



PRSA

SPONSORSHIP OPPORTUNITIES



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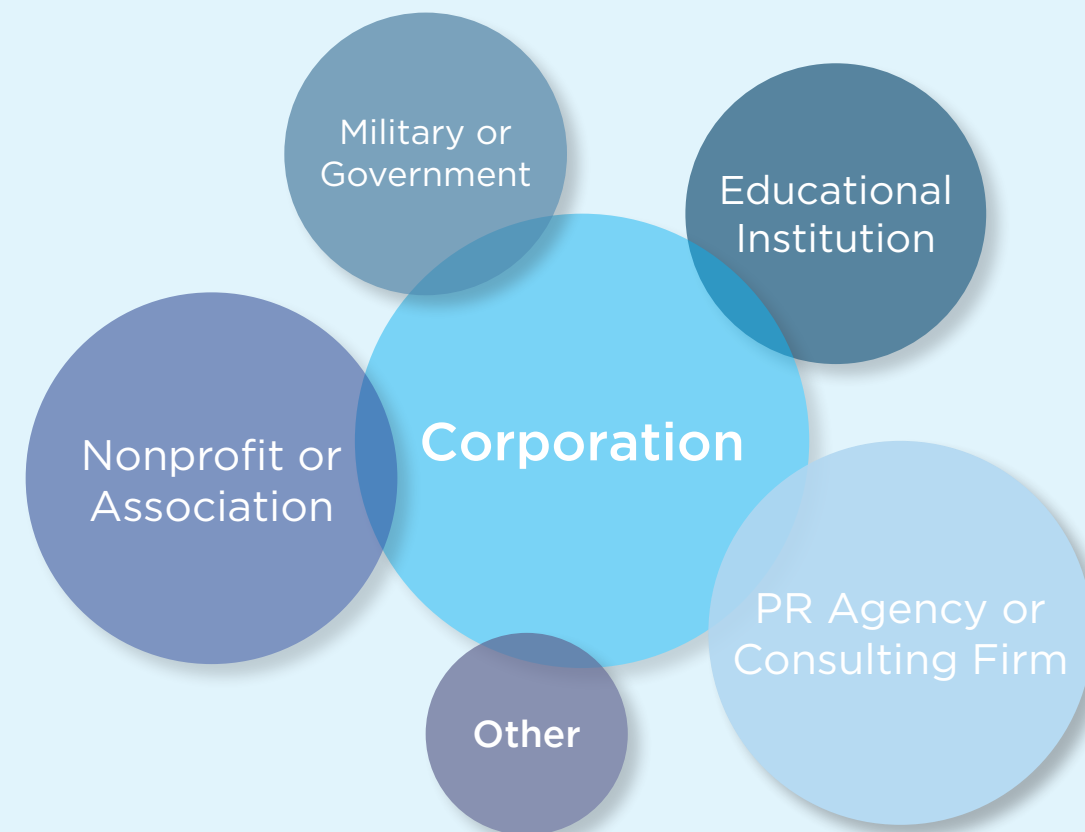
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ABOUT PRSA

PRSA is the nation's leading professional organization serving the communications community. With more than 25,000 professional and student members, PRSA is collectively represented across the U.S. by 110 Chapters and 14 Professional Interest Sections, and on nearly 377 college and university campuses through its student organization, the Public Relations Student Society of America (PRSSA).

25K+
PRSA & PRSSA
members

OUR MEMBERS



Voices4Everyone Roundtable Discussion - \$10,000

Voices4Everyone is a PRSA initiative aimed at addressing the complex issues of civility, civic engagement, diversity and inclusion, and combatting mis/disinformation. V4E offers resources created and curated by PRSA members, designed to provide expertise and perspectives to share with PR/communications professionals, their clients and communities. A roundtable discussion will take a deeper dive into any of the four pillars of Voices4Everyone. Audience: PRSA & PRSSA.

