



Colorado Chapter

2024 Partnership Opportunities

For any questions or more information on sponsorships contact
info@prsacolorado.org.

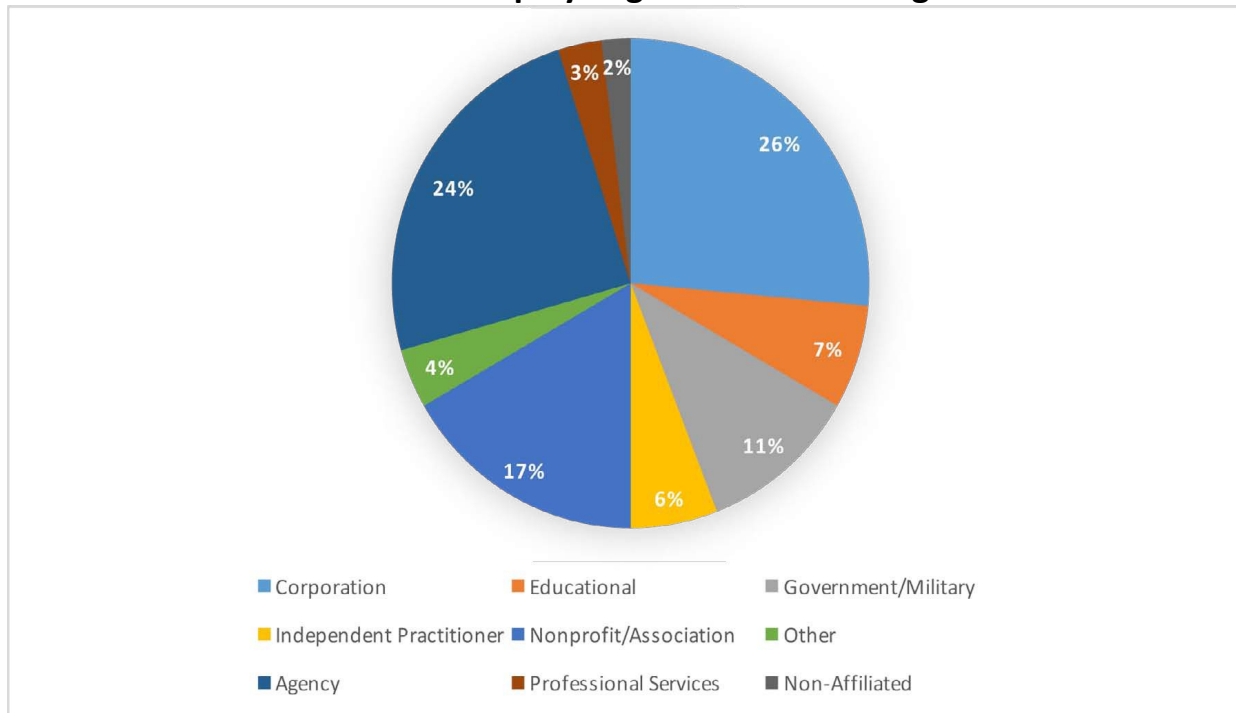
Founded in September 1957, PRSA Colorado serves members along Colorado's Front Range, Eastern Plains and Western Slope regions. The Chapter makes it easy for you to bring unparalleled information sources right to your desk, sharpen your skills and refine your career strategies through professional development. Being part of PRSA Colorado places you in the center of your peer network.

Why does this matter to you? We have several opportunities that would be great for you to engage and reach our highly engaged audience - an audience that is right in line with your customer base.

By sponsoring this organization, or one of its programs, your organization will connect with local public relations, marketing and communications professionals. These professionals are delivering key messaging across Colorado and the world, via the latest strategies and using state-of-the-art communications technologies.

Early-bird sponsors can receive a 10% discount and past sponsors are eligible to receive an additional 5% discount on current sponsorship packages. Must have an agreement and funds submitted by March 1, 2024.

PRSA Membership by Organizational Setting



Benefits of Sponsorship:

- Brand awareness and engagement
- Employee recruitment
- New business development
- Build customer base
- Alignment with the PR and Communications industry's leading professional association

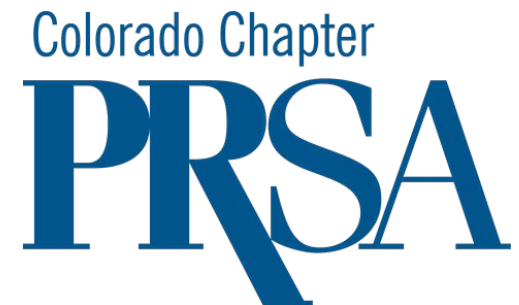
GOLD PICK SPONSOR BENEFITS	PLATINUM (\$2,800)	GOLD (2) (\$2,000)	SILVER (2) (\$1,500)	BRONZE (3) (\$1,000)	Supporter (3) (\$500)
Mention in pre and post-event communication (Website banner, newsletters, two social media mentions, attendee emails) Acknowledgement on website, program, social media and video screens. Program Acknowledgement	LOGO	LOGO	LOGO	LOGO	NAME ONLY
Official Acknowledgement from emcee	✓	✓	✓	✓	✓
Complimentary Registration with VIP seating to Gold Pick Awards. (10% discount on any additional tickets)	8 Tickets, to Gold Pick Awards	6 Tickets to Gold Pick Awards	4 Tickets to Gold Pick Awards	3 Tickets to Gold Pick Awards	2 Ticket to Gold Pick Awards
Discounted admission to all speaking events.	20%	15%	10%	5%	N/A
Program/QR Code Sponsor	✓	N/A	N/A	N/A	N/A
Advertisement in Gold Pick Awards program	Full-page ad	½-page ad	¼-page ad	N/A	N/A
Welcome attendees (message must be approved by PRSA Colorado)	✓	N/A	N/A	N/A	N/A
Gold Pick Entries	2	2	1	1	N/A
Job Bank Entries	2	2	1	N/A	N/A
*Additional event sponsorship of your choice of the following events: Student Shadow Week , educational offering, Media Roundtable, networking events, holiday party or PR Paid Forward. PRSA Colorado and sponsor will agree on event.	1 any event sponsorship, excluding Chapter Summit. Sponsorship includes logo display on all promotional materials and welcome remarks.	1 any event sponsorship, excluding Chapter Summit. Sponsorship includes logo display on all promotional materials.	1 networking event sponsorship.	N/A	N/A

