

2026 PRSA COUNSELORS ACADEMY CONFERENCE

SURFING THE WAVE

Leading Agencies with Purpose and Precision

SPONSORSHIP OPPORTUNITIES



April 13–15
Carlsbad, CA

The Westin Carlsbad Resort & Spa

PRSA

Counselors Academy

Network with leaders of the fastest-growing independent communication firms in North America.

ABOUT THE PRSA COUNSELORS ACADEMY SECTION

Counselors Academy is PRSA's professional interest section for the owners and principals of the leading independent PR, marketing and digital communications firms across the U.S. and Canada. Our thriving peer network is made up of over 300 key decision-makers — entrepreneurs who ultimately evaluate, specify and approve their firms' purchases of technology, consulting, productivity tools and other services.

MEMBERS AT A GLANCE



have more than 20 years of industry experience.

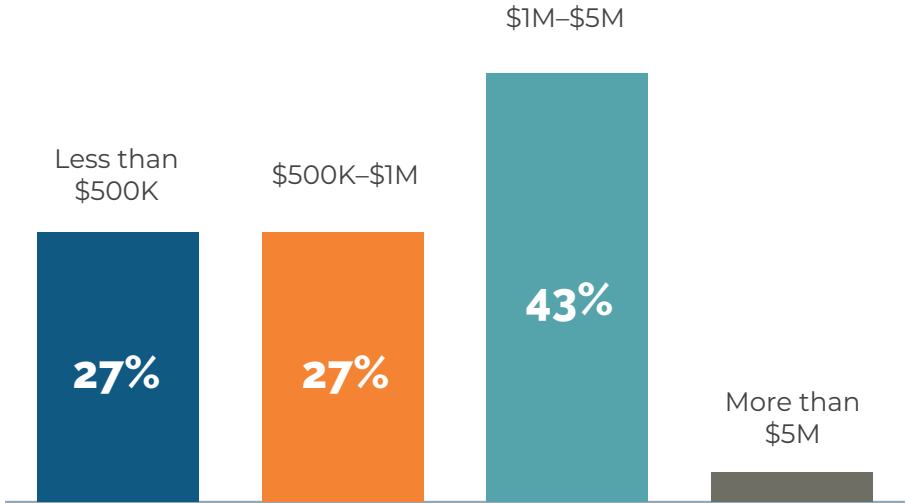


are CEOs, presidents, partners or principals at their firms. The rest are senior executives responsible for operations, technology, HR, client service and other functions.



have been members of PRSA Counselors Academy for more than 4 years.

MEMBER FIRM REVENUES



Find Your Next Agency Partner: Branding and Networking Opportunities

2026 COUNSELORS ACADEMY SECTION CONFERENCE

April 13–15 | Carlsbad, Calif.
The Westin Carlsbad Resort & Spa

More than 150 agency leaders attend Spring Conference each year to network with peers and learn about the latest market developments, business trends and tools for growing their companies. With general sessions featuring notable keynote speakers and dozens of breakout sessions, roundtable discussions and networking opportunities, our members have good reason to call it “the best professional development conference of the year” and “the most important investment I make in our business. Every year. Bar none.”



REGIONAL MEETINGS AND EVENTS

Sponsor meetings and programs for agency executives and teams planned throughout the year in key markets across the U.S. and Canada.

MONTHLY WEBINARS

Showcase your brand through exclusive learning opportunities for our members hosted by sponsors and partners.

SPONSORS SAY...

“Counselors Academy is the premier platform for engaging with qualified buyers, gaining deeper insight into our customers and showcasing our brand.”

“Counselors Academy is my annual must-attend, must-present-at conference. It’s here that I’ve met so many prospects who have turned into valued client-partners, and it’s connected me to a critical network that helps me understand the major challenges faced by agency owners and leaders today.”

[PRSA.ORG/CA26](https://prsa.org/ca26)

SPONSORSHIP OPPORTUNITIES

Fulfillment of sponsorship benefits occurs within 12 months of contract signing and receipt of sponsorship funds.

