



2019 CONFERENCE SPONSORSHIP OPPORTUNITIES

“What’s Truth Got To Do With It? The Future of PR!”

Thursday, July 18

Notre Dame of Maryland University

Build Meaningful Connections at PRSA Maryland’s Annual Conference!

Increase your visibility among Maryland’s most engaged public relations and communications professionals as an official sponsor of “What’s Truth Got To Do With It? The Future of PR,” the PRSA Maryland’s chapter’s signature conference taking place July 18, 2019 at Notre Dame of Maryland University.

Each year, this highly anticipated event draws more than 100 public relations and communications practitioners from across the state and spanning every industry sector, including: PR and creative agencies, corporate, education, military and government, healthcare, nonprofit, professional services and independent practitioners. As an event sponsor, you will have direct access to all levels of communications pros – from those new to the profession to executives and top decision makers – as well as the businesses and organizations they represent.

With more than 30,000 members, the Public Relations Society of America (PRSA) is the nation’s foremost and largest professional organization serving the communications community with a mission to “make communications professionals smarter, better prepared and more connected through all stages of their career. As the organization’s Maryland chapter, PRSA Maryland takes great pride in helping our nearly 300 members stay connected professionally and personally. In addition to our annual interactive, full-day professional development and networking conference, we offer training, resources, support and access to the latest trends – ensuring our members are well-positioned to practice the profession of public relations...at the speed of communication.

We are excited to offer the following high-impact and affordable range of sponsorship opportunities to help your company connect with our members before, during and after the conference. Sponsorships include recognition in pre-conference mailings, on the official PRSA Maryland website and social media channels, in onsite conference materials and signage, announcements during the event, post-conference communications and more (depending on the level you choose). Your audience reach will include: **mailing list of more than 1,000; nearly 2,200 Twitter followers; more than 700 Facebook followers and more than 800 LinkedIn members.**

We invite you to review these options to showcase your business and are happy to answer any questions you might have. Don’t see a package that quite meets your company’s unique needs? Let’s explore creating an option that feels more right for you!

SPONSORSHIP LEVELS:

The Real Deal

Presenting Sponsor (exclusive) – \$1,500

- Company banner or other company signage to be prominently displayed at event venue
- Text and/or logo recognition as Sponsor in all digital and print communications and event materials including news releases, e-newsletters and program
- Recognition during announcements/opening remarks by the PRSA Maryland President
- Recognition on event signage to be displayed throughout event venue
- Logo and web link on prsamd.org on 2019 PRSA Maryland Conference website
- Three (3) complementary conference registrations
- Opportunity to intro speaker
- Opportunity to include a “welcome message” with logo and web link in PRSA Maryland email to attendees just before the conference (word limit TBD)
- Logo and web link recognition in PRSA Maryland “Thank You to Our Sponsors!” email
- Inclusion in conference promotional outreach on PRSA Maryland social media channels (Facebook, Twitter, LinkedIn)
- Mailing list of conference attendees
- Option to distribute promotional items to attendees (quantity TBD)
- Recognition in conference materials

Pillar of Truth

Program Sponsor (limited to two) – \$1,000

- Company banner or other company signage to be prominently displayed at event venue
- Text and/or logo recognition as Sponsor in all digital and print communications and event materials including news releases, e-newsletters and program
- Recognition during announcements/opening remarks by the PRSA Maryland President
- Recognition on event signage to be displayed throughout event venue
- Logo and web link on prsamd.org on 2019 PRSA Maryland Conference website
- Two (2) complementary conference registrations
- Opportunity to intro speaker
- Logo and web link recognition in PRSA Maryland “Thank You to Our Sponsors!” email
- Inclusion in conference promotional outreach on PRSA Maryland social media channels (Facebook, Twitter, LinkedIn)
- Mailing list of conference attendees
- Option to distribute promotional items to attendees (quantity TBD)
- Recognition in conference materials

