

# SPONSOR OPPORTUNITIES

2022-2023

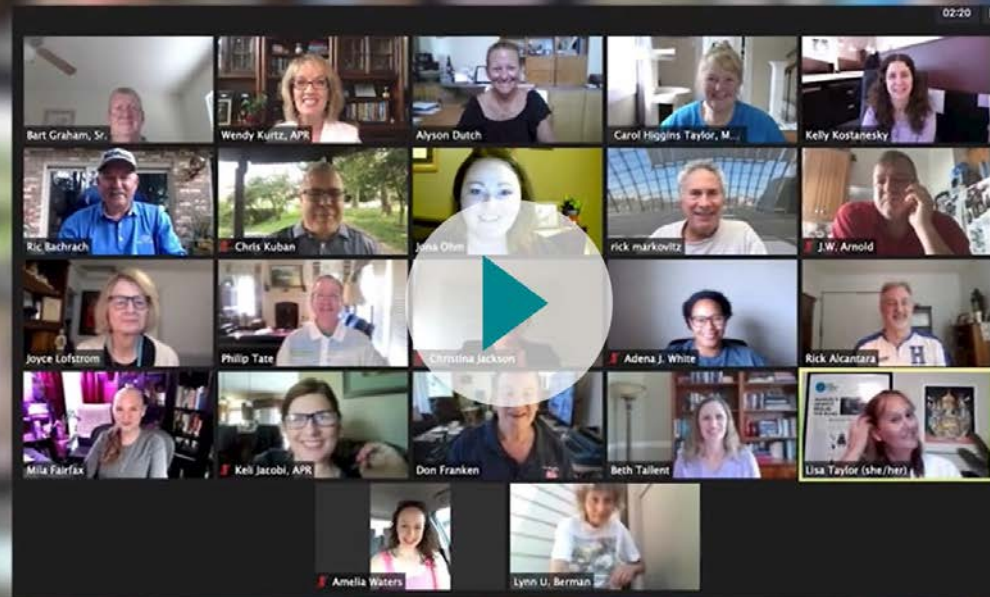
**PRSA**

Independent  
Practitioners Alliance



# PRSA IPA MISSION STATEMENT

Created by [celebrityfocus.com](http://celebrityfocus.com)



# Reach 275 Independent PR Entrepreneurs

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

## MEMBER DEMOGRAPHICS

### Experience & Work Environment

- 95% have been practicing PR for over 20 years, approximately 10 years as an independent
- 90% work from home
- Almost one-third (30.9%) of respondents subcontract to others in a virtual agency model

### Education & Certifications

- Vast majority of IPA members have a bachelor's degree in PR or Journalism
- 21% have graduate degrees in PR or Communications
- 90% of members participating in the survey have their Accreditation in Public Relations (APR) credential
- 90% of IPA members work from home
- Almost 20% are part of the PRSA College of Fellows which requires 20 years of professional practice
- Majority of members fall in the 35-64 age range
- Women are represented 3:1 over men in IPA, but 2020 saw a significant uptick in membership among male indies

### Geography

- Evenly distributed across the country – most in urban, then suburban and 5% in rural

### Business Organization

- 50% LLC
- 46% Sole Proprietor
- 4% S Corp

### Financial

- 85% contribute to a retirement plan with an average contribution of 12%
- Most popular savings vehicles: SEP IRA, ROTH IRA, 401K





# Every Sponsor Gets A Lot Of Love And Visibility On IPA Social!

When you sponsor an IPA program, small or large, all sponsors enjoy visibility across all of IPA's social media channels, another valuable return on your investment.

**Facebook Public:** 270 Followers, 237 Likes

**Facebook Private:** (IPA Members Only) 297 members

**Twitter:** 234 Followers

**LinkedIn Group:** 737 members. The PRSA Independent Practitioners Alliance provides resources and a virtual gathering place for independent practitioners, whether they work alone or in teams, from home, small or shared offices.

**Blog Link:** With 282 members, the IPA blog is accessible to not just members, but the general public which helps us build our community.

**IPA Forum:** (Behind the PRSA Members Only Firewall) The IPA Forum is a peer to peer communication channel for members to reach out to one another for new business partnerships, PR tool questions, and general networking. IPA members can post on both the IPA member forum and the PRSA open forum; all IPA program activities are regularly promoted on both forums along with sponsor mentions.

