Independent Practitioners Alliance
(One of PRSA’s fastest growing sections)

SPONSOR OPPORTUNITIES

2021

PRSA Public Relations Society of America
MEMBER DEMOGRAPHICS

Experience & Work environment

- 95% have been practicing PR for over 20 years, approximately 10 years as an independent
- 90% work from home
- Almost one-third (30.9%) of respondents subcontract to others in a virtual agency model

Education & Certifications

- Vast majority of IPA members have a bachelor’s degree in PR or Journalism
- 21% have graduate degrees in PR or Communications
- 90% of members participating in the survey have their Accreditation in Public Relations (APR) credential
- 90% of IPA members work from home
- Almost 20% are part of the PRSA College of Fellows which requires 20 years of professional practice
- Majority of members fall in the 35-64 age range
- Women are represented 3:1 over men in IPA, but 2020 saw a significant uptick in membership among male indies.

Geography: Evenly distributed across the country – most in urban, then suburban and 5% in rural.

Business Organization

- 50% LLC
- 46% Sole Proprietor
- 4% S Corp

Financial

- 85% contribute to a retirement plan with an average contribution of 12%
- Most popular savings vehicles: SEP IRA, ROTH IRA, 401K
When you sponsor an IPA program, small or large, all sponsors enjoy visibility across all of IPA’s social media channels, another valuable return on your investment.

**Facebook Public:** 237 members
**Facebook Private:** (IPA Members Only) 249 members
**Twitter:** 217 Followers
**LinkedIn Group:** 653 members. The PRSA Independent Practitioners Alliance provides resources and a virtual gathering place for independent practitioners, whether they work alone or in teams, from home, small or shared offices.

**Blog Link:** The IPA blog is accessible to not just members, but the general public which helps us build our community.

**IPA Forum:** (Behind the PRSA Members Only Firewall) – The IPA Forum is a peer to peer communication channel for members to reach out to one another for new business partnerships, PR tool questions, and general networking. IPA members can post on both the IPA member forum and the PRSA open forum; all IPA program activities are regularly promoted on both forums along with sponsor mentions.

---

**SPONSORSHIP OPPORTUNITY OVERVIEW**

<table>
<thead>
<tr>
<th>Business Building Webinar</th>
<th>IPA Newsletter</th>
<th>IPA VirtuCon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly</td>
<td>3X/Year</td>
<td>Annually, September</td>
</tr>
</tbody>
</table>
Monthly Business Building Webinar Series

*Designed by Indies for Indies*

**60-Minute Webinar Topics have included:**

- Am I Ready to Hang Out My Own PR Shingle?
- How Much Am I Worth? - Pricing Your Services
- Show Me the Money - The Fine Art of Billing
- Time-Saving Tools for Time-Strapped Indies
- How to land more clients NOW!
- Branding & Lead Generation
- It’s in the Contract! Subcontracting and the Independent Practitioner
- December is always “So You Want to Go Independent? Making the Leap from Employee to Independent Practitioner”

**Sponsorship Opportunity**

Company introduction prior to presentation, brand logo displayed on intro slide, brand logo on webpage where on-demand recordings are housed. We also encourage to provide a “special offer” to PRSA members.

**Residual Value:** Program archive is available to members for a period of 1 year.

**Ad Specs**

- 400 x 300 pixels
- 72 dpi
- JPG or PNG

The best thought-leadership opportunity is annual sponsorship.
IPA Member Newsletter

The IPA Newsletter is issued three times per year and is put together by the IPA Communications team. Content follows a consistent format with current content that can include member profiles, summaries of programs and links to recordings, upcoming program promos, opinion pieces and other items of interest to our members. Our IPA Newsletter open rate is 48% and click rate averages 25% which is very high.

Issued: 3X/Year

Advertising spots per Newsletter:

- Banner: $700.00
- In-text spots: $500 (each)

Exclusive sponsorship: includes prominent banner/logo at top of newsletter with 2 additional spots between sections for special messages/promotions throughout newsletter.

Sponsor an entire issue (Takeover): $1,500.00
Exclusive sponsorship/all 3 issues: $3,750.00

Ad Specs

400 x 300 pixels
72 dpi
JPG or PNG
PRSA IPA VirtuCon

Introduced in 2017 as a way for indies to enjoy the benefits of a conference-like experience without the added burden of travel and lodging fees, it has become one of IPA’s most widely anticipated events of the year. IPA’s annual VirtuCon is open to the entire PRSA membership as well as non-members and is widely promoted.

Our last VirtuCon had 120 active participants and using the new Airmeeet technology provided multiple opportunities for networking among various virtual tables, each hosted by an IPA Executive Committee member before, after and in between sessions.

One of the key benefits of membership in IPA is that members can view recordings of all webinars including VirtuCon at their leisure but the networking opportunity proved to be a real winner among attendees. You can view the 2020 VirtuCon Program Lineup Here

Sponsorship Includes:

Company introduction, brand logo displayed next to on-demand recording of the virtual conference, a brief overview of your company and promotion via IPA’s communication channels.

$2,000  Sole Sponsor
$750  3/Non-exclusive

Program archive is available to members for a period of one year.
NEW! State of the Indie Survey

Launched in 2015 and now in its 6th year, this novel primary research among 100% independent practitioners is, we believe, the only research of its kind that focuses on solo PR professionals. The results of the survey are important to not only the participants, but the media as one of the only sources of such insight. The survey is typically conducted in the Spring/Summer with the results being highlighted in our annual Virtual Conference (VirtuCon) and our popular December webinar that is always a new and reimagined “So You Want to Go Independent? Making the Leap from Employee to Independent Practitioner.”

This Exclusive Sponsorship includes:

Company mention in all press releases, logo on presentation slide template, introduction prior to our annual “So you want to go Indie” webinar.

$3,000

Sponsor Logo Specs
300 x 180 pixels
72 dpi
JPG or PNG
ICON Meetup

The IPA meetup at PRSA International Conference is an opportunity for members to get together and for us to invite potential new members and introduce them to our section in an informal environment during the conference.

Sponsorship includes:

- Presentation to group during introductions
- Description of any special offers
- Brand logo and messaging on all pre-and post-email communications as well as event collateral.

$2,500

Local District Conference: (where available, please inquire)

Sponsorship includes:

Prominent Company branding at intimate in-person event, pre-program sponsor overview, special thanks during introductory and closing remarks, logo, sponsorship description on IPA section events page.

$500
Sponsorship Opportunity
Support two of our newest, small-group initiatives

New Opportunities In 2021!

PR Indie Boot Camp (Annually)

Boot Camp will be limited to 25 participants. In response to the increasing interest in our annual December program for those considering the independent route, Past Chair, J.W. Arnold, APR., Fellow PRSA is creating a half-day Indie Boot Camp Training that we expect to offer in May 2021.
Sponsorship: $1500

IPA BOOK CLUB! (Monthly)

Indie Book Club has no limit but is brand new and already hitting it out of the park with almost 20 participants at the first book club meeting! Out of the hugely popular twice/weekly Indie chats, the monthly Indie Book Club was born. With its inaugural meeting in January 2021, the first title to be read by the group is David A. Fields’ “The Irresistible Consultant’s Guide to Winning Clients,” with additional professional development books to be identified for the second half of the year.
Sponsorship: $800

You can Sponsor the BootCamp + BookClub Bundle for $2,000!
Ready to Lock in Your Spot?

Contact Gina Milani, IPA Sponsorship Chair and immediate past IPA Section Chair, at gina@milanimarketing.com or call 650-325-5565