



PARTNERSHIP CATALOG

2026

PRSA Membership, Partnership,
Sponsorship & Advertising Opportunities

CONTACT

sales@prsa.org
120 Wall Street, 21st Floor, New York, NY 10005



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- Local Touch and Global Industry Reach
- Nationwide Media Coverage
- Social Media Immersion
- Innovative Approaches
- Professional Insights and Development
- Personal Recognition at Every Career Step
- Hire Your Best Talent

About PRSA



Founding/Charter: Agreement formed in 1947; U.S. charter granted Feb. 4, 1948.

Headquarters: 120 Wall Street, 21st Floor, New York, NY 10005

[PRSA](#) is the largest professional organization in the U.S. serving the communications community. Reach professionals at every career stage across public relations, internal/external communications, public affairs, marketing communications, and more. PRSA members are leaders and influencers across communications disciplines.

INTERNATIONAL PRESENCE

- In 2024, PRSA was named Global Public Relations Association of the Year by the Global Alliance for Public Relations and Communication
- PRSSA student chapters in Argentina, Colombia, Mexico, and Peru

STRUCTURE & REACH

Membership	Current: 25K (professionals and students); Historical: 18–31K
Credentials	Over 3,900 APR holders
Local Professional Chapters	Over 100 US chapters, in 10 US Districts
Student Chapters (PRSSA)	Over 300 (US and Latin America)
Professional Sections	13 sector-specific sections



PRSA At-a-Glance

PRSA PROFESSIONAL DEVELOPMENT, PRODUCTS AND SERVICES

Events & Conferences

- **ICON & PRSSA ICON:** Annual flagship conferences (~2,000+ attendees)
- **PRSSA Bateman Case Study Competition:** Connect with future leaders
- **Section Conferences:** Sector-specific events (e.g., health care, travel & tourism)
- **Anvil Awards:** The “Oscars” of the communications profession
- **Strategies & Tactics Women of Impact Awards**
- Emerging Professionals Awards
- PRSA District Conferences and Local Chapter Meetings
- FutureCon Conference
- Influencer Series

PRSA Professional Credentialing Program

- **APR (Accredited in Public Relations):** 3900+ credentialed professionals
- **APR+M:** For military public affairs and communication professionals
- **Certificate in Principles of PR:** For college seniors, juniors, and recent graduates

Professional Development Products and Services

- PRSA-branded certificate programs: 20+ on-demand, 4–5 new live programs each year (covering AI, strategic, internal and crisis comms, public affairs, etc.)
- PD Workshops and Webinars
- PRSA Diverse Dialogue Series
- PRSA Storyteller Series
- PRSA Demo Days
- PRSA AI Pulse Monthly Briefing

PUBLICATIONS

- *Strategies & Tactics:* Digital Flagship Magazine
- E-newsletters: *Issues & Trends* / *The Weekly*
- *PRsay:* Blog

Partners, Collaborations & Industry Associations

Latest examples: Edelman, Ketchum, Zeno Group, Padilla, Cone Health, The Bliss Group, Launch, PRophet, Cision, V2 Communications, Autodesk, Home Depot and many more...



PARTNERSHIP PROGRAM

PRSA partnerships connect industry leaders, agencies, and solution providers with the world's largest community of communications professionals. Each partnership category provides year-round visibility, strategic engagement, and meaningful access to PRSA's leadership, members, and programs. It is very important to become an official PRSA partner to engage fully and transparently with our community. Choosing one of the two partner categories—Industry or Affiliate Partner—ensures clarity, visibility, and a clear framework for accessing sponsorship, advertising, membership, and other high-value opportunities across PRSA.

