

# #pr matters

WESTERN DISTRICT CONFERENCE 2017

RIVERSIDE, CALIFORNIA

MARCH 2-3, 2017

## SPONSORSHIP OPPORTUNITIES

**PRSA** Public  
Relations  
Society of  
America

Western District

# # OVERVIEW

## ABOUT THE CONFERENCE

We are pleased to announce that for the first time EVER, the 2017 Public Relations Society of America Western District Conference will take place in Riverside California! On March 2-3, 2017, hundreds of influential public relations professionals from the region will converge on Riverside for the #PRMatters Conference. As an important community partner, we want to give you the unique opportunity to reach these important decision makers through a sponsorship of the event. Good Pr really does make a difference in any company's success, but you already know that.

## ABOUT PRSA WESTERN DISTRICT

The Public Relations Society of America is the largest public relations organization in the world, with more than 21,000 members nationwide. The Western District is one of 10 regions established by PRSA and covers 11 chapters in five western states. Our goal is to provide a continuum of training, networking and advancing the public relations profession by offering a western district conference, building relationships with our chapters and creating organizational strength refining and honing our training, networking activities, events and board meetings.

### DID YOU KNOW?

Your sponsorship automatically includes a listing in the Western District preferred vendor directory.

## WHY YOU SHOULD SPONSOR

The 2016 Western District Conference is a dynamic opportunity to position your company to **hundreds** of highly networked public relations practitioners working in the western United States. These influencers are highly connected; respected for their ability to spot trends and manage change; and hold extensive media, consumer and stakeholder relationships. The typical attendee is a reflection of the most coveted consumer profiles. More than half of conference-goers are senior- or mid-level professionals making more than \$50,000 per year, and their employer base is well-rounded, including private companies of all sizes, agencies, consulting firms, governments and universities. More than 2,200 district members recognize sponsors as major contributors to the value and success of PRSA, and conference organizers are committed to helping you maximize these opportunities. We'll serve as a facilitator to support and leverage your corporate identity, products and services to conference constituents.



# PREMIER SPONSOR \$15,000 (ONE AVAILABLE)

## INCLUDED

- Exclusivity as the only Premier Sponsor
- Opportunity to play a :30 commercial prior to (1) general session and keynote luncheon
- Company logo placed on attendee badges/lanyards
- Company logo recognition on cover of PRSA Conference Program
- Inside front cover spread, including full-page ad and advertorial in PRSA Conference Program.
  - 30 Second commercial to run on KTIE AM 590 - 5 times prior to the event
- Logo showcased on all on-site sponsorship signage and slides showcasing sponsors at general sessions
- Premium recognition on dedicated PRSA Conference website with hyperlink to company website
- Inclusion in all available e-communications to event attendees and PRSA database promoting the conference
- Inclusion in a minimum of 10 social media posts on PRSA social sites
- Complimentary conference registrations (2 max)
- Opportunity to meet conference speakers at opening night VIP reception
- Opportunity for an exhibitor table placed in a high traffic location for attendees to visit throughout the conference
- Option to include one promotional item in attendee bag
- PRSA local chapter memberships (max 5)
- Opportunity to loop a company :30 second commercial on plasmas during conference breaks
- Sponsor introduces speaker for one Keynote session
  - Logo on looping slide show on all conference screens
  - Verbal sponsor recognition from stage throughout the conference.

### DID YOU KNOW?

Sponsorship is a great way to stand out from the pack and get your company noticed?

\*Location to be determined



# MORE OPPORTUNITIES...

## GOLD SPONSORS \$5500

### INCLUDED

- Logo and name recognition in Conference Program
- Complimentary exhibit space
- 1/2-page advertisement in Conference Program
- Complimentary conference registrations (1)
- Featured logo and sponsor website link on PRSA Conference Website
- Option to place one item in the attendee bag (subject to approval)
- Inclusion in all available e-communications to event attendees and PRSA database promoting out the conference
- Inclusion in a minimum of 5 social media posts on PRSA social sites
  - Logo on looping slide show on all conference screens
  - Verbal sponsor recognition from stage throughout the conference.

## SILVER SPONSORS \$4000

### INCLUDED

- Logo recognition in Conference Program
- Featured logo and sponsor website link on PRSA Conference Website
- Complimentary exhibit space (1)
- 1/2-page advertisement in Conference Program
- Complimentary conference registrations (1)
- Option to place one item in the attendee bag (subject to approval)
- Inclusion in three e-communications to event attendees and PRSA database promoting the conference
- Inclusion in a minimum of 3 social media posts on PRSA social sites
  - Logo on looping slide show on all conference screens
  - Verbal sponsor recognition from stage throughout the conference.

## BRONZE SPONSORS \$2,500

### INCLUDED

- Logo recognition in Conference Program
- Featured logo and sponsor website link on PRSA Conference Website
- Complimentary conference registrations (1)
  - Logo on looping slide show on all conference screens
  - Verbal sponsor recognition from stage throughout the conference.

# # EVEN MORE OPPORTUNITIES...

## VIP RECEPTION SPONSOR \$5,500 (ONE AVAILABLE)

### INCLUDED

- Company name or logo with custom graphics displayed at the event
- Welcome speech opening reception
- Company logo recognition in Conference Program
- Company logo recognition on the PRSA Conference Website
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## SWAG BAG SPONSOR \$2,500 (ONE AVAILABLE)

### INCLUDED

- Company branded bags with your logo distributed to each conference attendee
- Option to place two item in the attendee bag (subject to approval)
- Logo recognition on all available event signage
- Digital logo recognition on all pre-session slide shows showcasing sponsors
- Promote your organization by providing an approved sample, promotional item, or brochure to conference participants

**DID YOU KNOW?**  
Conference attendees represent influential PR and marketing professionals in a variety of industries.

## PROMOTIONAL SPONSOR \$1,000

### INCLUDED

- Promote your organization by providing an approved sample, promotional item, or brochure to conference participants