Titanium Partner - \$10,000

(1 available)

- Brand/logo recognition on Counselors Academy website, conference website & mobile app, newsletters and social media
- Opportunity to host and present an hour-long webinar to Counselors Academy members*
*Topic to be mutually agreed upon by sponsor partner and Counselors Academy programming committee; , scheduled on first come-first served basis
- Twice-access to the opt-in attendees via PRSA dedicated email on your behalf*
*Scheduled on first come-first served basis
- Two full conference registrations; option to purchase additional registrations at member rate
- Verbal acknowledgement of sponsorship from the podium
- Opportunity to introduce a keynote session and deliver brief remarks
- Prominent brand/logo placement on signage throughout the conference
- Prominent brand/logo placement on save the date postcard mailed to Counselors Academy members
- One twenty-minute speaking opportunity in main conference room during dedicated breaks
- One 4x6 exhibit table for networking, promotion and one-to-one meetings with attendees
- Three push notifications via conference mobile app
- Opportunity to have welcome letter and/or swag item delivered to attendee guest rooms, at sponsor's expense

Platinum Partner - \$7,500

(3 available)

- Brand/logo recognition on Counselors Academy website, conference website & mobile app, newsletters and social media
- Opportunity to host and present an hour-long webinar to Counselors Academy members*
*Topic to be mutually agreed upon by sponsor partner and Counselors Academy programming committee; scheduled on first come-first served basis
- Twice-access to the opt-in attendees via PRSA dedicated email on your behalf*
*Scheduled on first come-first served basis
- One full conference registration; option to purchase additional registrations at member rate
- Verbal acknowledgement of sponsorship from the podium
- Opportunity to introduce a breakout session and deliver brief remarks
- Prominent brand/logo placement on signage throughout the conference
- Prominent brand/logo placement on save the date postcard mailed to Counselors Academy members
- One 4x6 exhibit table for networking, promotion and one-to-one meetings with attendees
- Two push notifications via conference mobile app

Diamond Partner - \$6,000

(4 available)

- Brand/logo recognition on Counselors Academy website, conference website & mobile app, newsletters and social media
- Opportunity to host and present an hour-long webinar to Counselors Academy members*
*Topic to be mutually agreed upon by sponsor partner and Counselors Academy programming committee; scheduled on first come-first served basis
- Twice-access to the opt-in attendees via PRSA dedicated email on your behalf*
*Scheduled on first come-first served basis
- One full conference registration; option to purchase additional registrations at member rate
- Verbal acknowledgement of sponsorship from the podium
- Opportunity to introduce a breakout session and deliver brief remarks
- Prominent brand/logo placement on signage throughout the conference
- Prominent brand/logo placement on save the date postcard mailed to Counselors Academy members
- One 4x6 exhibit table for networking, promotion and one-to-one meetings with attendees
- One push notification via conference mobile app

Gold Partner - \$4,500

(6 available)

- Brand/logo recognition on Counselors Academy website, conference website & mobile app, newsletters and social media
- Opportunity to host and present an hour-long webinar to Counselors Academy members*
*Topic to be mutually agreed upon by sponsor partner and Counselors Academy programming committee; scheduled on first come-first served basis
- Verbal acknowledgement of sponsorship from the podium
- Brand/logo placement on signage throughout the conference
- One 4x6 exhibit table for networking, promotion and one-to-one meetings with attendees

Silver Partner - \$3,000

(6 available)

- Brand/logo recognition on Counselors Academy website, conference website & mobile app, newsletters and social media
- Verbal acknowledgement of sponsorship from the podium
- Brand/logo placement on signage throughout the conference
- One 4x6 exhibit table for networking, promotion and one-to-one meetings with attendees

Conference Sponsor - \$1,500

(Unlimited available)

- Brand/logo recognition on Counselors Academy website, conference website & mobile app, newsletters and social media
- Verbal acknowledgement of sponsorship from the podium
- Brand/logo placement on signage throughout the conference

Event/Social Add-on Opportunities - \$1,000 each*

The following options may be added to any partner level, based on availability:

- Photo Booth Sponsor, plus expense of booth
 - Lanyard Sponsor, plus supplying lanyards
 - Conference Bag Sponsor, plus supplying bags
 - Wi-Fi Sponsor
 - Table Gift/Swag drop in main conference room, plus supplying gift/swag
 - Newcomers Reception Sponsor, including branded signature cocktail & welcome remarks
 - Opening Reception Sponsor, including branded signature cocktail & welcome remarks
 - Banquet Reception Sponsor, including branded signature cocktail & welcome remarks
 - Social Media
- Please inquire for pricing and availability. Let us know if you have ideas that are not mentioned.

For further details about sponsorship, please contact:

Greta Libbey
Events Manager, PRSA
greta.libbey@prsa.org

Connect With Us

Counselors Academy members are interested in learning about products and services spanning a wide range of interests including:

Accounting and bookkeeping
Accounting and financial reporting
Business insurance
Content management and optimization
CRM and marketing automation
Creative services
Employee benefits
Expense management
Human resources
Leadership and business development coaching

Legal services
Measurement and analytics
Media databases
Media monitoring
Project management
Research
Social media management/monitoring
Timekeeping and productivity
Valuation and M&A services
Video production
Virtual assistant services



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PRSA

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