Partnership Program Overview

BENEFIT	INDUSTRY PARTNER	AFFILIATE PARTNER
Senior exec participation in PRSA Industry Partner Advisory Council	✓	—
Custom PD & certification (year-round, discounted)	✓	—
Exclusive annual meeting with PRSA Board of Directors	✓	—
Meeting with a PRSA Section Board (select 1 of 14)	✓	—
On-stage recognition at ICON	✓	—
Block of 5+ PRSA memberships	✓	✓
Featured placement on PRSA Partner Webpage	✓	✓
Annual announcement in PRSA email newsletter and social media	✓	Eligible (no discount)
Discount on PRSA engagement (up to 20%)	High / Enterprise-wide	Moderate / Limited

PRSA INDUSTRY PARTNER

- **Who it's for:** PR and communications agencies, social media, corporate communications and marketing departments, and organizations across business, nonprofit, government, and SMB sectors worldwide. It also includes industry solution providers serving the communications and PR industry, including technology, data, analytics, marketing, and integrated communications companies.
- **Overview:** Year-round, auto-renewable, enterprise-level partnership offering comprehensive engagement across PRSA's governance, membership, programs and platforms. Maximizes visibility, influence and impact.

- **Key Benefits:**

- » **Participation of a senior executive in the PRSA Industry Partner Advisory Council** (meets 2–4 times annually): connect with fellow partner executives, discuss industry trends and opportunities, advise PRSA on events, products, services, and content and showcase your company.
- » **Choose PRSA as your year-round in-house PD provider** (custom discount) to design and deliver customized training and certifications—tailored to your needs, delivered on your schedule, custom priced and packaged, and significantly discounted through your PRSA partnership.
- » **Exclusive annual meeting with the PRSA Board of Directors.**
 - A 30-minute, agenda-scheduled executive-level meeting with the PRSA Board of Directors. The partner may propose an agenda item, subject to PRSA's review and approval.
- » **Exclusive meeting with one of the PRSA Section's Executive Committee** (select: 1 of 13 sections).
- » **On-stage** recognition at ICON.
- » **Block of 5+ PRSA memberships** for your team (included).
- » **Featured placement** on the new PRSA Partner Webpage.
- » **Annual partnership announcement** in PRSA's emailed newsletter.
 - Distributed to PRSA's Member email list.
 - Scheduled within PRSA's Weekly newsletter.
- » **One Dedicated Social Media Post Annually**
 - Distributed across PRSA's primary channels (LinkedIn, X, Facebook, Instagram).
 - Scheduled within PRSA's editorial calendar for optimal visibility.

20%

Discount on all PRSA engagement opportunities
including events, professional development, advertising, media, Sections, etc.

PRSA AFFILIATE PARTNER

- **Who it's for:** Organizations wishing to support PRSA's mission and engage at a lighter level with sponsorship, advertisement and promotional activities.
- **Overview:** Limited visibility, lower to moderate investment partnership with core access and recognition opportunities.

- **Key Benefits:**

- » **Block of 5+ PRSA memberships.**
- » **Listing** on the PRSA Partner Webpage.
- » **Annual partnership announcement** in PRSA's emailed newsletter.
 - Distributed to PRSA's Member email list
 - Scheduled within PRSA's Weekly newsletter
- » **1 Group Affiliate Social Media Feature Annually**
 - Inclusion in a curated, multi-partner social media post across PRSA channels
 - Logo placement and brand visibility alongside other PRSA partners
 - Scheduled within PRSA's editorial calendar
- » Eligibility for **additional PRSA engagement opportunities**, including events, professional development, advertising, media, Sections, and Chapters.



PRSA Memberships

GROUP DISCOUNT

Info: [Group Benefits](#)

- Discounts: 5% –25%+ based on size
- Minimum 5 employees
- No initiation or reinstatement fees
- Dedicated account manager
- One annual invoice
- Simplified renewal process
- Memberships transferable
- 10% off ICON registration
- Customizable for team size and needs

Contact: groupmembership@prsa.org

INDIVIDUAL MEMBERSHIP

Cost: ~\$300

Info: [Member Benefits](#)

Contact: membership@prsa.org





Dates: Oct. 18–20, 2026 | **Location:** Orlando World Center Marriott

Overview: Largest gathering of PR and communications professionals and students. Branding and engagement opportunities for key decision-makers.

