



7th Annual Association/Nonprofit Section Conference

Sparking Success

SPONSORSHIP OPPORTUNITIES

August 1–2 | Washington, D.C.
ASAE Conference Center



Help change the world for the better.

Reach the PR and communications pros changing the world for the better through their work with nonprofit organizations and associations.



About the PRSA Association/Nonprofit Section

Reach the PR and communications professionals who are changing the world for the better through their work with nonprofit organizations and associations. #ANPRSA

The Association/Nonprofit Section (ANPRSA) is a community of mission-driven communicators who are members of the Public Relations Society of America (PRSA), the nation's largest professional organization serving the communications community. ANPRSA helps you reach hundreds of communications professionals who are responsible for advancing one of the fastest-growing sectors of the nation – the nonprofits and associations, whose work is more important now than ever.

PRSA's Association/Nonprofit Section is one of its strongest Professional Interest Sections, with membership growing by more than 50% since 2014. The Association/Nonprofit Section is a venue for more than 800 communications professionals to network, share best practices, find key resources, enhance their skills, and master new proficiencies.

71%

**Directors, Managers, CEO,
VP/SVP, and Principal/Partners**

52%

**15+ years of
industry experience**

About PRSA

With more than 18,000+ members, the Public Relations Society of America leads the industry by collaboratively establishing industry best practices, conducting leading-edge industry research, and providing an outstanding environment for professional development and networking.

Reignite the Spirit of Connection at the 7th Annual Conference!

August 1-2, 2024 | ASAE Conference Center, Washington, D.C.

Join us for a triumphant reunion where the power of face-to-face interactions sparks innovation and inspiration as our conference returns to in-person after being virtual for five years!

We are proud to host a targeted conference that provides content focused specifically on the issues and priorities most relevant to our members' daily opportunities and challenges. Our seventh annual conference will be held from August 1-2, 2024, at the ASAE Conference Center in Washington, D.C. which is home to one of the largest groups of communications professionals in the association and nonprofit sector in the nation.

This event is open to both PRSA members and nonmembers. Unlock exclusive sponsorship opportunities at our conference, enabling your brand to connect, engage, and network with a dynamic audience of industry professionals.

**To discuss ANPRSA Section partnerships,
please contact any of the following individuals:**

Leonard Greenberger, 2024 Chair | Leonard@akcg.com

Dorcas Jegede, Section Program Coordinator | Dorcas.jegede@prsa.org

Jay Goldberg, Director of Sales & Brand Partnerships, James G. Elliott Company
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Mike Runkle, Manager, Chicago Office, James G. Elliott Company
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Sponsorship Opportunities

Gold Sponsor - \$4,000

- Verbal acknowledgment of sponsorship during conference.
- Two (2) event registrations.
- Sponsor recognition in conference promotional materials- digital and print.
- Brand logo on thank you slides at the conference.
- Brand logo on conference microsite.
- Sponsor recognition in Section newsletter and social media channels.
- Recognition as a 2024 Gold sponsor during all Section webinars.
- Opportunity to provide a thought piece in one (1) quarterly newsletter distributed to the Association/Nonprofit Section.
- Opportunity to participate in a virtual networking event, with up to a five-minute speaking opportunity.

Bronze Sponsor - \$1,500

- Verbal acknowledgment of sponsorship during conference.
- One (1) event registration.
- Sponsor recognition in conference promotional materials- digital and print.
- Brand logo on thank you slides during conference.
- Brand logo on conference microsite.

Silver Sponsor - \$2,500

- Verbal acknowledgment of sponsorship during conference.
- One (1) event registration.
- Sponsor recognition in conference promotional materials- digital and print.
- Brand logo on thank you slides at the conference.
- Brand logo on conference microsite.
- Sponsor recognition in Section newsletter and social media channels.
- Recognition as a 2024 Silver sponsor during all Section webinars.
- Opportunity to provide a thought piece in one (1) quarterly newsletter distributed to the Association/Nonprofit Section.

Section Supporter - \$500

- Verbal acknowledgment of sponsorship during conference.
- Sponsor recognition in conference promotional materials- digital and print.
- Brand logo on thank you slides during conference.

Section Programs and Sample Activities

Annual Conference

The Association Nonprofit Section is proud to host a targeted conference that provides content focused specifically on the issues and priorities most relevant to our members' daily opportunities and challenges. During 2024, we will present our seventh annual event. This event is open to both PRSA members and nonmembers.

Webinars and Virtual Networking Events

ANPRSA offers ongoing programming for Section members, with 60-minute webinars designed specifically for association and nonprofit communicators. Additionally, one webinar each year is offered to PRSA's full national membership (18,000+ individuals).

Recent topics have addressed Ethics, Transparency, building trust, transformational leadership, and building engagement through intentional communication. Similarly, ANPRSA offers bimonthly virtual networking opportunities known as Community Conversations to members. These unstructured, free flowing conversations offer a platform for diverse perspectives, collaboration, and exchange of ideas.

In-person Networking Events

During the PRSA ICON each year, ANPRSA hosts a networking event for Section members. These have taken the form of receptions, dinners, and conversations over coffee.

Custom Sponsorships

We 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.