Diverse Dialogue Series - \$3,000

Diverse Dialogues, a series of conversations with leaders in the profession about Diversity, Equity and Inclusion (DEI) and the way forward. Through Diverse Dialogues, we bring together leaders and experts in DEI to share insights and best practices to guide communications professionals in having critical conversations to enable real change. Audience: PRSA & PRSSA.

PRSA Storytellers Series - \$2,500

This series offers engaging conversations focused on relevant and timely topics, emerging issues and concerns in communication, developments in the profession, our community, and more. Sponsoring a webinar via this series allows for a program designed to deliver thought leadership and up-to-date current events in the business environment. Audience: PRSA & PRSSA.

ICON 2022 will be held in person for the first time since 2019. It will take place Nov. 13-15 in the Dallas-Fort Worth area and attract national and international attendees. This Conference brings together public relations, communications and marketing professionals and students for a consistently highly rated event. It also provides valuable branding and engagement opportunities.

At ICON 2022, you can create impactful business opportunities for your organization. Connect with decision-makers, thought leaders and key purchase influencers by becoming a sponsor or exhibitor and participating in our Solution Showcase.

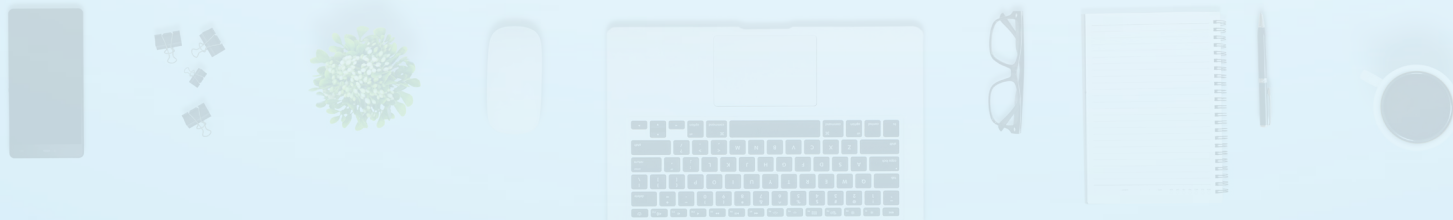
The largest gathering of its type in the world, ICON 2022 will examine "The Power of Influence." It will also mark PRSA's 75th anniversary. This Conference will:

- Feature renowned keynote and general session speakers.
- Deliver world-class professional development sessions that engage participants and strengthen their skills.
- Offer professional and personal networking opportunities.
- Provide special programming designed for undergraduate and graduate communication students.
- Celebrate PRSA's 75th Anniversary and more!

Engage with CCOs, CMOs, agency owners, independent practitioners, communications department executives and staff at ICON 2022. Elevate your brand and increase awareness of your products and services. Meet existing and potential customers, gain qualified leads and cultivate relationships that mean business growth for you. We look forward to working with you!

ATTENDEE PROFILE

- Attendees are key influencers who represent high-profile brands and agencies, with most having extensive media, consumer and stakeholder relationships.
- Strong representation of Fortune 500 companies.
- Most trained in reputation management, storytelling and crisis management.
- Many APR, APR+M and Fellows, representing the top practitioners and decision-makers in the field.
- The best university graduate program prospects.
- Majority range in age from 30-50.
- 59% have more than 10 years of experience in the profession.



Titanium Partnership - \$90,000

(Limited to one sponsor)

Includes ICON 2022 & 75th Anniversary Celebration

SOLD

Platinum Sponsor - \$50,000

(Limited to one sponsor)

SOLD

- Company logo acknowledgment in Partner Directory, website, mobile app and on-site signage
- Full-Page ad in Partner Directory
- Push notification through ICON 2022 mobile app
- Six (6) complimentary full ICON 2022 registrations
- Breakout session speaking opportunity
- Distribution of promotional materials at registration desk
- One in-person exhibitor space in premier location, which includes:
 - Up to six (6) Exhibitor-only passes
 - Use of ICON 2022 attendee roster once before and once after event
- Reserved seating for all company attendees at all General Sessions
- Introduce and speak up to 3 minutes at the beginning of one keynote session
- PRSA will send an email on behalf of the sponsor to all PRSA members and prospects (over 32,000 practitioners in communications, public relations and marketing)

Diamond Sponsor - \$35,000

(Only three sponsorships left!)