Sponsorship Opportunities:

- Feature organization with general session speakers
- Deliver professional development sessions
- Networking with CCOs, CMOs, agency owners, independent practitioners, and communications executives
- Elevate brand and increase awareness
- Meet customers, gain leads, cultivate relationships
- Connect via conference mobile app
- Provide programming for undergraduate and graduate communications students

Conference App: Whova – upload handouts, videos, interact, collect/export leads, participate in Exhibitor Passport Contest

Metrics (ICON 2025):

- 9,289 Messages | 2113 Attendees | 209 Speakers | 164 Community Posts

Info: prsa.org/icon

ICON 2026 SPONSORSHIP PACKAGES (CUSTOMIZABLE)

PACKAGE	COST	HIGHLIGHTS
Premier	Custom	Full/exhibit registrations, breakout session, keynote intro, 10'x20' or 10'x10' booth, push notifications, use of attendee roster, sponsored email, reserved seating, full-page Partner Directory ad, logo acknowledgment, full registrations and more
Diamond	\$40,000	
Gold	\$30,000	
Silver	\$20,000	
Bronze	\$10,000	
Virtual	\$5,000	

Optional and Additional Opportunities:

- Reserved seating and on main stage intro
- One hour presentation opportunity/breakout session(s)
- Opportunity to scan, save, retrieve and export leads through the ICON mobile app
- Opportunity to participate in PRSA ICON Exhibitor Passport Contest
- Opportunity to provide promotional materials to attendees
- Push notification through ICON Whova mobile app
- PRSA dedicated emails on Sponsor's behalf to the opted-in ICON attendees (before/after)
- Company logo acknowledgment:
 - » Partner Directory,
 - » PRSA website,
 - » Whova mobile app and
 - » ICON on-site signage
- Full-page ad in Partner Directory
- Full ICON registrations (value at \$2,245 for each registration)
- **DEI Reception Sponsor** – \$10,000–15,000 (customized; remarks, 2 ICON registrations, logo acknowledgment, full-page ad)
- **Photo/Influencer Booth** – \$18,000 (headshots, CSV of participants)
- **ICON Bags** – \$15,000
- **ICON Lanyards** – \$15,000
- **Opening Night Reception** – \$15,000 (remarks, signage, branded napkins)
- **Snack & Coffee Breaks** – \$10,000 each
- **Meeting/Networking Room** – \$5,000/day
- **Speaking Opportunity & Custom Sponsorships:** Inquire
- ***New and Unique in 2026 – The Leadership Assembly**
 - » PRSA's annual business meeting is held each fall before or at ICON
 - » 180 to 300 PRSA and Industry Leaders



PRSA Professional Development

PRSA provides extensive professional development programs for communications professionals, including live workshops, certificate programs, and on-demand webinars. Options are available for all career stages, both in-person and online.

View all of our professional development offerings at prsa.org/pd.

PRSA CERTIFICATE PROGRAMS – ~\$7,500

- Designed to equip communicators with best practices and resources for a rapidly evolving marketplace
- Live and on-demand options available
- Choose individual modules or entire courses
- Explore programs tailored to your career needs



Employee Impact: 86% globally agree certifying skills improve career trajectory
(Source: ETS-Harris Poll, 2025)

Popular Topics in 2025 (available on-demand):

- Crisis Comms Certificate Program
- Strategic Comms Certificate Program
- Driving Change Through Internal Comms Certificate Program
- AI Certificate Program

Scheduled for 2026:

- Digital Marketing Comms – February
- Internal Comms – March
- Crisis Comms – May
- AI Certificate Program – June
- Influencer Marketing – TBD

PD WORKSHOPS AND WEBINARS – ~\$5,000

- Virtual and in-person programs for networking, learning, and deep dives into key topics
- Most popular webinar topics: Future Trends, Writing, Storytelling, AI

Webinars Scheduled for 2026:

- Future Watch 2026 – January
- AI Pulse: Monthly Briefings

Workshops Scheduled for 2026:

- SEO/GEO – February
- AI Workshop – April

PRSA Storytellers Series Webinars – \$6,000

- Engaging conversations on timely topics, emerging issues, developments in communications, and professional insights

Diverse Dialogues Series – \$5,000

- Leaders and experts share insights and best practices on Diversity, Equity & Inclusion
- Members gain resources to drive foundational changes in organizations

