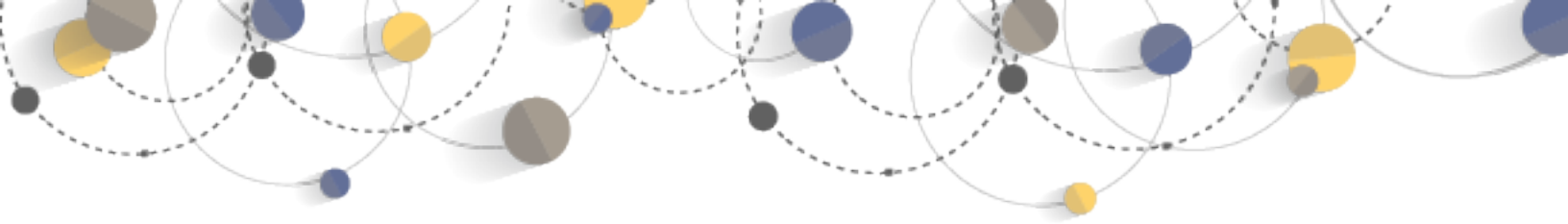


6th Annual Association/Nonprofit Section Conference
Level Up: Skills and Strategies for Your PR Game

SPONSORSHIP OPPORTUNITIES

Nov. 1–2 | VIRTUAL



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.



About the PRSA Association/Nonprofit Section

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.

PRSA’s Association/Nonprofit Section is one of its strongest Professional Interest Sections, with membership growing by more than 50% since 2014. The Association/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.

To discuss ANPRSA Section partnerships, please contact 2023 Chair Rachel Bookman at rbookman@isri.org or Dorcas Jegede, Section Program Coordinator, at Dorcas.jegede@prsa.org.

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.



PARTNERSHIP OPPORTUNITIES

Gold Sponsor - \$5,000

- Verbal acknowledgment of sponsorship during virtual conference
- Three (3) registrations
- Sponsor recognition in conference promotional materials (digital)
- Brand logo on thank you slides at the virtual conference
- Brand logo on virtual conference microsite
- Sponsor recognition in Section newsletter and social media channels
- Recognition as a 2023 Gold sponsor during all Section webinars
- Opportunity to provide a thought piece in one (1) quarterly newsletter distributed to the Association/Nonprofit Section
- Opportunity to participate in a virtual networking event, with up to a five-minute speaking opportunity

Bronze Sponsor - \$1,000

- Verbal acknowledgment of sponsorship during virtual conference
- One (1) registration
- Sponsor recognition in conference promotional materials (digital)
- Brand logo on thank you slides during virtual conference
- Brand logo on virtual conference microsite.
- Sponsor recognition in Section newsletter and social media channels

Silver Sponsor - \$2,500

- Verbal acknowledgment of sponsorship during virtual conference
- Two (2) registrations
- Sponsor recognition in conference promotional materials (digital)
- Brand logo on thank you slides at the virtual conference
- Brand logo on virtual conference microsite
- Sponsor recognition in Section newsletter and social media channels
- Recognition as a 2023 Silver sponsor during all Section webinars
- Opportunity to provide a thought piece in one (1) quarterly newsletter distributed to the Association/Nonprofit Section

Section Supporter - \$500

- Verbal acknowledgment of sponsorship during virtual conference
- Sponsor recognition in conference promotional materials (digital)
- Brand logo on thank you slides during virtual conference



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 2023, we will present our sixth annual event, taking place virtually in November. 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.

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.

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