



# 2022 Sponsorship Opportunities

## National Capital Chapter

### PRSA NCC SPONSORSHIP OVERVIEW

The National Capital Chapter of the Public Relations Society of America represents the world’s leadership in the practice of public relations and is the essential network for practitioners in the Washington, D.C. region. PRSA NCC is the largest chapter in the nation with nearly 900 members working at communication agencies, trade associations and nonprofit organizations, for-profit corporations, and for the federal government. The chapter provides high-quality and timely professional development programs, accreditation instruction, and networking opportunities that have continued even during the COVID-19 pandemic. In 2022 we are aiming to return to some in-person events as well.

The chapter’s sponsorship program offers excellent value for your marketing dollars. Whether you are looking to build brand awareness and network with members at all levels, reach the best of the best at our annual awards gala, or target a specific group of PRSA NCC members, we have developed an opportunity to achieve your goal.

PRSA NCC offers two types of sponsorship opportunities, each designed with specific sponsor needs in mind: Chapter Sponsorships, or event program sponsorships.

Here is a chart that recaps the opportunities and the rest of this prospectus provides specific details on the sponsorships, including the individual benefits available.

|                                    | <b>Chapter Sponsorships</b>   | <b>Event Program Workshops</b>  |
|------------------------------------|---|---|
| <b>Length of Sponsorship</b>       | One-Year agreement  | One-time sponsorship  |
| <b>Types of Benefits Available</b> | <ul style="list-style-type: none"> <li>• Logo appearing on chapter website and in chapter emails</li> <li>• Sponsored emails to chapter email list</li> <li>• Sponsored blog posts</li> <li>• Sponsored social media posts</li> <li>• Sponsoring chapter’s monthly newsletter</li> <li>• Complimentary</li> </ul> | <ul style="list-style-type: none"> <li>• Opportunity to make opening remarks</li> <li>• Logo placement in event promotion and recognition at the start of the event</li> <li>• Sponsored email to event attendees after the event</li> <li>• Complimentary tickets to the event</li> <li>• There also is the</li> </ul> |

|                    |   |   |
|--------------------|---|---|
|                    | <p>tickets to chapter events</p> <ul style="list-style-type: none"> <li>• Opportunity to Present to PRSA NCC Board</li> <li>• Literature distribution at chapter events</li> <li>• Discounts on additional sponsorship</li> </ul> | <p>opportunity to do a sponsored-created event instead where the sponsor is responsible for determining (with PRSA NCC approval) the speakers and event topic.</p> <ul style="list-style-type: none"> <li>• Video-on-Demand library sponsorship</li> <li>• PRSA NCC virtual member monthly coffees</li> </ul> |
| <b>Price Range</b> | \$1,250 - \$7,500 (In-kind chapter sponsorship is available in unique circumstances. Please contact for more details.)  | \$500-\$1,000 for most workshops and events.  |

## **CHAPTER SPONSORSHIPS**

A chapter sponsorship is the perfect opportunity for organizations interested in reaching the broadest spectrum of PRSA NCC membership, with benefits designed to increase your brand awareness and provide opportunities to network with PR professionals across industries, interest areas, and levels of seniority. Chapter sponsorships enable sponsors to have sustained ongoing outreach to PRSA NCC members.

### **Overall 2022 Chapter Sponsor Benefits (Some benefits are only available at certain sponsorship levels)**

#### **1) Brand Awareness**

- a. Chapter newsletter sponsorship with logo placement and a brief 60-word description of your organization
- b. Sponsored emails to chapter members
- c. PRSA NCC.org website sponsorship page listing
- d. Guest blogging opportunities
- e. Event promotions – listed in printed, email and website materials, lectern recognition
- f. Targeted promotion on PRSA NCC social media platforms (Facebook, LinkedIn, Twitter)
- g. Discounts on additional sponsorship of programs and events

#### **2) Networking and Marketing**

- a. Complimentary tickets to chapter professional development and networking events
- b. Literature distribution at all major chapter events and programs
- c. Unique opportunities to engage with PRSA NCC members at events as well as presenting to the PRSA NCC Board

### **2022 PRSA NCC CHAPTER SPONSORSHIP LEVELS**

#### **Diamond (\$7,500) (Limited to three organizations)**

#### **1) Brand Awareness**

- a. Logo and 60-word description to be included in two chapter newsletters in a twelve-month period
- b. Three-time email access to chapter membership list
- c. Listing on website sponsorship page
- d. Event promotions – listed in printed, email and website materials, podium recognition
- e. PRSA NCC Board presentation and interactive session with members before or after professional development events
- f. Guest blogging opportunities for the blog hosted on PRSA-NCC.org
- g. Eight total promotional posts per year on PRSA NCC Facebook and Twitter platforms. The chapter must approve the content.
- h. Two program sponsorships of programs and events during the sponsorship year, to include three tickets to each event

#### **2) Networking/Marketing**

- a. Fourteen tickets to chapter professional development and networking events (excluding ½-day, plated events, and co-sponsored programs with other groups) – limit 2 per event; with pre-

registration (approximately \$840 value)

- b. Literature distribution at all major events and programs (provided by sponsor)

