

PRSA

Association/Nonprofit

2022

PRSA Association/Nonprofit Section

PARTNERSHIP OPPORTUNITIES



Association/Nonprofit

About PRSA

With more than 21,000 members, the Public Relations Society of America leads the industry by collaboratively establishing industry best practices, conducting leading-edge industry research, and providing an outstanding environment for professional development and networking.

PRSA Association/ Nonprofit Section

PRSA's Association and Nonprofit Section is one of its strongest professional interest sections, with membership growing by more than 50% since 2014. The Association and Nonprofit Section is a venue for more than 700 communications professionals to network, share best practices, find key resources, enhance their skills, and master new proficiencies.

#ANPRSA

HELP CHANGE THE WORLD FOR THE BETTER.

Reach the PR and communications pros changing the world for the better through their work with nonprofit organizations and associations.

The Association Nonprofit Section (ANPRSA) is a community of mission-driven communicators who are members of the Public Relations Society of America (PRSA), the nation's largest professional organization serving the communications community. ANPRSA helps you reach hundreds of communications professionals who are responsible for advancing one of the fastest-growing sectors of the nation – the nonprofits and associations whose work is more important now than ever.

Sponsorship of PRSA's Association and Nonprofit Section gives you access to:

- 700+ Section members throughout the United States responsible for a wide range of public relations, communications, fundraising and membership within associations, nonprofits, foundations, and other tax-exempt organizations.
- Active social media channels (Facebook, Twitter, LinkedIn): reaching Section members and other association and nonprofit professionals.
- Decision makers: More than half of Section members are director-level or above; 78% have decision-making authority.
- Potentially 21,000+ PRSA members.

2022 PARTNERSHIP OPPORTUNITIES

GOLD – \$5,000

- Recognition as a Gold Sponsor of ANPRSA 2022 virtual conference.
- Three (3) complimentary registrations for Section 2022 virtual conference.
- Company name and/or logo included in conference promotional materials.
- Post-event email from PRSA on sponsor's behalf to conference opt-in attendee list.
- Invitation to introduce a speaker during the conference.
- Invitation to participate in a virtual networking event, with a three-minute speaking opportunity.
- Recognition in 2022 Section newsletters and multiple mentions on Section social media accounts.
- Recognition as a sponsor during all 2022 Section webinars.
- Invitation to contribute an article for a 2022 Section newsletter edition.

SILVER – \$2,500

- Recognition as a Silver Sponsor of ANPRSA 2022 virtual conference.
- Two (2) complimentary registrations for Section virtual conference.
- Company name and/or logo included in conference promotional materials.
- Post-event email from PRSA on sponsor's behalf to conference opt-in attendee list.
- Invitation to participate in a virtual networking event with Section members and present a three-minute overview of your company and/or service to attendees.
- Recognition in 2022 Section newsletters and multiple mentions on Section social media accounts.
- Recognition as a 2022 sponsor during all Section webinars.
- Invitation to contribute an article for a Section newsletter edition.

BRONZE – \$1,000

- Recognition as a Bronze Sponsor of ANPRSA 2022 virtual conference.
- One (1) complimentary registration for 2022 Section virtual conference.
- Company name/logo in conference promotional materials.
- Inclusion in sponsor recognition in 2022 Section newsletter and Section social media accounts.
- Post-event email from PRSA on sponsor's behalf to conference opt-in attendee list.
- Recognition as 2022 sponsor during one (1) Section webinar.

SECTION SUPPORTER – \$400

- Recognition as a Section Supporter during ANPRSA 2022 virtual conference.
- One (1) complimentary registration for 2022 Section virtual conference.
- Company name/logo in conference promotional materials
- Inclusion in sponsor recognition in 2022 Section newsletter and Section social media accounts.

CUSTOM SPONSORSHIPS

We understand how partners, products and services impact the entire organization and not simply one functional area, providing you opportunities to cross-sell and up-sell. We will help you develop an affordable and unique engagement strategy for your team to succeed.

Check out our full prospectus.

ASSOCIATION/NONPROFIT SECTION PROGRAMS AND SAMPLE ACTIVITIES

Annual Conference

The Association Nonprofit Section is proud to host a targeted conference that provides content focused specifically on the issues and priorities most relevant to our members' daily opportunities and challenges. During 2022, we will present our sixth annual event, taking place virtually in late October. This event is open to both PRSA members and nonmembers.

Webinars and Virtual Networking Events

ANPRSA offers ongoing programming for Section members, with 60-minute webinars designed specifically for association and nonprofit communicators. Additionally, one webinar each year is offered to PRSA's full national membership (21,000 individuals).

Recent topics have addressed social media management, opportunities related to cryptocurrency for nonprofits, leadership, advocacy and framing social issues.

In-person Networking Events

During the PRSA International Conference each year, ANPRSA hosts a networking event for Section members. These have taken the form of receptions, dinners, and conversations over coffee.

To discuss ANPRSA Section partnerships, please contact 2022 Chair Kristie Aylett, APR, Fellow PRSA (ka@kardconsulting.com or 228-229-9472), or PRSA Director, Corporate Development and Industry Partnerships Richard Spector (richard.spector@prsa.org or (917) 837-1670).