## SPONSORSHIP OPPORTUNITY OVERVIEW

<b>Business Building Webinar</b> Monthly	<b>IPA E-Newsletter</b> 4x/Year	<b>IPA VirtuCon</b> Annually, September
<b>PRSA ICON Meetups &amp; District Conferences</b>		



# Sponsorship Opportunity

## Monthly Business Building Webinar Series

*Designed by Indies for Indies*

Our highly rated, monthly webinar series is designed specifically for independent professionals. These hour-long programs, held live and recorded for on demand replay, feature a variety of topics and subject matter experts focused on “the business of the business” to help you work ON the business not just IN it.

**Some of the many topics we cover include:**

- Marketing your indie practice
- Filling your client pipeline
- Managing client relationships
- Boosting your productivity
- Contracts and billing practices
- **NEW:** Financial Health Series

**Sponsorship includes:**

- Sponsor acknowledgment prior to presentation
- Brand logo on webpage where on-demand recordings are housed
- Brand logo displayed on intro slide

*\*We also encourage to provide a “special offer” to PRSA members*

**Residual Value:** Program archive is available to members for a period of 1 year.

Packages	
Individual:	\$300
2-spot package:	\$650
3-Spot package:	\$900
Annual (11 Spots):	\$3,000

Ad Specs
400 x 300 pixels
72 DPI
JPG or PNG

The best thought-leadership opportunity is annual sponsorship.



# Sponsorship Opportunity

## IPA Member E-Newsletter

The IPA Newsletter is issued three times per year and is put together by the IPA Communications team. Content follows a consistent format with current content that can include member profiles, summaries of programs and links to recordings, upcoming program promos, opinion pieces and other items of interest to our members. Our IPA Newsletter open rate is 48% and click rate averages 25% which is very high.

**Issued:** 4x/Year

**Advertising spots per Newsletter:**

- **Banner:** \$700
- **In-Text Spots:** \$500 (each)

**Exclusive sponsorship includes:**

- Sponsorship acknowledgement in banner/logo at top of newsletter
- Sponsorship acknowledgement in two other locations throughout newsletter

### Packages

**Sponsor an entire issue (Takeover): \$1,500**  
**Takeover 2 issues: \$2,700 (10% off)**  
**Exclusive sponsorship/all 4 issues: \$5,100 (15% off)**

### Ad Specs

400 x 300 pixels  
72 DPI  
JPG or PNG



# Sponsorship Opportunity

## PRSA IPA VirtuCon

Whether by force or by choice, becoming a solo professional or independent practitioner (“indie”) can be an extremely rewarding career move, but one also filled with trepidation and a LOT of questions. How do you get started? What are the basic tools you’ll need? What do you not know that you need to know to ensure a successful indie practice?

The [IPA VirtuCon](#) was created in 2017 as a way for indies to enjoy the benefits of a conference-like experience without the added burden of travel and lodging fees, as well as the intangible cost of “closing up shop” to attend. Designed specifically for the virtual setting, long before virtual was a trend (or need), this half-day conference features keynotes and sessions that focus on the business of the business; working ON the business, not just IN the business!

