

## 2020 PRSA-NY 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>▪ Five (5) tickets to show</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>▪ <b>Sponsored panel in session of choice (based on availability)</b></li> <li>▪ Five-month complimentary rotating banner ad on PRSA-NY website</li> <li>▪ <b>Six featured 50-word text ads and three featured :60, :30, or :15 second ads in the e-blasts to PRSA-NY members</b></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>▪ Four (4) tickets to show</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>▪ Opportunities for recognition by and engagement with event attendees</li> <li>▪ Collateral distribution (sponsor provided) in digital gift bags</li> <li>▪ <b>One :15 or :30 second spot in each event session</b></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>▪ Three (3) tickets to show</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>▪ <b>One :15 second spot in each event session</b></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 Sponsorship</b></p> <p><b>\$8,000</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Provide Big Apple [memberships] to all 15 Under 35 winners</b></li> <li>▪ Three (3) tickets to show</li> <li>▪ Introduction to winners</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>▪ <b>One featured :30 second spot in a single event session</b></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>▪ Video interview at event featured on PRSA-NY Social Channels</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>▪ <b>One featured :15 second spot in a single event session</b></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>▪ 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>▪ 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 or other event element</i></p> <ul style="list-style-type: none"> <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></p> <p><b>\$1,275</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 Blue</b> <b>\$2,500</b></p>	<ul style="list-style-type: none"> <li>• Sponsoring of event program</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>
<p><b>PRSA-NY Leaders in Diversity &amp; Inclusion</b> <b>\$5,000</b></p>	<ul style="list-style-type: none"> <li>• Sponsor of Diversity &amp; Inclusion Award</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>PRSA-NY Ambassador</b> <i>(formerly Chapter Leader)</i>  <b>\$600</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>▪ Name included in event programming and video presentation</li> <li>▪ Name listed on website</li> </ul>
<p><b>15 Under 35 – “Where are They Now”</b> <b>\$500</b></p>	<p><i>An individual sponsorship opportunity for past 15 Under 35 Winners to be featured in program on “Where are They Now”</i></p> <ul style="list-style-type: none"> <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>
<p><b>Friends of Big Apple</b>  <b>\$300</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*

## 2020 Year-Round Programming Sponsorship Packages

For more information, please email [info@prsany.org](mailto:info@prsany.org) or contact Lori Sales Cutler at the PRSA-NY office at 212-228-7228.

Sponsor Level	Benefits
<b>Official PRSA-NY Chapter Sponsor</b> <b>\$35,000</b>	<ul style="list-style-type: none"> <li>▪ A PRSA-NY Chapter Sponsor receives unprecedented value by supporting the one of the nation’s largest city chapter of PRSA on a year-round basis and as the exclusive sponsor in your r business category. This package includes high-profile opportunities at the Chapter’s most prestigious events, such as the Big Apple Awards and 15-Under 35 Awards events, as well as programs, networking and special events.</li> </ul>
<b>Meet the Media - Exclusive</b>  <b>\$5,000</b>	<ul style="list-style-type: none"> <li>▪ Company name/logo on all marketing materials/blasts/website (+hyperlink)</li> <li>▪ Signage display with name/logo and/or literature on-site at the event</li> <li>▪ Recognition from podium</li> <li>▪ Social media promotions- 1 Facebook post; 1 LinkedIn Group message; 1-2 tweet</li> <li>▪ Name/logo on evaluation form email</li> <li>▪ Opportunity to invite 3 representatives to the event</li> <li>▪ Introductory remarks</li> <li>▪ Card drop drawing (sponsor will be able to keep the business cards)</li> </ul>