- Company logo acknowledgment in Partner Directory, website, mobile app and on-site signage
- Full-page ad in Partner Directory
- Push notification through ICON 2022 mobile app
- Four (4) complimentary full ICON 2022 registrations
- Breakout session speaking opportunity
- Distribution of promotional materials at registration desk
- One in-person exhibitor space in premier location, which includes:
 - Up to four (4) Exhibitor-only passes
 - Use of ICON 2022 attendee roster once before and once after event

CUSTOM SPONSORSHIPS

ICON attendees 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.

Sapphire Streaming Sponsor - \$25,000

(Limited quantity available)

- Listing as an exclusive sponsor of one of our live streams
- Company logo acknowledgment in Partner Directory, website, mobile app and on-site signage
- Full-Page ad in Partner Directory
- Push notification through ICON 2022 mobile app
- Two (2) complimentary full ICON 2022 registrations
- One in-person exhibitor space in premier location, which includes:
 - Up to four (4) Exhibitor-only passes
 - Use of ICON 2022 attendee roster once before and once after event

Gold Sponsor - \$20,000

- Company logo acknowledgment in Partner Directory, website, mobile app and on-site signage
- Full-Page ad in Partner Directory
- Two (2) complimentary full ICON 2022 registrations
- Demo theater speaking opportunity
- One in-person exhibitor space in premier location, which also includes:
 - Up to four (4) Exhibitor-only passes
 - Use of ICON 2022 attendee roster once before and once after event

Silver Sponsor - \$15,000

- Company logo acknowledgment in Partner Directory, website, mobile app and on-site signage
- Full-Page ad in Partner Directory
- Two (2) complimentary full ICON 2021 registrations
- One exhibitor space, which also includes:
 - Up to two (2) Exhibitor-only passes
 - Use of ICON 2022 attendee roster once before and once after event

Bronze Sponsor - \$10,000

- Company logo acknowledgment in Partner Directory, website, mobile app and on-site signage
- Full-Page ad in Partner Directory
- One (1) complimentary full ICON 2021 registrations
- One exhibitor space, which also includes:
 - Up to two (2) Exhibitor-only passes
 - Use of ICON 2022 attendee roster once before and once after event

Turquoise Sponsor - \$7,000

- Company logo acknowledgment in Partner Directory, website, mobile app and on-site signage
- One exhibitor space, which also includes:
 - Up to two (2) Exhibitor-only passes
 - Use of ICON 2022 attendee roster once before and once after event

Grab 'n' Go Lunch – \$25,000

(Limited to two sponsors)

Be a crowd favorite by sponsoring one of the Conference lunches. Attendees will see your branding and promotional items letting them know that lunch was on you!

Snack & Food Break – \$20,000

(Limited quantity available)

Be the hero brand by providing a welcome snack break to busy attendees. Nothing creates good will toward a company like a protein bar, smoothie or other sweet treat waiting for a hungry professional.

Lanyards Sponsor – \$15,000

SOLD

Be the exclusive sponsor of your very own meeting room. Provide some refreshments and the opportunity for attendees to connect. **Restricted to sponsors/exhibitors*

ICON 2022 Bags – \$15,000

(Limited to one sponsor)

Be the exclusive provider of the ICON 2022 bags, with your branding, so when attendees gather information on site, they have a convenient way to carry everything, and they can thank you!

Coffee Break – \$10,000

(Limited to one per opportunity)

Treat attendees to a coffee or tea break and be remembered for your hospitality and support of ICON, and for helping to energize the profession.

Meeting/Networking Room* – \$5,000/Day

(Limited quantity available)

Be the exclusive sponsor of your very own meeting room. Provide some refreshments and the opportunity for attendees to connect. **Restricted to sponsors/exhibitors*

OPENING NIGHT 75th ANNIVERSARY RECEPTION

ICON 2022 will honor and celebrate the shaping of the communications and public relations profession over the past 75 years. Celebrate with us on opening night of ICON and sponsor.