PRSA Demo Days – \$5,000 each or \$4,000 x 4 (New)

- Only 12 per year available
- Exclusive online series to showcase platforms, programs, products, or services
- 20–25 min. demo + 10 min. Q&A
- Offered virtually via Zoom

AI Pulse: Monthly Briefing – \$3,000 (New)

- Timely insights on AI trends, tools, and developments for PR professionals
- Second Monday of each month, 1–2 p.m. ET
- Members: Full Series \$350, Monthly \$40
- Nonmembers: Full Series \$550, Monthly \$60

PRSA PD PROGRAM SPONSORSHIPS

Influencer Series – \$15,000

- Quarterly: in-person roundtable, pre-event research, multimedia playbook, press release, co-branding, C-suite networking

FutureCon Conference – \$10,000

ONLY one to two sponsors

- **Date:** May 14, 2026 | **Location:** South Edison Ballroom, NYC
- **Anticipated Attendees:** 100+
- **Themes:** Insights on future trends; AI and disinformation; designed for executives, C-suite, management-level communicators, with an emphasis on AI
- **Offering:**
 - » Approximately six or seven sessions, including a keynote address
 - » Breakfast and lunch

View 2025 FutureCon at prsa.org/past-events.

Strategies & Tactics Women of Impact Awards – 15,000

- **Date:** Aug. 26, 2026 | **Location:** Chicago
- Celebrating extraordinary women whose leadership, results, and integrity elevate the communications profession.



PRSA Professional Interest Sections

- 8,000+ Members specific to sections
- **Top roles:** VP, President/CEO/ED, Director, Associate/Specialist, Manager, Educator/Professor, Consultant
- Learn more about each Professional Interest Section at prsa.org/sections.

SECTION	MEMBERS	EVENTS	NEWSLETTER
Public Affairs & Government	1,224	1	Yes
Corporate Communications	1,081	–	Yes
New Professionals	928	–	Yes
Association/Nonprofit	796	1	Yes
Health & Life Sciences	685	1	Yes
Counselors to Higher Education	629	1	Yes
Travel & Tourism	601	1	Yes
Employee Communications	507	–	Yes
Independent Practitioners Alliance	300	1	Yes
Educators Academy	291	1	Yes
Counselors Academy	269	1	Yes
Technology	237	–	Yes
Entertainment & Sports	94	–	Yes

2026 SECTION CONFERENCES SPONSORSHIPS: \$3,000–\$15,000

- **Counselors to Higher Education:** Mar 9–11 | Atlanta, GA (140 attendees)
- **Counselors Academy (Boutique Agencies):** Apr 13–15 | Carlsbad, CA (120 attendees)
- **Travel & Tourism:** June 7–10 | Albuquerque, NM (250 attendees)
- **Public Affairs & Government:** June 24–26 | Cincinnati, OH (120 attendees)
- **Independent Practitioners Alliance (IPA):** Sept. 23 | Virtual (80 attendees)
- **Co-located at ICON 2026, Oct. 17–20 | Orlando, FL:**
 - » **Health & Life Sciences** (90)
 - » **Educators Academy** (80)
 - » **Association & Nonprofit** (75)

View all upcoming conferences at prsa.org/conferences.



PRSSA: Students @ PRSA

Students: 6,000+ | **Chapters:** 380+

Mission: Enhance education, broaden networks, launch careers.

Info: prssa.org



STUDENTS AT ICON 2026

Dates: Oct. 17–20, 2026 | **Location:** Orlando, FL

Mission: Enhance education, broaden networks, launch careers

Sponsorship Opportunities:

- Saturday Breakfast – \$7,500
- Sunday Breakfast – \$7,500
- Leaders Recognition Lunch – \$7,500
- Keynote Address – \$6,000
- Opening Night Social – \$6,000
- Smoothie Break – \$5,000
- Special Session – \$4,500
- Professional Development Session – \$3,500
- Virtual Career/Internship Fair – \$5,000
- Ask Me Anything Forum – \$2,500

PRSSA ANNUAL SPONSORSHIP OPPORTUNITIES

- Bateman Case Study Competition – \$40,000
 - » 50+ Student teams develop PR campaigns for clients
 - » Sponsor benefits: local/nationwide media coverage, social media engagement, professional advisement, talent recruitment
 - » Logo acknowledgment: PRSSA website, event materials, emails, newsletters, banner placement in PRSSA e-newsletter



PRSA Awards



PRSA ANVIL AWARDS

Celebrating excellence in PR campaigns.