In addition to the sponsorship opportunities listed in this packet, PRSA Colorado can work with companies and service providers to develop custom in-kind and a-la-carte sponsorship programs. These a-la-carte benefits will be included in the final agreement between Sponsor and PRSA Colorado.

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CHAPTER SUMMIT BENEFITS	PLATINUM (1) (\$1,500)	GOLD (2) (\$1,000)	SILVER (2) (\$500)	BRONZE (3) (\$250)
Complimentary Registration with VIP seating.	6 Tickets to Chapter Summit	4 Tickets to Chapter Summit	2 Tickets to Chapter Summit	1 Ticket to Chapter Summit
Official acknowledgement during event	✓	✓	✓	✓
Acknowledgement on website, program and event screens.	LOGO	LOGO	LOGO	LOGO
Mention in post-event communication (Website banner, social media mention, attendee email)	LOGO	LOGO	LOGO	N/A
Shout out on PRSA Colorado's social media	LOGO (1 individual and 2 group mentions)	LOGO (1 individual mention and 2 group mention)	LOGO (2 group mentions)	LOGO (1 group mentions)
Welcome Remarks (must be approved by PRSA Colorado)	✓	N/A	N/A	N/A

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2024 Single Event Partnerships

Member and non-member organizations may choose to sponsor any single PRSA Colorado event from the list below.

Potential 2024 PRSA Colorado events:

- Shadow Week
- PR Paid Forward
- Media Roundtable
- Networking events
- Happy hours
- Webinars
- Holiday Party

Cost: \$500

Benefits*:

- Official sponsor acknowledgement during event.
- Opportunity to welcome guests to event.
- Logo displayed in website, social media posts and event emails.

Partnerships on single events are not limited to monetary support. Organizations may also provide services like A/V, food, tents, chairs, etc. or locations for PRSA Colorado events.

*Benefits may vary per event and should be discussed and agreed with PRSA Colorado.

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2024 PRSA Colorado Partner Contract

Contact Name: _____ Organization/Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Website: _____

<i>Sponsorship Levels</i>	<i>Individual Event Partnership</i>	<i>Gold Pick Awards</i>	<i>Chapter Summit</i>
<input type="checkbox"/> Platinum		<input type="checkbox"/> \$2,800.00	<input type="checkbox"/> \$1,500.00
<input type="checkbox"/> Gold		<input type="checkbox"/> \$2,000.00	<input type="checkbox"/> \$1,000.00
<input type="checkbox"/> Silver		<input type="checkbox"/> \$1,500.00	<input type="checkbox"/> \$500.00
<input type="checkbox"/> Bronze		<input type="checkbox"/> \$1,000.00	<input type="checkbox"/> \$250.00
<input type="checkbox"/> Partner		<input type="checkbox"/> \$500.00	
<input type="checkbox"/> Shadow Week	<input type="checkbox"/> \$500.00		
<input type="checkbox"/> Media Roundtable	<input type="checkbox"/> \$500.00		
<input type="checkbox"/> Educational Event	<input type="checkbox"/> \$500.00		
<input type="checkbox"/> Holiday Party	<input type="checkbox"/> \$500.00		
<input type="checkbox"/> Networking Event	<input type="checkbox"/> \$500.00		
<input type="checkbox"/> PR Paid Forward	<input type="checkbox"/> \$500.00		
GRAND TOTAL:			

Event-specific benefits are good for 2024 unless otherwise agreed on.

Event sponsorships and job bank ads benefits are good for a 12-month period starting upon agreement completion.

Check Visa Mastercard American Express

Credit Card #: _____ Exp. Date: ____/____ CVC: __

CC Billing Address: _____

Name on the Card: _____ Cardholder Signature: _____

Ad Specifications:

The preferred file formats for ad submission is high resolution, 300 dpi or larger EPS or TIFF. See program advertising for specific sizing specifications.

Web Images:

Images that are collected from Web pages are low resolution (72dpi) and do not output cleanly for printing. These images are made for Web design and are not intended for printing purposes. Optimal resolution for offset printing is 300dpi at size.

Print Images:

Photos need to be 300dpi at finished size to get optimum results when printed. Images that are less than 300 dpi if scaled down can be used. Example: a 150dpi image scaled down to 50% of original size will output as a 300dpi image.

Purchasing a Package:

Once you have determined the package your company would like, please contact the sponsorship committee and they will put together the contract and invoice. If you would like to discuss other opportunities please contact the Sponsorship Committee.

Contact:

PRSA Colorado Office
+1 303-920-0176
info@prsacolorado.org

