As the public relations field and the sectors it serves look ahead to a generational recovery, we at the New York Chapter of the Public Relations Society of America are pleased to offer new opportunities for organizations to participate in the 2021 Big Apple Awards.

The 2021 Big Apple Awards will be held in person at the Edison Ballroom (capacity 500) on Sept. 28 and will also be available via a real-time livestream to public relations professionals everywhere. During the program, PRSA-NY will announce the winners of the 2021 Big Apple Awards and the recipients of its individual awards, including the annual 15 Under 35 Awards.

We expect a capacity crowd and a livestream audience that could number in the thousands, and we project this will be the first large-scale industry event for the communications industry held under conditions that resemble the pre-pandemic norm.

The following sponsorship options are available. All sponsors will receive support from the PRSA-NY board to get the most value possible out of the sponsorship, and we can and do negotiate custom packages with prospective sponsors. Please contact us for details.

Andrew Graham  
President, PRSA-NY  
asg@agencyclear.com

Casey Sheets  
Senior Director, Big Apple Awards  
caseysloren@gmail.com
## CORE SPONSORSHIP TIERS

### TIER ONE SPONSORSHIP PACKAGE

**$15,000**

- Stage time for the sponsor to introduce a slate of our award categories and make a brief, scripted announcement of the sponsor’s choosing.

- One piece of native content (sponsor-provided) distributed prior to the show across all PRSA-NY distribution channels: website, email list (5,100 opt-in recipients; open rate of approx. 20%), and social media channels (combined audience of 15,000).

- One eight-person table at the Big Apple Awards, to be held at the newly renovated Edison Ballroom on Sept. 28.

- Your logo and brand in Big Apple Awards promotional material, on-site at the show, and in the livestream.

### TIER TWO SPONSORSHIP PACKAGE

**$17,500**

Everything in Tier One, plus:

- A 10-person table replacing the eight-person table in that tier, and

- A one year of membership dues to PRSA and PRSA-NY for 10 people.

### TIER THREE SPONSORSHIP PACKAGE

**$25,000**

Everything in Tier Two, plus:

- Five minutes of stage time to speak about a subject of the sponsor’s choosing replacing the category announcement, and

- Naming and promotional rights to the 2021 Big Apple Awards (e.g., The 2021 Big Apple Awards, presented by (sponsor)).
OTHER 2021 BIG APPLE AWARDS
SPONSORSHIP OPPORTUNITIES

SPONSOR THE LIVESTREAM
$10,000
Sponsor receives naming and promotional rights to the livestream (e.g., The PRSA-NY Big Apple Awards livestream, presented by [sponsor]), including the broad distribution of sponsor-provided content to the audience of our livestream, which would be free to view in real time, as well as in pre- and post-show communications.

SPONSOR THE 15 UNDER 35 AWARDS
$10,000
Sponsor receives recognition for underwriting the attendance of our 15 Under 35 Award winners and hosts a private party this fall, which PRSA-NY would coordinate and promote, for the 2020 and 2021 15 Under 35 Award winners and honorable mentions.

This sponsorship option also underwrites one year of PRSA and PRSA-NY membership for the 2021 15 Under 35 cohort.

SPONSOR THE 2021 BIG APPLE AWARDS KEYNOTE SPEAKER
$5,000 PLUS ANY APPLICABLE SPEAKING FEES
Sponsor will work with PRSA-NY to select the 2021 Big Apple Awards Keynote Speaker, a highly visible role which will receive considerable attention and promotion.

SPONSOR THE TINT SOCIAL ENGAGEMENT SCREEN
$2,000 PLUS EQUIPMENT COSTS
TINT will auto populate moderated, user-generated content using keywords and hashtags, which will be displayed prominently onsite. Branded posts from the sponsor would be displayed in the feed, and the social screen would include sponsor branding.

SPONSOR THE GIFT BAGS
$2,000
Sponsor’s name and logo will be included on the Big Apple swag bags, and the sponsor decides what goes in them.

SPONSOR THE SIGNATURE COCKTAILS
$1,000
The Big Apple Awards includes a top-shelf open bar, and we will have non-alcoholic “mocktails” and spirits as well as other alcohol-free options. Sponsors can develop themed cocktails that use the spirit brands of their choosing.