- **Date:** May 14, 2026 | **Location:** Edison Ballroom, NYC
- 350+ Attendees, 700+ entries
- **Info:** prsa.org/anvil-awards.

Sponsorship Levels:

- Premier – \$ Custom
- Gold – \$15,000
- Silver – \$10,000
- Bronze – \$5,000
- Supporting – \$1,500

OTHER AWARDS

Strategies & Tactics Women of Impact Awards
–\$15,000

- Date: August 26

Emerging Professionals Awards – \$10,000

- Date: Oct. 26



PRSA Chapters & Districts Events



New – Chapter or Chapter Event Sponsorship: *Inquire within PRSA Chapters & Districts*

Benefits:

- Build your network with local PR professionals
- Stay informed via exclusive events, workshops, networking
- Lead & give back through board or committee roles
- **107 Professional Chapters**
- **10 PRSA Membership Districts:** East Central, Mid-Atlantic, Midwest, North Pacific, Northeast, Southeast, Southwest, Sunshine, Tri-State, Western (custom rates; inquire)
 - » **2026 PRSA Western District Conference**
February 2–4 | Balboa Bay Club, Newport Beach, CA
Info: prsawesterndistrict.org/conference
 - » **2026 PRSA Midwest District Conference**
June 24–26 | Minneapolis, Minnesota
Info: prsamdc.org/2026-district-conference
 - » **2026 PRSA Northeast District Conference**
September 24 | Bentley University, Waltham, MA
Info: prsanortheast.org/prxne-conference

View all Chapters and Districts at prsa.org/get-involved/chapters-districts.



PRSA Sponsored Emails/E-Blasts

- Targeted e-blasts for PRSA members and industry
- \$3,500 each, scheduled within PRSA's email calendar and limited based on availability and audience considerations

- Email lists:
 - » **PRSA/PRSSA Members + Industry + Sections Opted in to Third Party: 39K+**
 - » **PRSSA Students – Opt into Third Party: 6K+**
 - » **Active PRSA Members – Opt into Third Party: 11K+**
 - » **All Active Section Members Opt into Third-Party: 4K+**
 - » **PRSA Professional Sections: 50–800+**

36%

Average Open Rate

- **Submission:**
 - » HTML file, hosted images, hyperlinks; width 600–650px
 - » Materials due three weeks prior



PRSA Social Media & Digital Advertising

- *Strategies & Tactics*: digital magazine with hyperlinked ad units and sponsor content
- *Issues & Trends*: daily e-newsletter to 20,000; 36% open rate
- [PRSA.org](https://prsa.org) Website: online visibility
- Social Media: PRSA channels (Facebook, Instagram, LinkedIn, X)
- Inside PRSA (every Monday) sent to four social channels
- Districts & Sections Scoop (every Friday) to four social channels
- Sponsored Retargeting: digital campaigns

Performance Data Overview

Media	Type	Audience Size & Engagement	Ad Options
<i>Strategies & Tactics</i>	Digital Magazine	Distribution: 21K; average open rate: ~40%	Hyperlinked ad units within issues; clickable sponsor content with logo and copy
<i>Issues & Trends</i>	E-Newsletter	Distribution: 20K; average open rate: 36%	Top banner: 600x150; middle square: 250x250; middle rectangle: 500x250
<i>The Weekly</i>	E-newsletter	Distribution: 32K; average open rate: 40%	Top banner: 600x150; bottom banner: 600x150
Ads on prsa.org	Website ads	Ave monthly visitors: 60K; CTR: >1% (based on past placements, not guaranteed)	Home page, global website footer; Article, Membership, Professional Development pages
Social media	Sponsored posts	LinkedIn: 190K+, 5.1% ER; Facebook: 51K+; 4% ER; Instagram: 10K+, 3.5% ER; X: 98K+, 1.5% ER	1080x1350 px Partner-provided creative and messaging required
Digital Ad Retargeting	Programmatic display ads	Total reachable audience: > 320K; guaranteed impressions in packages of 25-100K	300x600, 160x600, 300x250, 970x250, 798x90, 320x50

