



# 2020 BIG APPLE AWARDS

BUILDING BRIDGES TO THE FUTURE



## 2020 Big Apple Awards Sponsorship Packages

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></p> <p><b>\$12,575</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>▪ Interview / Video Shoot/ Content filmed 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>▪ Five-month complimentary rotating banner ad on PRSA-NY website</li> <li>▪ Six featured 50-word text ads in the monthly e-blast to PRSA-NY members</li> <li>▪ A Q&amp;A blog post from featured leaders of organization on blog / or in LinkedIn Long Form post</li> <li>▪ Dedicated Social Media posts promoting company / organization</li> </ul> |
| <p><b>Crystal</b></p> <p><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>▪ Eight (8) event tickets</li> <li>▪ Four (4) 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>▪ Three featured 50-word text ads in the monthly e-blast to PRSA-NY members</li> </ul>  |
| <p><b>Platinum</b></p> <p><b>\$8,500</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>  |

| Sponsor Level   | Benefits   |
|---|--|
| <p><b>15 Under 35 Table Sponsorship</b></p> <p><b>\$8,000</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>▪ Three-month complimentary rotating banner ad on PRSA-NY website</li> <li>▪ Three featured 50-word text ads in the monthly e-blast to PRSA-NY members</li> </ul> |
| <p><b>Gold</b></p> <p><b>\$5,150</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></p> <p><b>\$3,750</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></p> <p><b>\$3,000</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></p> <p><b>\$1,750</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>  |

| Sponsor Level   | Benefits  |
|---|---|
| <b>Public Relations Student Society of America (PRSSA) Champion</b><br><br><b>\$1,275</b> | <i>Underwrites the cost of Big Apple event tickets for three (3) student members of PRSSA: The Association for PR and Communications Students*</i> <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>  |
| <b>PRSA-NY Blue</b><br><br><b>\$2,500</b>   | <ul style="list-style-type: none"> <li>• Sponsoring of event program</li> <li>• One (1) event ticket</li> <li>• Thank you during event programming</li> <li>• Name included in event programming and video presentation</li> <li>• Company description in event program</li> <li>• Name listed on website</li> </ul>  |
| <b>PRSA-NY Leaders in Diversity &amp; Inclusion</b><br><br><b>\$5,000</b>                 | <ul style="list-style-type: none"> <li>• Sponsor of Diversity &amp; Inclusion Award</li> <li>• Three (3) 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> |
| <b>PRSA-NY Ambassador</b><br><i>(formerly Chapter Leader)</i><br><br><b>\$600</b>         | <i>An individual sponsorship designated for current and past board members and past presidents (no corporate recognition)</i> <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>   |
| <b>15 Under 35 – “Where are They Now”</b><br><br><b>\$500</b>                             | <i>An individual sponsorship opportunity for past 15 Under 35 Winners to be featured in program on “Where are They Now”</i> <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> <li>• 100 – 150 word description on what’s new and where they are now in their careers included in the Program and website.</li> </ul>  |
| <b>Friends of Big Apple</b><br><br><b>\$300</b>   | <i>General donation in support of the Big Apple Awards*</i> <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*