2022 Sponsorship Packages
The New York Chapter of the Public Relations Society of America is one of the oldest, largest, and most prominent public relations Chapters in the country. Located in the media capital of the world, it offers top-level development, networking, mentoring, and awards. PRSA-NY serves communications professionals in agencies, businesses, nonprofit organizations, and government, as well as independent practitioners and service providers.

OVERVIEW

For 75 years, PRSA-NY has provided members with a wealth of innovative professional development programs, lifelong learning opportunities, and leading-edge resources to enhance their knowledge at every stage of their careers. We also foster a community of trusted advisors and mentors through networking and special events that enhance the member experience.

MISSION

For 75 years, PRSA-NY has provided members with a wealth of innovative professional development programs, lifelong learning opportunities, and leading-edge resources to enhance their knowledge at every stage of their careers. We also foster a community of trusted advisors and mentors through networking and special events that enhance the member experience.

GOALS

• Advance the art and science of public relations in accord with the public interest
• Encourage research, discussion, and study of the challenges and techniques of the public relations profession
• Strengthen and maintain the highest standards of service and ethical conduct by all members of the profession
• Exchange ideas and experiences and collect and disseminate information that may enhance or improve the professional knowledge, standards, ethics and understanding of the membership
• Promote collaboration and allyship within the profession

MEMBER FOCUS

• Mental health, wellness and well-being
• Social impact, ESG and brand purpose
• Comms-tech
• DEI+B
• Upskilling
PRSA-NY offers a variety of sponsorship and marketing opportunities for organizations seeking access to the Chapter’s influential membership and marketing database. Custom packages are also available.

**PLATINUM**

$5,000

A chance for brands, agencies, and individuals to participate in all events (except DEI+B and BA Awards) throughout the year that meet the professional interests of New York’s diverse communications community.

- Topic selection and input on speakers, panelists, etc. for up to two events
- Company name/logo and hyperlink on all marketing materials/blasts/website
- Special sponsor recognition in pre-event correspondence
- Opportunity to send one promotional email to members
- Signage display with name/logo
- Recognition from “podium”
- Social media promotions: 1 Facebook post; 2 LinkedIn posts; 1-2 Tweets
- Name/logo on evaluation form email

**GOLD**

$3,000

- Company name/logo and hyperlink on all marketing materials/blasts/website
- Signage display with name/logo and/or literature on-site at the event
- Name/logo on evaluation form email
- Custom options upon request (pricing dependent upon partner goals)

**PROFESSIONAL PARTNER PROGRAM**

$3,000 - $5,000

The Professional Partner Program is designed to give service providers an opportunity to market to and network with New York’s leading public relations agencies, corporate executives and the marketing community. This program gives service providers exposure to our members as well as the thousands of PR and marketing professionals that subscribe to our newsletters and attend our events in person and virtually.

- Ability to share a special offer with members/subscribers
- Literature displayed at chapter meetings and professional development events
- Member rates for all programs for one company representative
- Inclusion in membership and social media communications
- Logo displayed on chapter website
- Custom options upon request (pricing dependent on partner goals)Name/logo on evaluation form email
FLAGSHIP EVENT SPONSORSHIP – DEI SUMMIT (JUNE 15–16, 2022)

PRSA-NY hosts an annual summit dedicated to Diversity, Equity, Inclusion and Belonging (DEI+B) in public relations. The event is a two-day streamed event that coincides with observances of Juneteenth and LGBTQ Pride Month. This year, PRSA-NY is also planning an in-person networking element.

Programming includes panel discussions, case studies from leading brands and advocacy organizations, as well as networking opportunities. Presenters and panelists share tangible best practices for growing DEI+B in public relations workplaces as well as in external campaigns. The 2021 inaugural Summit featured 12 individual sessions and over 30 PR and DEIB speakers from brands and agencies including P&G, Bombas, PepsiCo, Yelp, Zoom, GLAAD, Lippe Taylor, PAN Communications, M Booth and Omnicom.

Award recipients for the PRSA-NY Leadership in Diversity, Equity, & Inclusion Honors will also be announced, recognizing individuals growing DEI+B in-house or at agencies.

SESSION SPONSORSHIP
$1,000 per session

Individual sponsorships are available for the following panels and activities during the Summit:
- Individual panels
- Lunchtime meditation session
- Closing networking session
- Meet the Media session

Benefits:
- Session naming and “presented by” rights
- Mention in at least two social media posts on PRSA-NY Twitter, Instagram, and LinkedIn accounts
- Logo listing as participant on:
  - PRSA-NY website
  - Event e-invites
- Verbal mention during session
- 5 registrants for DEI Summit

SUMMIT SPONSORSHIPS & GROUP TICKETS

Sponsors of the Summit receive group tickets at a discounted rate as well as the following benefits:
- $3,000–40 registrants (Platinum partner listing)
- $2,000–25 registrants (Gold partner listing)
- $400–5 registrants (Silver partner listing)

Benefits:
- Logo listing on PRSA-NY event page and event e-invites
- Logo listing on welcome slide on each day of the event
- Verbal mention during event
- Mention/tag in at least two social media posts on PRSA-NY Twitter, Instagram, and LinkedIn accounts
FLAGSHIP EVENT SPONSORSHIP – BIG APPLE AWARDS (SEPTEMBER 22)

The PRSA-NY Big Apple Awards are the gold standard of excellence for PR practitioners in the New York metro area and celebrate the tremendous work of PR agencies, companies, governmental bodies, and not-for-profit organizations implemented during the prior year.

**PLATINUM**
$25,000
- Two tables of eight at the BA live event
- Introduction of the BA Keynote Speaker and Sponsorship of the Networking Cocktail Party (including welcome speech)
- Branding on all BA virtual and print collateral materials
- Sponsorship of six Award categories and six Winner’s Circle Webinars
- Inclusion of multiple pieces of “native content” in the BA “virtual” gift bag
- Eight PRSA-NY annual memberships
- Provisional sharing of the BA attendee/registration lists for the awards evening and the webinars

**GOLD**
$15,000
- One table of eight at the BA live event
- Branding on all BA virtual and print collateral materials
- Sponsorship of four Award categories and four Winner’s Circle Webinars
- Inclusion of up to four pieces of “native content” in the BA “virtual” gift bag
- Six PRSA-NY annual memberships
- Provisional sharing of the BA attendee/registration lists for the Awards evening and the webinars

**SILVER**
$10,000
- Company name/logo and hyperlink on all marketing materials/blasts/website
- Four tickets to the BA live event
- Branding on all BA virtual and print collateral materials
- Sponsorship of two Award categories and two Winner’s Circle Webinars
- Inclusion of up to two pieces of “native content” in the BA “virtual” gift bag
- Four PRSA-NY annual memberships

**BRONZE**
$5,000
- Company name/logo and hyperlink on all marketing materials/blasts/website
- Two tickets to attend the BA live event
- Branding on all BA virtual and print collateral materials
- Sponsorship of one Award category and one Winner’s Circle Webinar
- Inclusion of one piece of “native content” in the BA “virtual” gift bag
- Two PRSA-NY annual memberships

**ADDITIONAL SPONSORSHIP OPPORTUNITIES**
- Sponsorship of the 15 Under 35 Awards ($12,000)
- Big Apple Category/Webinar Sponsorship ($2,500/category)