



**2010 Spring Conference
Sponsorship Opportunities
Asheville, NC
May 21-23, 2010**

The 2010 Counselors Academy Spring Conference Offers Sponsors:

Contact With C-Suite Executives. The Counselors Academy's nearly 500 members are entrepreneurs committed to preserving an open, thriving peer network that advances the caliber of counseling firms in North America. Their annual conference (<http://www.counselorsacademy.org/>) attracts approximately 200 owners and senior executives for a networking and professional development retreat.

- More than 80 percent of conference attendees are the most senior executives (e.g., president, CEO or principal) at their public relations organizations. The remaining 20 percent are VP level professionals.
- The majority of attendees are members of PRSA's Counselors Academy, a Section dedicated to practitioners with 10 or more years experience. 79 percent of membership report having worked more than 20 years in the industry.
- Our agency-based membership varies from multinational firms to independent consultancies.
 - Fee incomes for our membership, according to our 2009 Survey Results, are:
 - Under \$500,000 – 37%
 - \$500,000-\$999,999 – 17%
 - \$1 million-\$4,999,999 – 35%
 - Above \$5 million – 11%

Insight Into Senior Leadership's Challenges and Objectives. Sponsors are encouraged to attend conference sessions to find out firsthand what their target customers want.

- Steve Shannon, currently with Critical Mention, says, "The Counselors Academy Conference is the most efficient marketing and sales event of the year, as I am able to work closely with dozens of my clients in a three-day period."
- General session speakers have included notables, such as Watts Wacker of FirstMatter, Robert Scoble of *Podtech.net*, Norman Mineta of Hill & Knowlton and former Secretary of Transportation, Peter Blackshaw of the Word of Mouth Marketing Association (WOMMA) and Robert Stephens of Geek Squad.
- Each year, more than 30 speakers facilitate breakout sessions and networking roundtables. These speakers are typically agency executives and experts in social media and public relations law.

The Opportunity to Promote Vendor Services. Our members rely on a variety of vendors to enhance best practices, a conference focal point.

- Attendees are interested in vendor value offerings through media measurement, press release optimization and distribution, project management and productivity software, payroll and other benefits managers.
- PRSA aggressively leverages our sponsors' corporate identity, products and/or services to conference constituents.
- PRSA will help maximize sponsorship opportunities, and extend awareness to overall Counselors Academy membership.

For further details, contact 2010 Counselors Academy Chair Ann T. Subervi at ann@utoplacommunications.biz or (908) 433-7821 or PRSA Membership Development Manager Malia Moore at malla.moore@prsa.org or (212) 460-1473.

Profile of Sponsorship Offerings

Presenting Sponsor — \$12,000

Exclusive sponsorship with major billing in all Conference communications.

Benefits Include:

- Opportunity to address Conference attendees.
- Verbal acknowledgment of sponsorship at each general attendance event.
- Brand Logo displayed in Conference brochure mailed to 3,500+ prospective attendees. (*Deadline has passed.*)
- Brand Logo imprinted on the Conference welcome bags.
- Brand Logo in monthly Conference e-mail which is distributed to entire PRSA membership.
- Four complimentary registrations.
- Exclusive dinner with the Section's executive committee.
- One premium item in the Conference welcome bag.
- One 4x6 exhibit table.

Non-Conference Benefits Include:

- Sponsor a 2010 Counselors Academy teleseminar and receive major billing in all teleseminar communications.
- Post-Conference ad in podcast distributed to entire Counselors Academy membership.

Event Sponsor — \$9,000

Exclusive sponsorship of the Starlight Gala.

Benefits Include:

- Signage throughout the three-day Conference.
- Verbal acknowledgment of sponsorship and the opportunity to welcome attendees from the podium.
- Brand Logo displayed in Conference brochure mailed to 3,500+ prospective attendees. (*Deadline has passed.*)
- Brand Logo imprinted on the Conference attendee lanyards.
- Brand Logo in monthly Conference e-mail which is distributed to entire PRSA membership.
- Three complimentary registrations.
- Exclusive dinner with the Section's executive committee.
- Brand Logo displayed in Conference program and on Conference Web page.
- One premium item in the Conference welcome bag.
- One 4x6 exhibit table.
- Sponsor recognition in Conference blasts.

Non-Conference Benefits:

- Ad in post-Conference podcast which is distributed to entire Counselors Academy membership.

Professional Development Sponsor — \$6,000

Exclusive sponsorship for **one** of the following events, include the Pre-Conference Seminar, General Session #1, General Session # 2 or Town Hall Luncheon.

Benefits Include:

- Signage throughout the three-day Conference.
- Verbal acknowledgment of sponsorship from the podium.
- Brand Logo displayed in Conference brochure mailed to 3,500+ prospective attendees. (*Deadline has passed.*)
- Two complimentary registrations.
- Brand Logo displayed in Conference program and on Conference Web page.
- One premium item in the Conference welcome bag.
- One 4x6 exhibit table.
- Sponsor recognition in Conference blasts.

Supporting Sponsor — \$3,000

Exclusive sponsor for **one** of the following events: Newcomers Reception, Networking Opportunity Roundtable Session # 1, Networking Opportunity Roundtable Session # 2, Coffee Break (multiple are available) or Counselors Academy Golf Tournament.

Benefits Include:

- Signage throughout the three-day Conference.
- Verbal acknowledgment of sponsorship from the podium.
- Brand Logo displayed in Conference brochure mailed to 3,500+ prospective attendees. (*Deadline has passed.*)
- One complimentary registration.
- Brand logo displayed in Conference program and on Conference Web page.
- One premium item in the Conference welcome bag.
- One 4x6 exhibit table.

Participating Sponsor — \$1,500 (SOLD: Cramer-Krasselt)

Exclusive host of the Conference's Cyber Central at your 4x6 exhibit tables.

Benefits Include:

- Signage throughout the three-day Conference.
- Verbal acknowledgment of sponsorship from the podium.
- Company name displayed in Conference brochure mailed to 3,500+ prospective attendees. (*Deadline has passed.*)
- Brand logo displayed in Conference program and on Conference Web page.
- Two neighboring 4x6 exhibit tables.

Friend of the Conference — \$500

Benefits Include:

- Verbal acknowledgment of sponsorship from the podium.
- Brand logo displayed in Conference program and on Conference Web page.