

**SHOWCASE YOUR COMPANY. AMPLIFY YOUR BRAND. SUPPORT THE CHAPTER.**

We are currently seeking proposals for In-Kind Design Sponsorships for our two signature events: The **PRSA Maryland Annual Conference** and **Best in Maryland Awards program**. As an in-kind sponsor, you will have an opportunity to maximize your visibility in front of the PR community of Maryland while showing your support for the Chapter.

Responsibilities include working with committee members and chapter administrators on ...

- design of logos for use on print pieces as well as on the web
- design of print pieces such as self-mailers, invitations, and/or registration brochures
- design of programs for conference and gala
- work with printer to finalize project (Chapter to handle printing and mailing costs)

Below are the full details of our needs including tentative due dates. Please review to see where you can help (choose one or more) and contact Peggy Hoffman or Carol Blattau at 301-725-2508 with any questions. Examples of past pieces will be made available upon request.

**SPONSORSHIP OPPORTUNITIES:**

**Annual Conference (TBD)**

- Save the Date Card (E-card or standard mail)
  - Target Mail Date: TBD
- Conference brochure – self-mailer, 11/x17 tri fold full color
  - Target Mail date: TBD
- On-site Program Guide
- Event Signage
- PPT Template (or art)

**Best in Maryland Program (2 parts)**

***Call for Entries (May)***

- Program Logo (usable as a web badge)
- Self-mailer - postcard
- Target Mail Date: July 1

***Gala and Awards Ceremony (December)***

- Invitation (previously postcard or formal invite with envelope)
- Target Mail Date: October 1
- On-site Program
- Event Signage
- PPT Template (or art)

**BY THE NUMBERS:**

**Expected Attendees:**

Conference: 145  
Best In Maryland: 150

**Audience for Your Message:**

New, mid-level & senior PR professionals

Mailing List: 900+  
LinkedIn Members: 791  
Twitter Followers: 1,986  
Facebook Followers: 475

**BENEFITS OF SPONSORSHIP:**

A sponsorship with PRSA Maryland offers a range of benefits aimed at giving you the most for your efforts. Benefits include ...

*Brand Awareness:*

- Company name/Logo featured on event page on Chapter website
- Company name/Logo includes in event email communications and materials
- Inclusion in our social media outreach

*Networking/Marketing:*

- Ticket(s) to event (*based on estimated \$ amount of in-kind sponsorship*)
- Podium recognition
- Opportunity to introduce speakers (*Conference only*)

We also offer a number of paid (Best In Maryland, conference and monthly events) sponsorships as well as chapter sponsorships and partnerships that can work for you all year long. Go to [Sponsor PRSA Maryland](#) for more information.

Don't see a sponsorship that fits your needs? As always, we are open to your suggestions and ready to create a sponsorship tailored just for you. Please call Peggy Hoffman at 301-725-2508.