Gold Partnership – \$15,000

(Limited to two sponsors)

- Signature logo presence at event
- Company logo acknowledgment on ICON 2022 website and mobile app
- Opportunity to address audience from stage for up to three minutes at Opening Night Reception
- Branded giveaway opportunity
- Post-ICON advertorial in PRSA's *Strategies & Tactics* publication
- Two (2) ICON 2022 attendee registrations
- One (1) in-person exhibitor space in premier location, which includes:
 - Up to four (4) exhibitor-only passes
 - Use of ICON 2022 attendee roster once before and once after event for direct marketing outreach

Silver Partnership – \$10,000

(Limited quantity available)

- Logo presence at event
- Company logo acknowledgment on ICON 2022 website and mobile app
- Branded giveaway opportunity
- One (1) ICON 2022 attendee registration
- On-stage recognition during Opening Night Reception
- One (1) in-person exhibitor space in premier location, which includes:
 - Up to four (4) exhibitor-only passes
 - Use of ICON 2022 attendee roster once before and once after event for direct marketing outreach

Bronze Partnership - \$5,000

- Logo presence at event
- Company logo acknowledgment on ICON 2022 website and mobile app
- One (1) ICON 2022 registration

Supporting Sponsor - \$750

- Company listing at Opening Night Reception
- Company acknowledgment on ICON 2022 website and mobile app





75th ANNIVERSARY

From January 2022 to January 2023, PRSA will honor and celebrate the shaping of the communications and public relations profession over the past 75 years. PRSA will recognize the contributions of the organization, the profession, and past, current and future generations of practitioners.

PRSA's 75th anniversary activities will highlight the importance of ensuring the industry is diverse, equitable and inclusive, and will demonstrate the need for the active embrace of industry-changing innovations.

PARTNERS MOVING PRSA AND THE PROFESSION FORWARD

The PRSA 75th Anniversary celebration expands opportunities for strategic partnerships that will raise the stature of the communications and public relations profession worldwide.

Join us as we highlight the critical importance of ethical public relations and communications in the functioning of a civil society and commemorate the leadership that PRSA has demonstrated in this space.

SOLD Titanium Partnership \$90,000 *(Limited to one sponsor)*

Includes ICON 2022 & 75th Anniversary Celebration

SOLD Presenting Sponsor \$30,000

SOLD D&I Membership "Named" Scholarship Program \$20,000

Book Sponsor – \$15,000 **SOLD**

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. This commemorative volume will consist of several features including the top 25 defining public relations moments of the last 75 years. This historical anthology will be published by PRSA. It also will feature a high-level historical overview of PRSA from its inception to 2021. The book will be available in an electronic version as well.

- Sponsor recognition on Jan. 17, 2023 virtual "PRSA Day in America" (and related media)
- Visibility on the 75th anniversary website
- Complimentary booth placement in ICON 2022, to be held Nov. 13-15 in Dallas/Ft. Worth area
- Recognition on PRSA & PRSSA website donor lists

Business Page Sponsor – \$5,000

- Company logo recognition on the 75th anniversary website
- Company logo recognition in the ICON 2022 75th Anniversary Celebration
- Company logo on PRSA & PRSSA websites, with links to company website
- Half-page ad in one edition of the national PRSA *Strategies & Tactics* magazine in 2022
- Half-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, to be held Nov. 13-15, 2022 in Dallas/Ft. Worth area

Sponsor a Student – \$75

Sponsor a student or student(s) membership in PRSSA for one year.

Sponsor a Faculty Adviser – \$275

Sponsor a PRSSA Faculty Adviser membership in PRSA for one year.

6,500+
members

377
total Chapters

The Public Relations Student Society of America (PRSSA) is made up of 6,500+ students and advisers organized into 377 Chapters in the United States, Argentina, Colombia and Peru. We have a rich history of support from our parent organization, the Public Relations Society of America (PRSA), which offers professional development, networking opportunities and industry news. We are headquartered in New York City and are led by a National Committee of PRSSA and PRSA members.

