social media
- Opportunity to host and present an hour-long webinar to either Counselors Academy members only*
**Topic to be mutually agreed upon by sponsor partner and Counselors Academy programming committee; available thru 4/2024, scheduled on first come-first served basis*
- Verbal acknowledgement of sponsorship from the podium
- Brand/logo placement on signage throughout the conference
- One 4x6 exhibit table for networking, promotion and one-to-one meetings with attendees

Silver Partner - \$3,000

(6 available)

- Brand/logo recognition on Counselors Academy website, conference website & mobile app, newsletters and social media
- Verbal acknowledgement of sponsorship from the podium
- Brand/logo placement on signage throughout the conference
- One 4x6 exhibit table for networking, promotion and one-to-one meetings with attendees

Conference Sponsor - \$1,500

(Unlimited available)

- Brand/logo recognition on Counselors Academy website, conference website & mobile app, newsletters and social media
- Verbal acknowledgement of sponsorship from the podium
- Brand/logo placement on signage throughout the conference

Event/Social Add-on Opportunities - \$500 each*

Any of the following options can be added to any partner level:

- Photo Booth Sponsor, plus expense of booth
- Lanyard Sponsor, plus expense of lanyards
- Table Gift/Swag Drop in main conference room; sponsor to provide
- Opening Reception Sponsor, including branded signature cocktail & welcome remarks
- Banquet Reception Sponsor, including branded signature cocktail & welcome remarks

**Add-ons are available on a first come, first served basis*

The upcoming PRSA Counselors Academy Section Conference will spotlight the C-suite conversations, case studies and research that inspire agency innovation and spark growth. Designed by agency leaders for agency leaders, this always-compelling conference program is developed by the PRSA Counselors Academy.

Counselors Academy members are interested in learning about products and services spanning a wide range of interests including:

EXPENSE MANAGEMENT

- Accounting and financial reporting
- Content management and optimization
- CRM and marketing automation
- Expense management
- Measurement and analytics
- Media databases
- Media monitoring
- Project management
- Social media management/monitoring
- Timekeeping and productivity

PROFESSIONAL SERVICES

- Accounting and bookkeeping
- Business insurance
- Creative services
- Employee benefits
- Human resources
- Leadership and business development coaching
- Legal services
- Research
- Valuation and M&A services
- Video production
- Virtual assistant services

prsa.org/CA2024