### **Platinum (\$4,500)**

#### **1) Brand Awareness**

- a. Logo and 60-word description of sponsor to be included in two chapter newsletters in a twelve-month period
- b. One-time email access to chapter membership list
- c. Listing on website sponsorship page
- d. Event promotions – listed in printed, email and website materials, podium recognition
- e. Interactive sessions with members before or after professional development events
- f. Guest blogging opportunities for the blog hosted on PRSA NCC.org
- g. Six total promotional posts per year on PRSA NCC Facebook and Twitter platforms (no more than four per platform). The chapter must approve content.
- h. Discounts on additional sponsorship of programs and events

#### **2) Networking/Marketing**

- a. Ten tickets to chapter professional development and networking events (excluding ½ day, plated events, and co-sponsored programs with other groups) – limit 2 per event; with prep registration (approximately \$600 value)
- b. Literature distribution at all major events and programs (provided by sponsor)

### **Gold (\$3,500)**

#### **1) Brand Awareness**

- a. Logo and 60-word description of sponsor to be included in two chapter newsletters in a twelve-month period
- b. Listing on website sponsorship page
- c. Event promotions – listed in printed, email and website materials, podium recognition
- d. Up to four promotional posts per year on PRSA NCC Facebook and Twitter platforms (no more than four per platform). The chapter must approve content.
- e. Discounts on additional sponsorship of programs and events

#### **2) Networking/Marketing**

- a. Eight tickets to chapter professional development and networking events (excluding ½ day, plated events, and co-sponsored programs with other groups) – limit 2 per event; with prep registration (approximately \$480 value)
- b. Literature distribution at all major events and programs

### **Bronze (\$1,250)**

#### **1) Brand Awareness**

- a. Logo and 60-word description of sponsor to be included in one chapter newsletter in a twelve-month period
- b. Listing on website sponsorship page
- c. Event promotions – listed in printed, email and website materials, podium recognition
- d. Two total promotional posts per year on PRSA NCC Facebook and Twitter platforms. The chapter must approve content.

- e. Discounts on additional sponsorship of programs and events

## **2) Networking/Marketing**

- a. Four tickets to chapter professional development and networking events (excluding ½-day, plated events, and co-sponsored programs with other groups) – limit 2 per event; with pre-registration (up to \$240 value)
- b. Literature distribution at all major events and programs

## **PROGRAM SPONSORSHIPS**

COVID-19 has disrupted in-person programming and cut marketing budgets, so PRSA NCC has developed program sponsorships to fit the digital era and to help build your brand and maximize savings. By sponsoring an event, you can reach targeted members of PRSA NCC based on their interests and signal your market leadership within a particular technical area.

Events include professional development workshops, luncheon programs, and networking events, as well as programs for new professionals, senior practitioners, and those with an interest in specific areas, such as international public relations, government relations, and more.

Benefits of program sponsorships include recognition as a sponsor in promotional email and website materials; recognition during the event; and the opportunity to make brief welcoming remarks.

Once the chapter returns to in-person events, benefits will be tailored to fit an in-person event.

Separate from sponsoring a program, PRSA NCC also offers sponsors the opportunity to create a sponsored program. The sponsor is responsible for determining the topic and speakers with PRSA NCC approval required and managing the majority of event logistics, while PRSA NCC will still market the event as one of its own and host it on the PRSA NCC Zoom account or at an in-person location. For more details, please contact PRSA NCC or the Sponsorship Committee Chair (contact information provided at the end of the prospectus).

**2022 PROGRAM SPONSORSHIP LEVELS for PRSA NCC Workshops (Please note pricing is based on virtual events. For in-person event pricing, please contact the Sponsorship Committee chair or your sponsorship contact.)**

**Host Sponsor (one per event) --- \$750 for virtual or \$1,000 for in person (\$650/\$850 for current chapter sponsors).**

- 1) Corporate logo included at top of all event promotions (online and email)
- 2) Corporate logo placed in related event presentation materials
- 3) Recognition at the beginning of the event
- 4) Opportunity to introduce speakers or panelists
- 5) Sponsored email post-event to attendees

**Program Sponsor (up to three per event) - \$500 (\$400 for current chapter sponsors)**

- 1) Corporate logo included at top of all event promotions (online, email and print)
- 2) Corporate logo placed in related event presentation materials

### 3) Recognition at the beginning of the event

PRSA NCC also has an additional program opportunity for sponsorship:

- **Video on Demand Library** - The chapter's Video on Demand library on the PRSA NCC website. This launched in 2021. The platform provides visitors the opportunity to access previous chapter workshop events, both free and paid.

#### **Video on Demand Sponsor Benefits - \$3,000 per year**

- Logo hyperlinked to sponsor website prominently displayed in 12 emails (one per month) naming sponsor as the exclusive sponsor of the PRSA NCC Video-on-Demand library
- Logo hyperlinked to sponsor website prominently displayed on the PRSA NCC Video-on-Demand library website page
- One-minute welcome video from the sponsor pinned to the top of the Video-on-Demand library. Sponsor has opportunity to share how happy they are to support D.C. area PR and communications professionals learning capabilities on their schedule and connect it to their own mission.
- One-time opportunity to email entire chapter email list about a topic of sponsor's choice. (e.g. webinars, conferences, white papers, survey reports)

#### **PRSA NCC Sponsorship Contacts**

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