

❖ PRSA Membership, Sponsorship, Advertisement & Partner Opportunities

CATEGORY / ITEM	INVESTMENT	☒ Must Have	☐ ? Need More Info	☐ Not for Me
ICON 2026 – Orlando, FL (Oct 2026)		☐	☐	☐
Premier (unique spotlight) 🔥	Custom	☐	☐	☐
Diamond (champion)	\$40,000	☐	☐	☐
Gold (guardian)	\$30,000	☐	☐	☐
Silver (value)	\$20,000	☐	☐	☐
Bronze (industry)	\$10,000	☐	☐	☐
New - Virtual Sponsor (ace)	\$5,000	☐	☐	☐
DEI Celebration Reception (exclusive)	\$10k - \$15k	☐	☐	☐
Lanyards, Wi-Fi Lounge, Photo/influencers Booth	\$5k - \$15k	☐	☐	☐
Conference Bags / Registration desk	\$5k - \$15k	☐	☐	☐
Coffee / Snack Break	\$10,000	☐	☐	☐
Meeting Room	\$5,000/day	☐	☐	☐
PRSSA at ICON (Student Programs)				
Breakfast or Lunch	\$7,500	☐	☐	☐
Keynote Sponsor or Opening Social	\$6,000	☐	☐	☐
Smoothie Break	\$5,000	☐	☐	☐
Ask Me Anything Forum	\$2,500	☐	☐	☐
Breakout Sessions	\$4,000			
Bateman Case Study Competition (<i>super visibility</i>)	\$40,000	☐	☐	☐
PRSA Professional Development (CEU granted)				
PD Certificate Programs	\$7,500	☐	☐	☐
PD Workshops/Storytellers Series/Diverse Dialogues	\$5k/6k/3k	☐	☐	☐
New - PRSA Demo Days	\$5k or \$4kx4	☐	☐	☐
New - AI Pulse: Monthly (1) Briefing (m./qtr./annual)	\$3k++	☐	☐	☐
PRSA Program Sponsorship				
Influencer Series – Quarterly Program, Mis/Dis, AI, Speech	\$15,000	☐	☐	☐
FutureCon May 2026 – Future trends, products and issues	\$10,000	☐	☐	☐
PRSA Awards Programs				
Anvil Awards – Premier 🔥	Custom	☐	☐	☐
Anvil Awards – Gold/Silver/Bronze	\$15k/10k/5k	☐	☐	☐
Top Women in Communications, August 26	\$15,000	☐	☐	☐
Emerging Professionals Awards, October 26	\$10,000	☐	☐	☐
PRSA 2026 Professional Section Conferences				
Counselors to Higher Ed – Atlanta, GA, Mar 9-11, est. 140	\$5,000–\$15,000	☐	☐	☐
Counselors Academy – Carlsbad, CA, Apr 13-15, est. 120	\$5,000–\$15,000	☐	☐	☐

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Travel & Tourism – Albuquerque, NM, Jun 7-10, est. 250	\$5,000–\$15,000	☐	☐	☐
Public Affairs & Gov’t – Cincinnati, OH, Jun 24-26, est. 120	\$5,000–\$15,000	☐	☐	☐
Health Academy & Life Sciences – at ICON 2026, est. 90	\$5,000–\$15,000	☐	☐	☐
Educators Academy – at ICON 2026, est. 80	\$5,000–\$15,000	☐	☐	☐
Association / Non-Profit – at ICON 2026, est. 75	\$5,000–\$15,000	☐	☐	☐
<u>PRSA Chapter and District Events</u>		custom rates		
New - Specific Chapter or Chapter Event Sponsorship	TBD	☐	☐	☐
New - Region of Chapters or Regional Event Sponsorship	TBD	☐	☐	☐
<u>PRSA Digital Advertising Opportunities</u>		custom rates		
Strategies & Tactics (Digital Magazine)	TBD	☐	☐	☐
E-newsletters (Issues & Trends, Weekly, Recap)	TBD	☐	☐	☐
Sponsored Email	TBD	☐	☐	☐
PRSA.org Ads / Digital Ad Retargeting	TBD	☐	☐	☐
Social Media (Sponsored posts)	TBD	☐	☐	☐
<u>PRSA Memberships</u>				
Individual Membership (online, int’l, influence/contr.)	~\$300	☐	☐	☐
Group Membership (groups of individual memberships)	up to 25% off	☐	☐	☐
New - Organizational Membership	custom	☐	☐	☐
New - Sponsorship of PRSA Membership Drive (match)	custom	☐	☐	☐
<u>PRSA Channel, Value, Industry Partner</u>		custom (annual, bundled, or exclusive)		
PRSA Channel Partner (competitor, value add)		☐	☐	☐
PRSA Value Partner (vendors)		☐	☐	☐
PRSA Industry Partner (PR, comms, social media)		☐	☐	☐

PRSA ENGAGEMENT HISTORY

Has your organization partnered with PRSA before? ☐ Yes ☐ No
 If yes, in what capacity? ☐ Partner ☐ Sponsor ☐ Advertiser ☐ Member
 How many years have you partnered with PRSA? _____
 How many times have you attended ICON? _____
 Additional comments / interests: _____

NEXT STEPS

- ☐ Please contact me to schedule a follow-up discussion
- ☐ Please send more detailed information on items marked “Need More Info”

YOUR CONTACT INFORMATION:

Name: _____ Title: _____ Organization: _____

Date: _____ Phone: _____ Email: _____

PLEASE DOWNLOAD THE COMPLETED FORM AND EMAIL TO: ABOUCHE@PRSA.ORG