

# 2019 MINNESOTA PRSA ANNUAL PARTNERSHIP OPPORTUNITIES



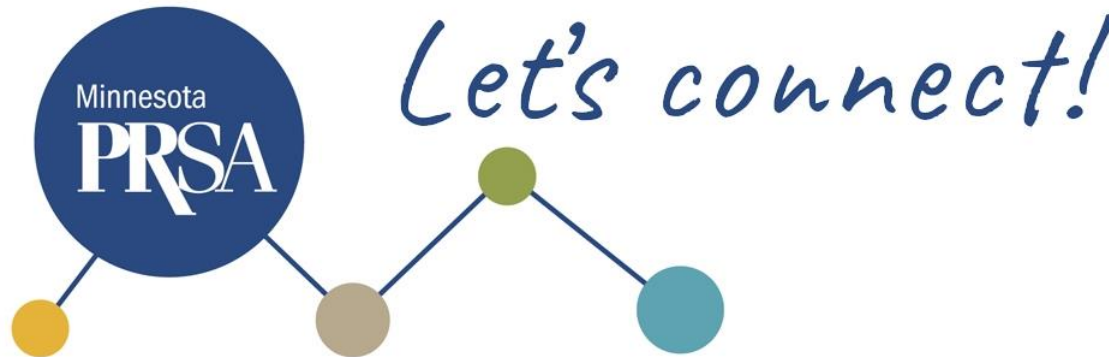
[www.minnesotaprsa.org](http://www.minnesotaprsa.org)

# MINNESOTA PRSA – LET’S CONNECT

The Minnesota Chapter of the Public Relations Society of America is a thriving professional organization with **more than 300 members** who are thought leaders in the local public relations, communications and marketing communications community.

Through our programs and services, Minnesota PRSA strives to engage members at every stage of their careers with the **knowledge, resources and connections** to achieve professional excellence, drive ethical and strategic outcomes, and advocate for the profession.

- Engage
- Educate
- Connect
- Serve
- Recognize



The Public Relations Society of America (PRSA) is the nation's largest professional organization serving the communications community with a mission to “make communications professionals smarter, better prepared and more connected through all stages of their career.”

## WE WILL HELP YOU REACH KEY BRANDS AND INFLUENCERS

Our members are key influencers for hundreds of nationally recognized and award-winning strategic communication programs.

- We represent some of the **region's top companies** as well as hundreds of small and mid-sized organizations in the corporate, nonprofit and government sectors.
- Our market also is home to some of the **industry's leading creative communication agencies** including Weber Shandwick, Padilla, and Carmichael Lynch Relate, among others.
- In addition, **more than 100 mid-sized, boutique and small agencies** – as well as independent consultants – are engaged in our thriving communications community.



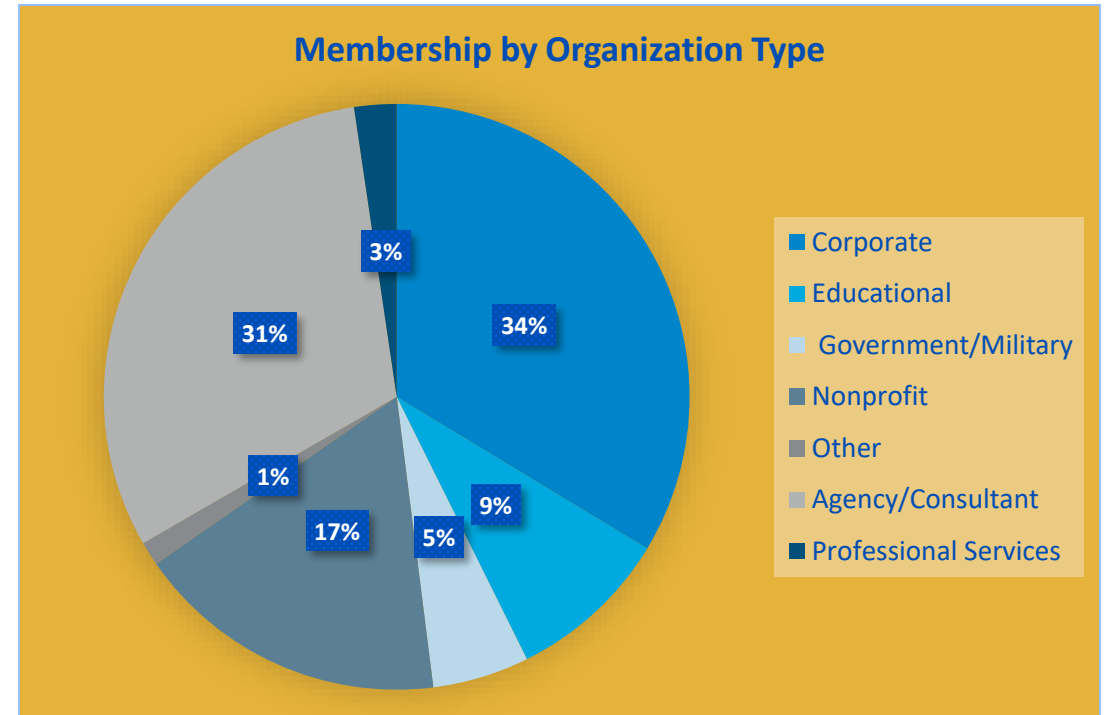
# MEMBERS OF MINNESOTA PRSA MAKE KEY DECISIONS

Members of Minnesota PRSA perform a **wide-range of roles** from public affairs to marketing communication, content development and social media management and – hold a myriad of titles.

