

Houston Chapter
PRSA

2024
SPONSORSHIP
OPPORTUNITIES


PRSAHOUSTON.ORG

ANNUAL CHAPTER SPONSOR – \$7,000

1 Available Monthly Events (In-Person)

- Exclusive sponsorship level designation.
- Logo recognition on homepage prsahouston.org rotating banner designated as Annual Chapter Diamond Level sponsor for a year with link to your website.
- Logo in AV presentation at luncheons, Excalibur Awards Gala, and PR Day.
- E-newsletter - Logo with link to your website on all Houston Chapter e-newsletters sent to over 2,750 subscribers.
- Social Media - Company name mentioned on PRSA Houston social media channels (Facebook, LinkedIn, Twitter, and Instagram) for events and monthly breakfasts or luncheon PSAs.
- Recognition during monthly social events
- Reserved seating for any in-person events. Up to two (2) reserved seats at President's Table for monthly in-person luncheons to be used throughout the year and unlimited spots for virtual events. Additional registrations may be purchased at the member rate.
- Recognition during announcements/opening remarks by the PRSA President.
- A dedicated sponsor table to distribute advertising/marketing materials at in-person events.
- Option to speak or provide a 60-second video promo about your organization during monthly announcements.
- Opportunity to distribute promotional pieces to all luncheon attendees quarterly.
- Door prize giveaway with opportunity to collect attendees' business cards on a quarterly basis.

IN-PERSON EXCALIBUR AWARDS GALA (Q3 2024)

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- Exclusive sponsor level designation.
 - Two (2) seats at a Presidents Table with signage.
 - Opportunity for designated representative to present an award of your choosing (excludes Grand Excalibur Award).
 - Logo recognition in Excalibur Awards Gala program invitation and dinner program.
 - Recognition during announcements/opening remarks by the PRSA President.
 - Logo recognition on prсахouston.org Excalibur Awards Gala page.
At least six (6) mentions on PRSA Houston social media channels.
Logo included on PRSA sponsor signage

EXCALIBUR AWARDS PLATINUM SPONSORSHIP – \$5,000

1 Available

- Recognition as Platinum Sponsor of the 2024 PRSA Excalibur Awards
- Gala Opportunity to address gala attendees and present the Grand Excalibur Award (limit 3 minutes)
- Text and/or logo recognition as presenting sponsor in all digital and print communications and event materials including press releases, e-newsletters, program and projected on A/V throughout the event
- Recognition during opening remarks by the PRSA Houston President Recognition on event signage
- Table sponsor benefits
- Logo and web link featured prominently on PRSA Houston website Excalibur Awards page.
- Include sponsor logo in program
- Priority VIP table/seating for ten (10) with signage, which is \$1,200 in value.
- Sponsor also has the opportunity to dedicate a portion of complimentary seats to PRSSA members.
- At least six (6) mentions on PRSA Houston social media channels.
- Option to distribute one promotional item in lobby prior to event.
- Two bottles of champagne at dinner.
- Logo recognition on event step-repeat backdrop, if available
- Bonus: Opportunity to host exhibitor table at PR Day 2024 in October.

EXCALIBUR AWARDS TABLE SPONSORSHIPS – \$1,500

Multiple Available

- Text and/or logo recognition as sponsor in all digital and print communications and event materials and projected on A/V throughout the event
- Recognition during opening remarks by the PRSA Houston President
- Recognition on event signage
- Logo and web link on PRSA Houston website Excalibur Awards page
- Include sponsor logo in program
- Priority table for six (6) with signage. Sponsor also has the opportunity to dedicate a portion of complimentary seats to PRSSA members
- At least one (1) mention on PRSA Houston social media channels

IN-PERSON PR DAY CONFERENCE (Q4 2024)

- Two (2) full-day registrations or opportunity to dedicate registrations as scholarships for PRSSA members.
- Two seats at President's front table during event.
- Logo recognition in all digital and print PR Day communications including press releases, e-newsletters, and printed marketing pieces.
- Recognition during announcements/opening remarks by the PRSA President.
- Logo included on PRSA sponsor signage.
- Logo recognition on prsahouston.org PR Day page.
- Sponsor benefits for PR Day as annual chapter sponsor.
- At least six (6) mentions on PRSA Houston social media channels.
- Exhibitor Table and opportunity to provide contents for swag bag.

