



The
75th

75th Anniversary Sponsorship Opportunities

From January 2022 to January 2023, PRSA will laud, honor, and celebrate the shaping of the public relations profession over the past 75 years. The yearlong celebration will highlight the critical importance of public relations in the functioning of a civil society. Through PRSA's 75th anniversary celebration, there will be a demonstration of the urgent need for active embrace of DEI practices and industry-changing innovations such as automated intelligence as part of communications. The 75th anniversary celebration also will highlight the opportunity for expanded strategic partnerships that will raise the stature of the public relations profession worldwide.

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PRESENTING SPONSOR

\$30,000

The
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BENEFITS

- Prominent visibility on the 75th anniversary website
- Prominent visibility in 75th Educational History Anniversary Book
- Prominent visibility within the National PRSA Day in New York - January 17, 2023
- Inclusion in all media relations and press releases (radio, TV, print if applicable)
- Opportunity to contribute article to Strategies & Tactics, per editorial approval
- ICON 2022 Recognition
- Prominent visibility in the ICON 2022 75th Anniversary Celebration, Opening Night Reception
- Complimentary booth placement in ICON 2022 exhibit hall, to be held Nov. 11-13 in the Dallas/Ft. Worth area
- Logo recognition in full-page advertisement in ICON 2022 Partner Directory
- Logo on event screens in conference venue during ICON 2022
- Invitation to provide grab bag item(s) showcasing company branding, products or services
- Acknowledgement during ICON 2022 program
- Potential additional amenities
- Visibility in all digital media related to the 75th Anniversary
 - Organization logo on PRSA & PRSSA websites with direct link to your website
 - Logo recognition and company overview linked and featured in E-Newsletter in month leading up to and month following the event (*over 20,000 subscribers*)

Diversity Recent Graduate Mentors “Named” Scholarship Program

BENEFITS

This sponsorship will underwrite the opportunity for 175 ethnically and racially diverse students who are graduating college seniors to secure membership within PRSA, and will allow mentoring, coaching, training, and professional development as part of a new diverse, leadership cohort to ensure that these professionals persist.

- 12-month Naming Opportunity for the diverse recent graduate scholars program
- Student access benefits, which include direct engagement with the specialized student cohort, along with mentorship engagement and talent recruitment benefits
- PRSSA ICON 2022 Presentation
- PRSSA ICON 2022 Booth and registration (up to five individuals)
- Year-long sponsor recognition on PRSA Jobcenter (average user-ship 1000 visits per month)
- Company logo in 75th Anniversary website
- Company logo PRSA & PRSSA websites, with link to company website
- Company logo recognition within the 2022 Opening Night Celebration
- Complimentary booth for ICON 2022 (held Nov. 11-13, 2022 in Dallas/Ft. Worth)

Diversity PRSSA Student Mentors Scholarship “Named” Program

BENEFITS

This sponsorship will underwrite the opportunity for 175 ethnically and racially diverse PRSSA students, and will allow mentoring, coaching, training, and professional development as part of a new diverse, leadership cohort to ensure that these professionals persist.

- 12-month Naming Opportunity for the diverse PRSSA scholars program
- Student access benefits, which include direct engagement with the specialized student cohort, along with mentorship engagement and talent recruitment benefits
- PRSSA ICON 2022 Presentation
- PRSSA ICON 2022 Booth and registration (up to five individuals)
- Year-long sponsor recognition on PRSA Jobcenter (average user-ship 1000 visits per month)
- Company logo in 75th Anniversary website
- Company logo PRSA & PRSSA websites, with link to company website
- Company logo recognition within the 2022 Opening Night Celebration
- Complimentary booth for ICON 2022 (*held Nov. 11-13, 2022 in Dallas/Ft. Worth*)

“Top 25 Moments in PR” Educational History Book \$15,000

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BENEFITS

*PRSA has asked a panel of renowned PR historians and business/communications luminaries to curate “moments” that have shaped the history of public relations in the United States, over the past 75 years. It will include several features to include the **top 25 defining public relations moments of the last 75 years**. This historical anthology will be published by PRSA. It also will include a high-level historical overview of PRSA from its inception to 2021. We will also will build a special PR Moments in History webinar series that will be provided to universities for usage as part of their academic engagements. Finally, copies of this important book will be donated to select institutions for use in academic course curricula. The Top 25 Moments in PR History will be available in electronic version as well.*

- ▶ 75th Educational History Anniversary Book logo recognition
- ▶ 25 hard copies of the book
- ▶ Sponsor recognition on January 17, 2023 virtual “PRSA Day in America” (and related media)
- ▶ Visibility on the 75th anniversary website
- ▶ Visibility in the ICON 2022 75th Anniversary Celebration
- ▶ Complimentary booth placement in the ICON 2022, to be held Nov. 11-13 in the Dallas/Ft. Worth area
- ▶ Recognition on PRSA & PRSSA website donor lists

75th Anniversary Business Page Sponsorship

\$5,000

BENEFITS

- ▶ Company logo recognition on the 75th anniversary website
- ▶ Company logo recognition in the ICON 2022 75th Anniversary Celebration
- ▶ Company logo in 75th Educational History Anniversary Book
- ▶ Company logo on PRSA & PRSSA websites, with links to company website
- ▶ ½ page ad in one edition of the national PRSA Strategies & Tactics magazine in 2022
- ▶ ½ page ad in the ICON 2022 Partner Directory
- ▶ Authored blog in one edition of a 2022 PRsay blog with prior editorial approval
- ▶ Complimentary booth for ICON 2022 (held Nov. 11-13, 2022 in Dallas/Ft. Worth)
- ▶ Five copies of Educational History Anniversary Book

Patron Sponsorship

75th Anniversary Program

\$750

BENEFITS

- ▶ Advertisement in ICON 2022 program commemorating the anniversary
- ▶ Name or Company listing on the 75th anniversary recognition page
 - ▶ *Military get a ½ page for \$500, but proof of military engagement required*

Additional Donor Opportunities

- ▶ **75th Anniversary sponsor-a-student : \$75**
 - ▶ All donors are listed for recognition in the 75th anniversary program distributed at ICON 2022
- ▶ **Sponsor a Faculty member: \$275**
 - ▶ All donors are listed for recognition in the 75th anniversary program distributed at ICON 2022



Questions? Please contact me.

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