The PRSSA mission is to provide exceptional service to our members by enhancing their education, broadening their professional network and helping launch their careers after graduation.

STUDENTS ARE YOUR
FUTURE BUYERS AND
TOP COMMUNICATORS
OF TOMORROW.

The Bateman Case Study Competition - \$35,000

(Maximum one client and up to two sponsors)

The Bateman Case Study Competition is PRSSA's premier national case study competition for public relations/communications students, giving participants the opportunity to apply their classroom education and internship experiences to create and implement a full public relations campaign. The Competition is announced in July. Typically about 75 teams participate.

Ask Me Anything - \$1,500

These open forums conversations allow communications students to ask their career questions, inquire about day-to-day operations, work-life balance and more.

PRSSA Career Development Exhibition - \$5,000

(Limited to four)

Sponsor the extremely popular virtual career expo and build your brand recognition while supporting an important D&I initiative. Day One will focus on the HBCU/HSI students; Day Two includes all students.

Keynote Address - \$5,000

(Limited to three)

Position your organization as the premier sponsor of one of ICON's highly visible keynote addresses. Powerful and purposeful presentations from leaders and role models in the profession make this a winning opportunity for your brand.

PRSSA Opening Night Social - \$4,000

(Limited to three)

Showcase your company and brand on opening night as the sponsor of the premier social event for PRSSA students, educators and their supporters.

Special Session - \$3,500

(Limited to one)

Provides knowledge from an experienced professional.

PRSSA Opening Night Social Photo Booth - \$2,500

(Limited to one)

Place your brand on one of the most popular and engaging elements of the PRSSA opening night events. Make sure your brand is part of the memories and the fun happening in the photo booth!

Professional Development Session - \$2,500

(Limited to two per session)

Provide relevant career information to help students develop their professional skills and knowledge and present your brand as an important partner.

Recruit today's top PR, communications and marketing professionals. The PRSA Jobcenter is the premier resource for those professionals looking to secure opportunities within a variety of industries. Building a comprehensive recruitment plan and generating job exposure has never been easier.

EMPLOYER BENEFITS

Employers can quickly connect with thousands of highly engaged PR, communications and marketing professionals through same day job postings on PRSA Jobcenter or the Marketing Job Board Network.

- Quick and easy account registration, management and job posting.
- Unlimited access to thousands of resumes.
- Detailed company profile and logo upload capabilities.
- Multiple ways to get open positions in front of PR, communications and marketing professionals.

73K+
Avg. job views/
month

51K+
Avg. pageviews/
month

Featured and upgraded job postings are included in social media. In addition, all packages come with unlimited access to the resume bank for 30 days.

Talent Meets Opportunity

Place your job advertisements where highly qualified PR, communications and marketing professionals search for open positions - the PRSA Jobcenter. Reach job seekers by utilizing the following multi-channel approach:



Job Posting Rates

BASIC POSTINGS

30-Day Posting + Unlimited Resume Access \$259 members \$359 nonmember

ACADEMIC POSTINGS

Internship Free for members \$119 nonmembers
Educational Institutions (30 days) \$179
Educational Institutions (60 days) \$299

MARKETING NETWORK POSTINGS

This product bundle gets you a single job posting on this job site along with secondary exposure on all sites within the network.

Single Job Posting + Marketing Job Board Network \$709 members \$809 nonmembers

Job Posting Packages

JOBFLASH™ PACKAGE

\$299 members
\$399 nonmembers

- Single 30-Day job posting
- Job emailed to over 50,000+ job seekers

PREMIUM JOBFLASH™ PACKAGE

\$399 members
\$499 nonmembers

- Job emailed to over 50,000+ job seekers
- Premium 30-Day job posting
- Job stays near top of list on job board
- Job highlighted on job board
- Job included in PRSA's e-newsletters to over 30,000

