



# 2019 BIG APPLE AWARDS

## CHANGING THE LANDSCAPE



For more information, please e-mail [bigappleawards@prsany.org](mailto:bigappleawards@prsany.org)  
or phone 212.228.7228 to be directed to representative of the Sponsorship Committee.

Sponsor Level	Benefits
<p><b>Diamond</b> <b>\$10,000</b></p>	<ul style="list-style-type: none"> <li>▪ Announce category winners and speak about topic area you are sponsoring</li> <li>▪ Ten (10) event tickets</li> <li>▪ Five (5) chapter memberships for 1-year</li> <li>▪ Video interview at event featured on PRSA-NY Social Channels</li> <li>▪ Company logo featured in event programming, video presentation and signage</li> <li>▪ On-site opportunities for recognition by and engagement with event attendees</li> <li>▪ Collateral distribution (sponsor provided) in digital gift bags</li> <li>▪ Company logo on Big Apple sponsor recognition webpage</li> <li>▪ Four-month complimentary rotating banner ad on PRSA-NY website</li> <li>▪ Four featured 50-word text ads in the monthly e-blast to PRSA-NY members</li> </ul>
<p><b>Platinum</b> <b>\$7,500</b></p>	<ul style="list-style-type: none"> <li>▪ Announce category winners and speak about topic area you are sponsoring</li> <li>▪ Six (6) event tickets</li> <li>▪ Three (3) chapter memberships for 1-year</li> <li>▪ Video interview at event featured on PRSA-NY Social Channels</li> <li>▪ Company logo featured in event programming, video presentation and signage</li> <li>▪ On-site opportunities for recognition by and engagement with event attendees</li> <li>▪ Collateral distribution (sponsor provided) in digital gift bags</li> <li>▪ Company logo on Big Apple sponsor recognition webpage</li> <li>▪ Three-month complimentary rotating banner ad on PRSA-NY website</li> <li>▪ Two featured 50-word text ads in the monthly e-blast to PRSA-NY members</li> </ul>
<p><b>15 Under 35 Table Sponsorship</b> <b>\$7,500</b></p>	<ul style="list-style-type: none"> <li>▪ Provide Big Apple tickets to all 15 Under 35 winners (15 tickets)</li> <li>▪ Receive six (6) complimentary tickets for sponsors</li> <li>▪ Three (3) chapter memberships for 1-year</li> <li>▪ Introduction to winners prior to 15 Under 35 photo during cocktail hour</li> <li>▪ Dedicated marketing email to 15 Under 35 winners</li> <li>▪ Priority opportunities to attend and sponsor other potential 15 Under 35 events</li> <li>▪ Company logo highlighted in event programming, video presentation and signage</li> <li>▪ On-site opportunities for recognition by and engagement with event attendees</li> <li>▪ Collateral distribution (sponsor provided) in digital gift bags</li> <li>▪ Company logo on Big Apple sponsor recognition webpage</li> <li>▪ Two-month complimentary rotating banner ad on PRSA-NY website</li> <li>▪ Two featured 50-word text ads in the monthly e-blast to PRSA-NY members</li> </ul>

<p><b>Gold</b> <b>\$5,000</b></p>	<ul style="list-style-type: none"> <li>▪ Five (5) event tickets</li> <li>▪ Video interview at event featured on PRSA-NY Social Channels</li> <li>▪ Photo with media/celebrity presenters</li> <li>▪ Company logo highlighted in event programming, video presentation and signage</li> <li>▪ On-site opportunities for recognition by and engagement with event attendees</li> <li>▪ Collateral distribution (sponsor provided) in digital gift bags</li> <li>▪ Company logo on Big Apple sponsor recognition webpage</li> <li>▪ Two-month complimentary rotating banner ad on PRSA-NY website</li> <li>▪ One featured 50-word text ad in the monthly e-blast to PRSA-NY members</li> </ul>
<p><b>Silver</b> <b>\$3,500</b></p>	<ul style="list-style-type: none"> <li>▪ Three (3) event tickets</li> <li>▪ Photo with media/celebrity presenters</li> <li>▪ Company logo highlighted in event programming, video presentation and signage</li> <li>▪ On-site opportunities for recognition by and engagement with event attendees</li> <li>▪ Collateral distribution (sponsor provided) in digital gift bags</li> <li>▪ Company logo on Big Apple sponsor recognition webpage</li> <li>▪ One-month complimentary rotating banner ad on PRSA-NY website</li> <li>▪ One featured 50-word text ad in the monthly e-blast to PRSA-NY members</li> </ul>
<p><b>Bronze</b> <b>\$2,500</b></p>	<ul style="list-style-type: none"> <li>▪ Two (2) event tickets</li> <li>▪ Photo with media/celebrity presenters</li> <li>▪ Company logo included in event programming, video presentation and signage</li> <li>▪ On-site opportunities for recognition by and engagement with event attendees</li> <li>▪ Collateral distribution (sponsor provided) in digital gift bags</li> <li>▪ Company logo on Big Apple sponsor recognition webpage</li> <li>▪ One-month complimentary rotating banner ad on PRSA-NY website</li> </ul>
<p><b>Benefactor</b> <b>\$1,500</b></p>	<p><i>Underwrites the cost of Big Apple entertainment, décor or other event element</i></p> <ul style="list-style-type: none"> <li>▪ One (1) event ticket</li> <li>▪ Company logo included in event programming, video presentation and signage</li> <li>▪ On-site opportunities for recognition by and engagement with event attendees</li> <li>▪ Collateral distribution (sponsor provided) in digital gift bags</li> <li>▪ Company logo on Big Apple sponsor recognition webpage</li> <li>▪ One-month complimentary rotating banner ad on PRSA-NY website</li> </ul>
<p><b>Public Relations Student Society of America (PRSSA) Champion</b> <b>\$1,000</b></p>	<p><i>Underwrites the cost of Big Apple event tickets for three (3) student members of PRSSA: The Association for PR and Communications Students*</i></p> <ul style="list-style-type: none"> <li>▪ Company logo or individual name in event programming, video presentation and signage; verbal recognition during award ceremony (scholarship presentation)</li> <li>▪ Company logo or individual name on Big Apple sponsor recognition webpage</li> </ul>
<p><b>PRSA-NY Ambassador</b> <i>(formerly Chapter Leader)</i> <b>\$500</b></p>	<p><i>An individual sponsorship designated for current and past board members and past presidents (no corporate recognition)</i></p> <ul style="list-style-type: none"> <li>▪ One (1) event ticket</li> <li>▪ Name included in event programming and video presentation</li> <li>▪ Name listed on website</li> </ul>
<p><b>Friends of Big Apple</b> <b>\$100</b></p>	<p><i>General donation in support of the Big Apple Awards*</i></p> <ul style="list-style-type: none"> <li>▪ Name included in event programming and video presentation</li> <li>▪ Name listed on website</li> </ul>

**Media Partnerships** are available upon request; contact [bigappleawards@prsany.org](mailto:bigappleawards@prsany.org) for additional information.

*\*Does not include an awards event ticket for the sponsor*