Materials due three weeks prior

STRATEGIES & TACTICS DIGITAL MAGAZINE

- Fully Digital (10x/year)
- Average open rate 36%
- Distribution 21K (PRSSA members included)
- Topics include AI, crisis management, employee comms, ethics, leadership, measurement, storytelling, technology

Byline and Advertorial Opportunities

- Full-, half- and 1/3-page hyperlinked ad units, clickable sponsor content: \$2,100–\$3,500
- **Introducing NEW Multi-Platform Bundle options, individually customized to each organization:**
 - » **Thought Leadership Bundle:** S&T sponsored content + *Issues & Trends* banner + a PRSA social post OR
 - » **Full-Funnel Bundle:** newsletter + website + retargeting; INCREASED overall value per placement

Strategies & Tactics 2026 Editorial Calendar

Month	Theme	Space Close	Materials Due	Delivery
JAN.	2026 Preview	11/25	12/09	1/05
FEB.	Writing & Storytelling	12/24	1/07	2/02
MARCH	Solo Pros & Internal Comms	1/21	2/04	3/02
APRIL	Careers & Education (+ PRSA's APR Month)	2/18	3/04	4/01
MAY	Crisis Management	3/18	4/01	5/01
JUNE/JULY*	Emerging Tech (+ PRSA's Silver Anvils)	4/29	5/13	6/15
AUG.	Leadership Perspectives	6/24	7/08	8/03
SEPT.	Trust & Ethics (+ PRSA's Ethics Month)	7/22	8/05	9/01
OCT.	Global PR & Cross-Cultural Comms	8/19	9/02	10/01
NOV./DEC.*	The Future of Work (+ PRSA's ICON 2026)	10/07	10/21	11/16
JAN.	2027 Preview	11/18	12/02	1/04

*Combined issue

PRSA NEWSLETTERS RATES

- **Issues & Trends:** \$2,100–\$3,500
 - » 5x/week; 20K distribution
 - » Ad Specs: 600x150px and 250x250px. (RGB, PNG, min. 72dpi, URL included)
- **The Weekly Newsletter:** \$1,100–\$3,500
 - » Weekly; 32K distribution
 - » Ad Specs: 600x150px (RGB, PNG, min. 72dpi, URL included)
- **Submission Guidelines**
 - » Partner-provided creative required
 - » Final materials must be submitted a minimum of three weeks in advance

PRSA.ORG WEBSITE

- **Average monthly:** 195K page views; 60K visits
- **Rate Card**
 - » **Home Page:** 300x250px (2 units) – \$500/month
 - » **Global Footer:** 728x90px (1 unit) – \$150/month
 - » **Article Pages:** 300x250px or 300x600px – \$225/month
 - » **Membership Page:** 300x250px or 300x600px – \$100/month
 - » **Professional Development Page:** 300x250px or 300x600px – \$90/month
- **Annual discount:** ~10% for 12-month commitment
- **Submission Guidelines**
 - » Partner-provided creative required
 - » Final materials must be submitted a minimum of three weeks in advance of the campaign start date

SPONSORED SOCIAL MEDIA

PRSA offers curated sponsored social media placements across its primary channels, connecting partners with a highly engaged audience of communications professionals.