<p><b>Professional Partner - Gold</b></p> <p><b>\$5,000</b></p>	<ul style="list-style-type: none"> <li>▪ Ability to share a special offer with members/subscribers</li> <li>▪ Literature displayed at one chapter meeting and most professional development events</li> <li>▪ Member rates for all programs for one company representative</li> <li>▪ Inclusion in membership communications</li> <li>▪ Logo displayed on chapter website</li> <li>▪ Invitation to attend two board meetings</li> <li>▪ 2 dedicated e-mail blasts to PRSA-NY e-mail list</li> <li>▪ 3 dedicated posts on PRSA-NY social media channels</li> <li>▪ Logo featured on PRSA-NY website</li> <li>▪ Featured banner ad for 6 months on PRSA-NY website</li> <li>▪ Featured blog post on website and in PRSA-NY newsletter</li> <li>▪ Two tickets to PRSA NY's 15 Under 35 Awards</li> <li>▪ Promotional package for 15 Under 35 Awards</li> <li>▪ Two tickets to PRSA-NY's Big Apple Awards gala</li> <li>▪ Promotional package for Big Apple Awards gala</li> </ul>
<p><b>Professional Partner - Silver</b></p> <p><b>\$3,000</b></p>	<ul style="list-style-type: none"> <li>▪ Ability to share a special offer with members/subscribers</li> <li>▪ Literature displayed at one chapter meeting and most professional development events</li> <li>▪ Member rates for all programs for one company representative</li> <li>▪ Inclusion in membership communications</li> <li>▪ Logo displayed on chapter website</li> <li>▪ Invitation to attend two board meetings</li> <li>▪ 2 dedicated e-mail blasts to PRSA-NY e-mail list</li> <li>▪ 3 dedicated posts on PRSA-NY social media channels</li> <li>▪ Logo featured on PRSA-NY website</li> <li>▪ Featured banner ad for 6 months on PRSA-NY website</li> <li>▪ Featured blog post on website and in PRSA-NY newsletter</li> <li>▪ Two tickets to PRSA NY's 15 Under 35 Awards</li> <li>▪ "Where Are They Now" package for 15 Under 35 Awards</li> </ul>
<p><b>General Programming - Exclusive</b></p> <p><b>\$2,500</b></p>	<ul style="list-style-type: none"> <li>▪ Company name/logo on all marketing materials/blasts/website (+hyperlink)</li> <li>▪ Signage display with name/logo and/or literature on-site at the event</li> <li>▪ Recognition from podium</li> <li>▪ Social media promotions- 1 Facebook post; 1 LinkedIn Group message; 1-2 tweets</li> <li>▪ Name/logo on evaluation form email</li> <li>▪ Connect with PRSA-NY Web: <a href="http://www.prsany.org">www.prsany.org</a>; Twitter: @prsany; <a href="#">Facebook</a>; and <a href="#">LinkedIn</a></li> </ul>

<p><b>Professional Partner - Bronze</b></p> <p><b>\$1,500</b></p>	<ul style="list-style-type: none"> <li>▪ Ability to share a special offer with members/subscribers</li> <li>▪ Literature displayed at one chapter meeting and most professional development events</li> <li>▪ Member rates for all programs for one company representative</li> <li>▪ Inclusion in membership communications</li> <li>▪ Logo displayed on chapter website</li> <li>▪ Invitation to attend two board meetings</li> </ul>
<p><b>Mentoring</b></p> <p><b>\$2,000</b></p>	<ul style="list-style-type: none"> <li>▪ Support our active mentoring program that pairs experienced pros with young professionals to provide helpful advice in guiding them in a job search, with issues on their job and in professional development.</li> </ul>

## PRSA-NY Advertising Opportunities

Sponsor Level	Benefits
<b>Website</b>	<ul style="list-style-type: none"> <li>▪ PRSANY’s website is widely viewed and in 2019 we plan to extend our digital reach through partnerships, compelling content, blogs by thought leaders and other tactics. Our audience includes heads of the major PR agencies, senior practitioners, mid-level professionals, professors and entry level professionals and PR students. This is a special opportunity reach a select audience. Connect with PRSA-NY Web: <a href="http://www.prsany.org">www.prsany.org</a>; Twitter: @prsany; <a href="#">Facebook</a>; and <a href="#">LinkedIn</a></li> <li>▪ <b>Four month website only ads</b> <span style="float: right;"><b>\$1,500</b></span></li> <li>▪ <b>Six month website only ads</b> <span style="float: right;"><b>\$2,000</b></span></li> <li>▪ <b>Annual website only ads</b> <span style="float: right;"><b>\$4,000</b></span></li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>▪ <b>Four month</b> <span style="float: right;"><b>\$2,500</b></span></li> <li>▪ <b>Six month</b> <span style="float: right;"><b>\$3,500</b></span></li> <li>▪ <b>Annual</b> <span style="float: right;"><b>\$5,000</b></span></li> </ul>
<b>Job Board</b>	<ul style="list-style-type: none"> <li>▪ <b><u>Monthly Rates</u></b></li> <li>▪ Members <span style="float: right;"><b>\$200</b></span></li> <li>▪ Non-members <span style="float: right;"><b>\$250</b></span></li> <li>▪ <b><u>Quarterly Rates</u></b></li> <li>▪ Members <span style="float: right;"><b>\$300</b></span></li> <li>▪ Nonmembers <span style="float: right;"><b>\$350</b></span></li> </ul>

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