### Sponsorship includes:

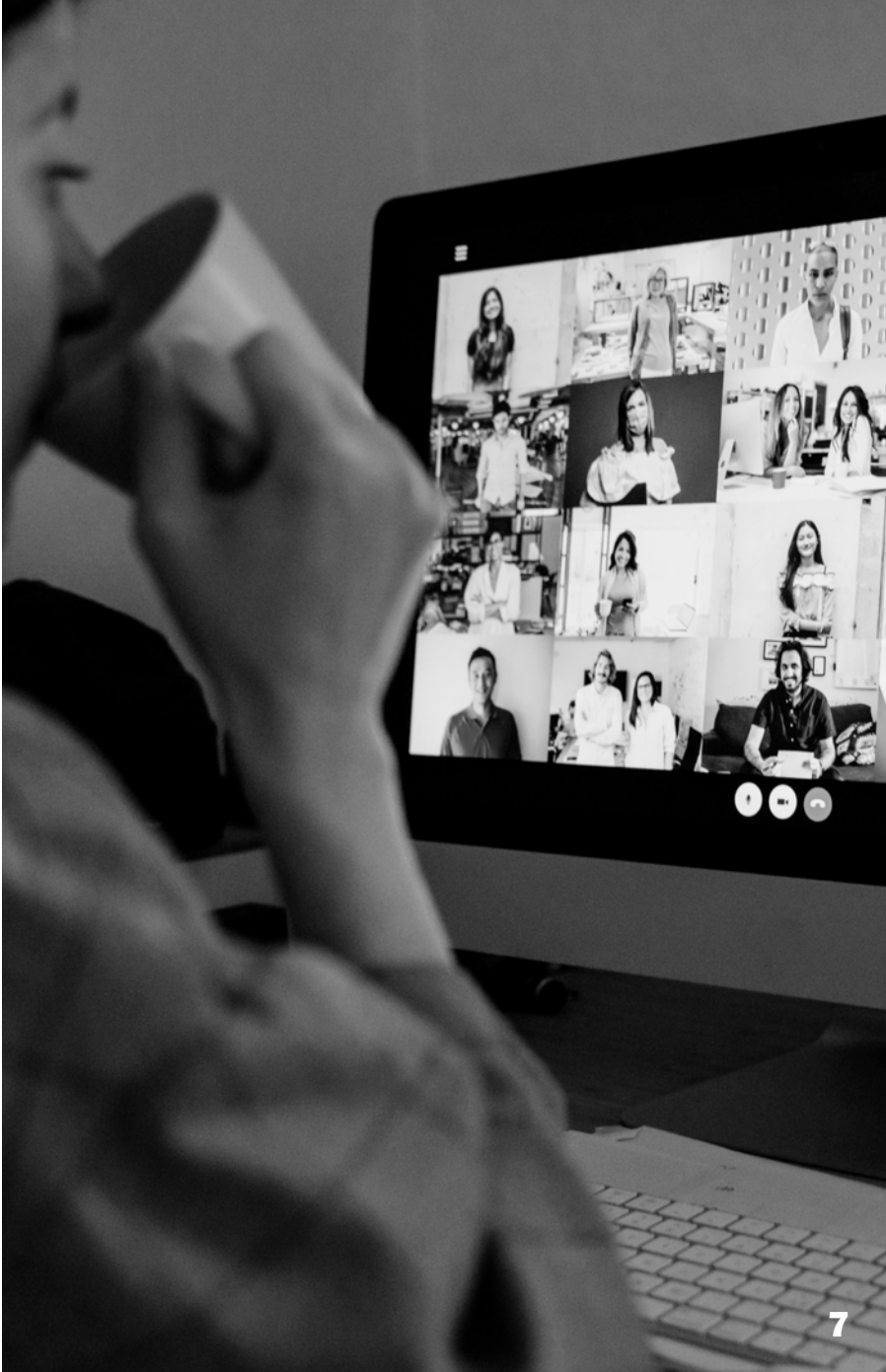
- Sponsor acknowledgment on virtual platform
- Brand logo displayed next to on-demand recording of the virtual conference
- Sponsor acknowledgment via IPA’s communication channels

If you wish to be a sole sponsor, we will work with you to customize your program sponsor approach to provide maximum benefit for both you and our audience!

**Residual Value:** Program archive is available to members for a period of 1 year.

### Opportunities

Sole Sponsor	\$2,000
3/Non-exclusive	\$750





# Sponsorship Opportunity

## ICON Meetup

The IPA meetup at [PRSA ICON](#) (International Conference) is an opportunity for active IPA members to get together live and in person for high value networking and socializing. It's also an opportunity for us to invite potential new members to meet so we can introduce them to our section and invite them to join in an informal setting during ICON.

Sponsorship includes:

- Sponsor acknowledgment at intimate in-person event
- Pre-program sponsor acknowledgement
- Special thanks during introductory and closing remarks
- Logo, sponsor acknowledgement on IPA section events page

**\$2,500**

## Local District Conference

*(where available, please inquire)*

Sponsorship includes:

- Prominent Company branding at intimate in-person event
- Pre-program sponsor overview
- Special thanks during introductory and closing remarks
- Logo, sponsorship description on IPA section events page

**\$500**







# Ready to Lock in Your Spot?

Contact Gina Milani, IPA Sponsorship Chair and immediate past IPA Section Chair,  
at [gina@milanimarketing.com](mailto:gina@milanimarketing.com) or call 650-325-5565

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