

SPONSORSHIP OPPORTUNITIES

PRSA Public
Relations
Society of
America

Independent Practitioners Alliance

Reach 300+ Superhero-level Independent PR Entrepreneurs

Veteran storytellers, trailblazers, and
mentors to tomorrow's PR innovators

With over 21,000 members, the Public Relations Society of America's (PRSA) leads the industry by collaboratively establishing industry best practices, conducting leading edge industry research, and providing an outstanding environment for professional development, networking, and in the case of PRSA's Independent Practitioner Alliance Section (IPA), new business development.

The IPA is one of PRSA's 14 Sections, and is one of the fastest growing Sections with a total of almost 30% growth in members since 2015. The IPA serves as a venue where "indies" can come together to network, partner, find key resources, enhance current skills and master new proficiencies.

"PRSA's Independent Practitioners Alliance provides members with a nationwide network of resources. From the IPA MyPRSA Community forum to the monthly Indie Webinar programming, there is a host of tools available to help indies flourish. Going solo? Go IPA."

- Carla Brown Lucas, President, Brown Lucas Consulting, LLC



"My membership in, and experience as past chair of the IPA has been a significant contributing factor to my overall success as an independent PR practitioner including the support I received while pursuing my APR!"

- JW Arnold, APR, Fellow PRSA, Principal, PRDC Public Relations



Why Support PRSA's Independent Practitioners?

Across our country, thousands of men and women run successful businesses as independent (solo) public relations professionals. Some are just starting out, and others have had their shingle out for decades. The PRSA Independent Practitioner's Alliance (IPA) brings over 250 solo business pros together to share best practices, perspectives, mentor new indies - and most importantly, to team up when a big project comes around and we need more hands on deck. Here are three great reasons to support IPA:

- With more and more PR professionals seeking to create their own brand and achievements, it is PRSA's Independent Practitioner's Alliance that is there to help them succeed when they decide to form their own businesses.
- Our professional development sessions at PRSA's International Conference as well as district conferences are always well-attended as more and more PR professionals want to know how to start their own solo practice.
- Members of the IPA serve hundreds of clients, big and small, from technology to fashion, from health care to renewable energy, and just about every industry in between.

A sponsorship places your product or service not only in front of these professionals, but also their clients to whom IPA members can refer your company.

**300+ IPA
Section
Members**

**Diverse
Industry
Client Base**

**21,000+
PRSA
Members**

SPONSORSHIP OPPORTUNITIES

Professional Development Programs

Monthly 60-minute webinars designed by indies for indies

Topics have included:

- Am I Ready to Hang Out My Own PR Shingle?
- How Much Am I Worth? - Pricing Your Services
- Show Me the Money - The Fine Art of Billing
- Time-Saving Tools for Time-Strapped Indies
- How to Land More Clients NOW!
- Fit as a Fiddle - Healthcare and Benefits for Indies
- Service With a Smile - Dealing with Difficult Clients
- Navigating Tax Reform for Private Sector Businesses

Individual:
\$350

3 Spots:
\$900

**Annual
(12 Spots):**
\$3,000

Sponsorship includes:

Company introduction, brand logo displayed next to on-demand recording of the virtual conference, a brief overview of your company and promotion via IPA's social media channels, and in both the PRSA General and IPA Section Forums. Archives of these professional development webinars are available to members for a period of one year.

PR VirtuCon, PRSA IPA's Annual Virtual Conference

PR VirtuCon was created to offer indies a high value alternative to traditional conferences, which can be rather costly for an indie (consider financial burden of travel, accommodations, and conference fees) and takes them away from client activities.

Sponsorships: 3 Different Sponsors, \$700 each; Sole Sponsorship: \$1,600

Networking Events (reach a broader audience within PRSA)

**Support an Indie
meet-up at the PRSA
International
Conference:**
\$2,500

**District Conference
(where available):**
\$1,000 each

Sponsorship includes:

Prominent company branding at the meet-up event, promotional item giveaway, invitation to attend and give a brief sponsor overview, special thanks during introductory and closing remarks, logo and sponsorship description on IPA Section events page.

IPA Newsletter

- IPA Newsletter – 3 Issues/year: Per Newsletter sponsorship: \$750 for banner, \$500 for each of 2 in-text spots.
- Sponsor an entire issue: \$1,500.00. Sponsor all 3 issues a year: \$4,000.

Sponsorship includes:

Prominent banner at top of newsletter with 2 additional spots between sections for special messages/promotions throughout newsletter.



INDEPENDENT PRACTITIONER'S ALLIANCE

In its Future of Small Business report, Intuit reports that the number of small businesses in the U.S.—most of them solo operations—will grow from about 30 million in 2014 to about 42 million in 2026.

It looks like going solo is becoming a trend.

To learn more about the PRSA Independent Practitioners Alliance and sponsorship opportunities directed to this audience, go to www.prsa.org/independent-practitioners-section or contact the IPA Sponsorship Chair at SponsorIPA@prsa.org.