PLATFORM	FOLLOWERS	ENGAGEMENT RATE
LinkedIn	190K+	5.1%
Facebook	51K+	4%
Instagram	10K+	3.5%
X	98K+	1.5%

- **Placement Structure**
 - » Sponsored social campaigns are delivered over a three-week promotional window
 - » Content is strategically distributed across PRSA's social platforms based on audience alignment, content type and performance optimization
 - » Multi-platform amplification may be utilized to maximize reach and engagement
- **Submission Guidelines**
 - » Partner-provided creative and messaging required
 - » Final materials must be submitted a minimum of three weeks in advance of the start date

SPONSORED RETARGETING

- Reach 320K+ PR/communications professionals
- **Impressions packages:** Silver 25K, Gold 50K, Platinum 100K
- Ad sizes: 300x600px, 160x600px, 300x250px, 970x250px, 798x90px, 320x50px

Contact

PRSA Business Development Team

sales@prsa.org

prsa.org/about/partner-with-prsa

Public Relations Society of America Inc.
120 Wall Street, 21st Floor, New York, NY 10005

PRSA Membership, Sponsorship, Advertisement & Partner Opportunities

ALL INVESTMENT OPTIONS ARE CUSTOMIZABLE

PLEASE COMPLETE THE FORM AND EMAIL TO:
sales@prsa.org

CATEGORY/ITEM	INVESTMENT	MUST HAVE	NEED MORE INFO
PRSA Channel, Value, Industry Partner (annual, bundled, or exclusive)			
PRSA Industry Partner	up to 20% off	☐	☐
PRSA Affiliate Partner	n/a	☐	☐
ICON 2026 Orlando, FL (Oct.)			
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, WiFi 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 (super visibility)	\$40,000	☐	☐

CATEGORY/ITEM	INVESTMENT	MUST HAVE	NEED MORE INFO
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 \$4k x 4	☐	☐
NEW – AI Pulse: Monthly (1) Briefing (m/qtr/annual)	\$3K+	☐	☐
PRSA Program Sponsorship			
Influencer Series: Quarterly – Mis/Dis, AI, Speech	\$15,000	☐	☐
FutureCon (May 2026) – Future trends, products, issues	\$10,000	☐	☐
PRSA Awards Programs			
Anvil Awards – Premier (May 2026)	custom	☐	☐
Anvil Awards: Gold / Silver / Bronze	\$15k / 10k / 5k	☐	☐
Top Women in Communications (Aug. 2026)	\$15,000	☐	☐
Emerging Professionals Awards (Oct. 2026)	\$10,000	☐	☐
PRSA 2026 Professional Interest Section Conferences			
Counselors to Higher Ed (Atlanta; Mar 9–11; est. 140)	\$5k–15K	☐	☐
Counselors Academy (Carlsbad, CA; Apr 13–15; est. 120)	\$5K–15K	☐	☐
Travel & Tourism (Albuquerque, NM; Jun 7–10; est. 250)	\$5K–15K	☐	☐
Public Affairs & Gov. (Cincinnati, OH; Jun 24–26; est. 120)	\$5K–15K	☐	☐
Health & Life Sciences (@ ICON; est. 90)	\$5K–15K	☐	☐
Educators Academy (@ ICON; est. 80)	\$5K–15K	☐	☐
Association/Nonprofit (@ ICON; est. 75)	\$5K–15K	☐	☐
PRSA Chapter & District Events			
NEW – Specific Chapter or Chapter Event	TBD	☐	☐
NEW – Region of Chapters or Regional Event	TBD	☐	☐
PRSA Digital Advertising			
<i>Strategies & Tactics</i> Magazine	TBD	☐	☐
E-newsletters (<i>Issues & Trends</i> , <i>The Weekly</i>)	TBD	☐	☐
PRSA.org Ads / Digital Ad Retargeting	TBD	☐	☐
Social Media (Sponsored posts)	TBD	☐	☐

CATEGORY/ITEM	INVESTMENT	MUST HAVE	NEED MORE INFO
PRSA Memberships			
Individual Membership (online, int'l, influence/contr.)	~\$300	☐	☐
Group Discount	up to 25% off	☐	☐
NEW – Organizational Membership	custom	☐	☐
NEW – Sponsorship of PRSA Membership Drive (match)	custom	☐	☐

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 _____

Phone: _____

Email: _____

Date: _____

PLEASE COMPLETE THE FORM AND EMAIL TO:
sales@prsa.org