ULTIMATE RECRUITMENT PACKAGE

\$499 members
\$599 nonmembers

- TalentBoost Upgrade, which distribute your job to a network of 1,000+ national, niche and local job boards
- Job emailed to over 50,000+ job seekers
- Premium 30-Day job posting
- Job stays near top of list on job board
- Job highlighted on job board
- Job included in PRSA's e-newsletter to over 30,000

Posting Credit Packages

3-Pack of 30-Day Postings, Included in PRSA's e-newsletters \$600 members \$900 nonmembers

5-Pack of 30-Day Postings, Included in PRSA's e-newsletters \$900 members \$1,300 nonmembers

Website & JobFlash™ Email Banner Ads

Career Center Homepage - Banner Ad 30-Day run time; 250 x 250px or 728 x 90px \$499 members / \$599 nonmembers

JobFlash™ Email - Banner Ad \$1,499

PROFESSIONAL INTEREST SECTIONS

Several of PRSA's Professional Interest Sections hold annual conferences that are open to both Section members and nonmembers. These highly regarded events offer additional, targeted opportunities to reach professional communicators in several specialized market sectors.

Sections sponsorships specifically range in price from approximately \$2K to \$10K.

The following have Section Conferences have been completed for 2022:

Employee Communications Connect22 Conference Leaning Into Leadership | Nashville, Tenn.

Counselors Academy Conference Changing With the Times: Your Agency's Evolution | Scottsdale, Ariz.

Travel and Tourism Conference Creative by Nature. Inspired by Travel. | Spokane, Wash.

Public Affairs & Government Summit Called to Serve | St. Louis, MO

Corporate Communications Conference Mastering Your Voice: Lead Your Organization & Self | Nashville, Tenn.

UPCOMING CONFERENCES

For 2022, the following Section conferences have been announced:

Counselors to Higher Education Senior Summit Reflecting on the Past. Reframing the Future.

Aug. 10-11 | HYBRID Virtual & In-Person | Washington, D.C.

Reach communications leaders who represent colleges and universities at the Counselors to Higher Education Senior Summit.

New Professionals Virtual Summit Leaders of Tomorrow

Sept. 22, 2022 | 4-7 EDT | VIRTUAL

Connect with the future leaders and entrepreneurs working in America's most innovative industries and creating a whole new PR profession. PRSA's New Professionals are today's engine and tomorrow's leaders with serious influence who know how to use their voices!

Independent Practitioners Alliance VirtuCon The Business of the Business

Sept. 28, 2022 | Noon - 4:30 p.m. | VIRTUAL

Explore "the business of the business" - work ON the business instead of IN it. Hear first hand from experts who can answer your questions and allay your fears about running your own indie practice.

Educators Academy Summit

Nov. 12, 2022 | Gaylord Opryland Resort & Convention Center | Nashville, Tenn.

What are the latest research and trends in public relations? Learn about what's "hot" in public relations learning and in the field from both academics and professionals. Co-located with ICON 2022.

Health Academy Conference

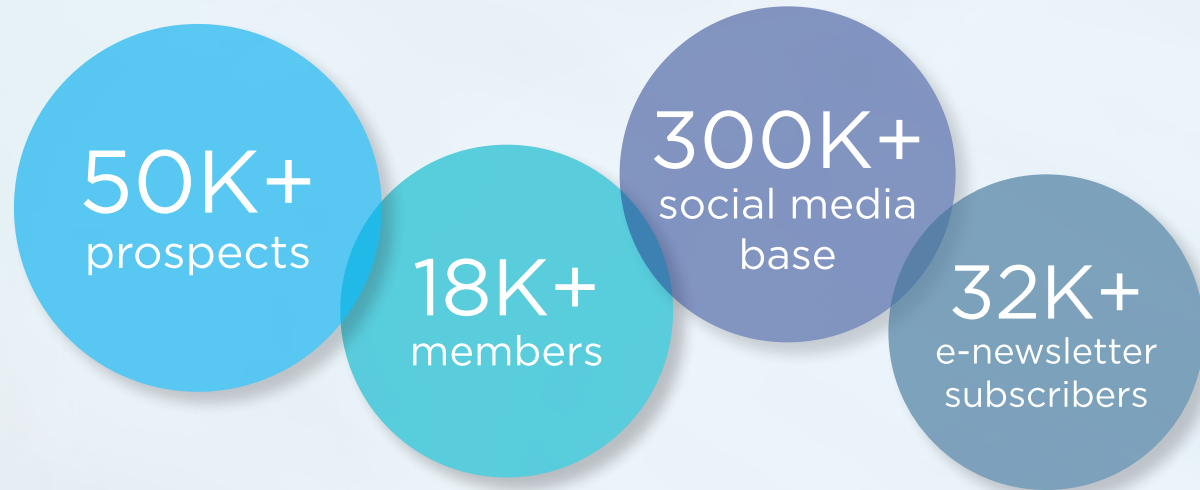
Nov. 12-13, 2022 | Gaylord Opryland Resort & Convention Center | Nashville, Tenn.