PR DAY PLATINUM SPONSORSHIP – \$3,000

1 Available

- Text and/or logo recognition as the exclusive Platinum Sponsor of PR Day in all digital and print PR Day communications and event materials, including press releases, e-newsletters, and program.
- Recognition during announcements/opening remarks by the PRSA President
- Recognition on event signage
- Logo and web link on prsahouston.org on PR Day page.
- Exhibitor table with opportunity to have promotional items.
- Logo on program
- Two (2) full-day registrations for PR Day 2024. Two seats at President's Table during event. Sponsor also has the opportunity to dedicate a portion of complimentary registrations as scholarships for PRSSA members.
- At least three (3) mentions on PRSA Houston social media channels.

ANNUAL LUNCHEON SPONSOR - \$1,200

(year-round -4-6 events) – 1 available



SOLD

- Logo recognition as luncheon sponsor on prсахouston.org homepage throughout year.
- Logo in pre-luncheon AV presentation.
- E-newsletter - Logo with link to your website on all Houston Chapter e-newsletters sent to over 2,750 subscribers.
- Social Media - Company name mentioned in PRSA Houston social media channels (Facebook, LinkedIn, Twitter) for events and monthly luncheon PSA's.
- Twelve (12) complimentary luncheon registrations. Must be redeemed in 2024. Seating at Presidents Table.
- Recognition during announcements/opening remarks by the PRSA President.
- Opportunity to distribute promotional materials to all luncheon attendees at a dedicated table.
- Logo recognition on table tent signage.

SOCIAL EVENT SPONSOR – \$1,000

Three happy hours, Excalibur Awards finalist announcement event and Mingle Bells Holiday Party) –1 available

After hours events provide an opportunity for PRSA Houston members and non-members to mix and mingle either virtually or in-person. Sponsorship benefits include:

- Two minutes to speak at the event about your company and why you are sponsoring.
- A mention of your company and its logo on the event page of the PRSA Houston website.
- A mention of your company and its logo in two (2) e-blasts about the event.
- A mention of your company in our e-newsletter.
- A mention of your company in a At least four (4) social media posts about the event.
- 2 complimentary tickets to event for employees of company
- One (1) sponsor table at event, if held in-person.
- Signature drink offered by sponsor at 2024 PRSA Houston Holiday Party.



BREAKFAST AND MEDIA MIXER EVENT SPONSORSHIP – \$500

1 Available (2 breakfast events, 1-2 mixers a year)

PRSA Houston provides its members with exclusive media mixers to expand knowledge of their craft - from specialty training to members of media in the Houston area. These breakfast and mixers would offer the following benefits for the sponsor:

- One minute to speak at the event about your company and why you are sponsoring.
- A mention of your company and its logo on the event page of the PRSA Houston website.
- Seating at President's Table (2 seats)
- A mention of your company and its logo in two (2) e-blasts about the event.
- A mention of your company in our e-newsletter.
- A mention of your company in a At least four (4) social media posts about the event.



JOB BANK SPONSORSHIP – \$250

4 Available

- custom digital banner will highlight your company and its logo for one quarter. The banner will have a one-time use and be included in PRSA Houston's weekly Job Bank email which reaches over 2,750 communications professionals in the region.
- Logo recognition in PRSA Houston monthly newsletter throughout year.
- Logo recognition in the PRSA Job Bank emails header during sponsorship period.

JOB BANK POSTING

Multiple Available

Members: \$150 for 3 months, Non-Members: \$175 for 3 months per job listing.

- Job listings are reviewed by the PRSA Houston administrator prior to being published online.
- Job listings will be published on prsahouston.org within 24 business hours of submission and shared on all PRSA Houston social media outlets. They are also included in PRSA Houston's weekly Job Bank email which reaches all active PRSA Houston members listed in the database.

BUSINESS DIRECTORY – \$100

Multiple Available

For \$100 per year, PR and communications professionals or firms can advertise in PRSA Houston's online business directory. Upload your logo, a company description, and any inquiries for public relations practitioners will be referred to the online directory.

IN KIND SPONSORSHIPS

PRSA Houston welcomes in-kind sponsors for printing, direct mail processing, still photography, videography, graphic design, and audio-visual equipment and services at our events. For sponsorship package questions or inquiries, please contact president-elect@prсахouston.org. All Event In-Kind Sponsors will receive:

- Text and/or logo recognition in all digital and print communications and event materials including e-newsletter and program (when applicable).
- Recognition during announcements/opening remarks by the PRSA Houston president.
- Recognition on event signage