

PRSA Sponsorship Packages

Are you a **Meg, Mike** or **Moe**? Regardless, we have a sponsorship level that will fit your budget.

Megaphone sponsorship, \$200/year. This package includes sponsoring the Fort Worth PRSA newsletter each month. Built for branding and name recognition, the “Meg” package promotes your organization’s name and logo to approximately 500 PR/marketing/ journalist professionals.

Benefits include:

- Logo and link in *e-Chaser*, the Fort Worth PRSA newsletter

Microphone sponsorship, \$150/meeting. This package includes sponsoring a Fort Worth PRSA monthly luncheon. Our average attendance at each meeting is approximately 55 PR and marketing professionals. Organizations typically choose the “Mike” package for face-to-face promotion, along with branding and name recognition.

Benefits include:

- Logo and organization name distributed to 200 PRSA members in monthly meeting invitation
- Logo and link to your Web site included in *e-Chaser*, the Fort Worth PRSA newsletter distributed each month to 500 PR/marketing/journalist professionals
- Organization introduction by PRSA president, along with up to 2-minute time slot for organization representative to give presentation and/or giveaway(s)
- Display table provided for organization information/giveaways
- Logo and link to your organization’s Web site placed on Fort Worth PRSA Web site during month of sponsorship
- Organization information placed at attendee seats
- One complimentary guest lunch provided to the organization

Mini-microphone sponsorship, \$50 cash or in-kind donation/SIG meeting. The “mini-Mike” package includes sponsoring a Fort Worth Special Interest Group (SIG) PRSA meeting. Organizations typically choose this package to promote themselves to a niche audience. Our SIGS include healthcare, education, nonprofits, social media, new PR professionals, senior PR professionals, and independent PR practitioners.

Benefits include:

- Organization introduction by SIG chairman, along with 60-second time slot for organization representative to give presentation and/or giveaway(s)
- Organization information placed at attendee seats

Motion Picture sponsorship, \$300/session. Want to really showcase your organization? Then you're a "Moe." This sponsorship package allows you to make a big production! Sponsoring a Fort Worth PRSA professional development session, Pro-Am Day session or Annual Holiday meeting gives you face time to really tell your organization's story to the Dallas-Fort Worth communications community, along with branding and name recognition.

Benefits include:

- Logo and organization name distributed to 200 PRSA members in monthly meeting invitation
- Logo and link to your Web site included in *e-Chaser*, the Fort Worth PRSA newsletter distributed each month to 500 PR/marketing/journalist professionals, during session promotions
- Organization introduction by PRSA president, along with 3-minute time slot for organization representative to give presentation and/or giveaway(s) to session attendees
- Banner (provided by organization) placement at podium during session
- Display table and recognition signage provided for organization information/giveaways
- Logo and link to your organization's Web site placed on Fort Worth PRSA Web site during promotion of the session
- Organization information placed at attendee seats
- Two complimentary guest lunches provided to the organization

Macro Media sponsorships are available to those organizations that wish to donate their products or services to the Fort Worth PRSA. For more information on becoming a "Mac," contact Linda Ld Jacobson, APR, at ljacobson@quepr.com or 817.247.5747.