This year, the Health Academy Conference is conveniently being co-located with ICON 2022.

UNIVERSITY PARTNERSHIPS

University partnerships range from a starting price of \$5,000 for a small media investment to \$50,000 for full use of all PRSA media initiatives. Prices may vary based on frequency of usage for each type of outreach.

PRSA MEDIA INITIATIVES REACH:



Partner Benefits

- Position the faculty as thought leaders among industry leaders
- Increase awareness among prospective students, ranging from active professionals to PRSSA students
- Tap into the strength of PRSA's network through our website, email, e-newsletters, events and print collateral
- Create and implement joint research initiatives
- Help the profession and validate as a social science
- Find a forum for university white papers
- Showcase the success of alumni

Customized Emails

PRSA will send our an email customized with your content to its members and prospects. Including your relevant content such as e-books may result in greater clickthroughs. Customized emails are available to partnerships of \$10,000 or greater.

PRSA PUBLICATIONS

Strategies & Tactics

Strategies & Tactics is PRSA's award-winning print publication featuring hands-on, how-to articles and magazine-style pieces in a multifaceted visual package. Published 10 times a year — and also appearing in a digital format — it covers everything from crisis communications and employee communications to social media and reputation management.

FULL-PAGE ADS

Specs: 10"x14"; No Bleeds; CMYK; PDF format

\$5,000

HALF-PAGE ADS

Specs: 10"x7"; No Bleeds; CMYK; PDF format

\$3,000

ADVERTORIAL

Specs: 10"x3"; No Bleeds; CMYK; PDF format
May include 250 words of content

\$3,500

BUNDLED STRATEGIES & TACTICS PACKAGE

Full-page print ad and 30-day website banner (300x250px)

\$6,000



Issues & Trends

Issues & Trends is PRSA's daily e-newsletter that helps you stay up-to-date with the latest news, information and best practices for communicators.

Let us help you find a plan that works for you! Price ranges from \$750-\$1,200 depending on number of weeks of sponsorship.



2022

ANVIL AWARDS CEREMONY

MAY 19
EDISON BALLROOM, NYC

For over 75 years, the Anvils have been considered the icon of the profession and the benchmark of high performance in public relations. Silver Anvil Awards celebrate the best strategic public relations campaigns of the year, as well as outstanding organizational excellence. Bronze Anvil Awards recognize outstanding public relations tactics that contribute to the success of overall programs or campaigns. Align yourself with excellence.

Platinum Level – \$20,000

(Limited quantity available)

- Sponsor and announce a category winner at the ceremony
- Reserved table of 10 in a premier location
- Acknowledgment on website, any printed materials and on video screens

Gold Level – \$15,000

(Limited quantity available)

- Sponsor and announce a category winner at the ceremony
- Acknowledgment on website, any printed materials and on video screens

Silver Level – \$10,000

- Two complimentary tickets to the ceremony
- Acknowledgment on website, any printed materials and on video screens

Bronze Level – \$5,000

- Acknowledgment on website, any printed materials and on video screens



For more information, contact the PRSA Sponsorship Department:

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