George Washington Cherry Tree

Lunch Sponsor – \$500

- Text and/or logo recognition as Sponsor in all digital and print communications and event materials including news releases, e-newsletters and program
- Recognition during announcements/opening remarks by the PRSA Maryland President
- Recognition on event signage to be displayed throughout event venue
- Logo and web link on prsamd.org on 2019 PRSA Maryland Conference website
- Two (2) complementary conference registrations
- Logo and web link recognition in PRSA Maryland “Thank You to Our Sponsors!” email
- Inclusion in conference promotional outreach on PRSA Maryland social media channels (Facebook, Twitter, LinkedIn)
- Option to distribute promotional items to attendees (quantity TBD)
- Recognition in conference materials

Honest Abe

Breakfast Sponsor – \$250

- Text and/or logo recognition as Sponsor in all digital and print communications and event materials including news releases, e-newsletters and program
- Recognition during announcements/opening remarks by the PRSA Maryland President
- Recognition on event signage to be displayed throughout event venue
- Logo and web link on prsamd.org on 2019 PRSA Maryland Conference website
- One (1) complementary conference registrations
- Logo and web link recognition in PRSA Maryland “Thank You to Our Sponsors!” email
- Inclusion in conference promotional outreach on PRSA Maryland social media channels (Facebook, Twitter, LinkedIn)
- Recognition in conference materials

Reliable Source

Coffee & Energy Break Sponsor – \$250

- Text and/or logo recognition as Sponsor in all digital and print communications and event materials including news releases, e-newsletters and program
- Recognition during announcements/opening remarks by the PRSA Maryland President
- Recognition on event signage to be displayed throughout event venue
- Logo and web link on prsamd.org on 2019 PRSA Maryland Conference website
- One (1) complementary conference registrations
- Logo and web link recognition in PRSA Maryland “Thank You to Our Sponsors!” email
- Inclusion in conference promotional outreach on PRSA Maryland social media channels (Facebook, Twitter, LinkedIn)
- Recognition in conference materials

PR Open Book

Scholarship Sponsor – \$150

- Text and/or logo recognition as Sponsor in all digital and print communications and event materials including news releases, e-newsletters and program
- Recognition during announcements/opening remarks by the PRSA Maryland President
- Logo and web link on prsamd.org on 2019 PRSA Maryland Conference website
- Logo and web link recognition in PRSA Maryland “Thank You to Our Sponsors!” email
- Inclusion in conference promotional outreach on PRSA Maryland social media channels (Facebook, Twitter, LinkedIn)
- Recognition in conference materials
- Authentically Awesome

Nothing But The Truth

Friend of PRSA (*reserved for individuals*) – \$50

- Recognition in conference materials

Sponsor Payment Form

Organization: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Email/Phone: _____

Website: _____

Please circle which option(s):

THE REAL DEAL – \$1,500 (EXCLUSIVE)

PILLAR OF TRUTH – \$1,000 (LIMITED TO TWO)

GEORGE WASHINGTON CHERRY TREE – \$500 (MULTIPLE)

HONEST ABE – \$250 (MULTIPLE)

RELIABLE SOURCE – \$250 (MULTIPLE)

FRIEND of PRSA MARYLAND – \$50 (MULTIPLE)

PR OPEN BOOK = \$150 (MULTIPLE)

You may submit payment one of three ways (*please do not send credit card information via email or Drop Box*):

1. Fax to 301-238-4579
2. Mail to: PRSA Maryland c/o Mariner Management * PO Box 1640, Columbia, MD 21044
3. Call Maryland Chapter office at 301-725-2508

Amount Due: \$ _____

Payment Type: Check (Checks payable to PRSA Maryland) Credit Card (Visa/Mastercard/American Express)

Credit Card Information:

Card No. _____ Expiration Date _____

Name on card _____

Signature _____

Billing Address _____

City/State/Zip _____

Questions? Call Maryland Chapter office at 301-725-2508.