Minnesota PRSA members are **key influencers and decision-makers**, with job titles such as:

- Chief Communications Officer
- Chief Marketing Officer
- Vice President of Marketing and Communications
- Vice President Corporate Affairs
- Director of Communications and Education
- Senior Manager, Global Communications
- Vice President of Communication and Human Resources
- Director of Community Relations
- Director of Global Finance Communications

**No matter their title, Minnesota PRSA members influence purchasing decisions related to communication services and products.**



## OUR EVENTS WILL HELP YOU CONNECT WITH OUR MEMBERS

On average, Minnesota PRSA hosts **more than 20 events per year**, all designed to bring members (as well as non-members) together to connect, share and engage on topics related to the profession and their careers. Examples include:

- Professional Development Programs
- Classics Award Banquet
- PR North Conference and Job Fair
- Career Coffee Roundtables
- Pint Size Solutions and Social Events
- Networking Happy Hours



**More than 1,500 individuals participated** in Minnesota PRSA events in 2018, and Minnesota PRSA serves both as the voice for our membership as well as the broader local PR and communications community. Our events attract a significant number of non-members, expanding your reach within the communications community.

# MINNESOTA PRSA SPONSORSHIPS PRESENT MANY BENEFITS

The **benefits of partnering** with Minnesota PRSA include:

- Driving brand awareness and engagement
- Creating visibility to enable new employee recruitment
- Establishing new connections and building your customer base
- Aligning with the PR and communication industry's leading professional organization





## TESTIMONIAL FROM A MINNESOTA PRSA SPONSORSHIP PARTNER

*“Partnering with Minnesota PRSA is a great way to reach some of the most influential thought leaders and decision-makers in the local PR and communications industry. Their 300-plus Minnesota PRSA members are a perfect fit for our business development and promotion efforts as we continue to deliver content-based solutions.”*

- David Olson  
Senior Vice President  
Brandpoint



Brandpoint®

# MULTIPLE WAYS TO CONNECT WITH MINNESOTA PRSA

## Annual Sponsorship Packages

- Diamond, Emerald, Sapphire, Ruby and Opal
- One package that provides visibility throughout the year at chapter events and in chapter media properties, as well as access to members through direct communication channels
- Includes Classics, PR North and Skills Seminar sponsorship as well as Job Board postings

## Ala Carte Sponsorship Opportunities

- Classics
- PR North Conference and Job Fair
- Skills Seminar
- Programming
- Career Coffee *(New!)*
- Networking Happy Hour *(New!)*
- Chapter Supporter *(New!)*



*Minnesota PRSA will work with sponsors to develop custom in-kind and ala carte programs.*



# 2019 ANNUAL SPONSORSHIP LEVELS AND BENEFITS

	DIAMOND	EMERALD	SAPPHIRE	RUBY	OPAL
	\$8,000	\$6,000	\$4,000	\$3,000	\$2,000
Link Newsletter (exclusive sponsor)	X				
Classics Premier (see page 13 for details)	X	X			
Classics Platinum (see page 13 for details)			X		
Classics Gold (see page 13 for details)				X	
Classics Silver (see page 13 for details)					X
Skills Seminar Platinum (see page 17 for details)	X				
Skills Seminar Gold (see page 17 for details)		X			
Skills Seminar Silver (see page 17 for details)			X		
Skills Seminar Bronze (see page 17 for details)				X	
PR North Gold (see page 15 for details)	X	X			
PR North Silver (see page 15 for details)			X		
PR North Bronze (see page 15 for details)				X	
PR North Job Fair table					X
Event Pass (Silver)	Three	Two	One		
Event Table (at all chapter events)	X				
Event Promo Item at all events (provided by sponsor)	X	X			
Program podium exposure (one time/max 2 mins.)	X	X			
Logo on all event materials/promotion	X				
Website (Logo and Link Homepage)	X	X	X		
Sponsor recognition on website	X	X	X	X	X
Sponsor recognition at events	X	X	X	X	X
Sponsor recognition in newsletter	X	X	X	X	X
Newsletter Sponsor highlight	X	X	X		
Email to Members (approved & distributed by chapter)	Two	One			
Blog Post and social media mention	Four	Two	One		
Social Media mentions	Twelve	Six	Four	Three	Two
Social Media content distribution	One				
Job Board postings (Premium)	Five	Four	Three	Two	One

# 2019 ALA CARTE SPONSORSHIP OPTIONS

## Annual Programming Presenting Sponsor (\$5,000)

- Skills Seminar Gold sponsor
- Recognition on MinnesotaPRSA.org and registration pages
- Logo on all event materials and promotion
- Recognition in *Link* newsletter
- *Link* newsletter sponsor profile
- Recognition through chapter social media channels (once per month)
- Four (4) gold event passes
- Opportunity to have event table at monthly programs
- Opportunity to provide material on tables
- Opportunity to send email (distributed by chapter) to attendees
- Opportunity to speak at podium at one (1) event
- Six premium job postings

## Career Coffee Sponsor (\$1,000)

- Recognition as presenting sponsor for Career Coffee events (x4)
- Sponsor recognition on MinnesotaPRSA.org
- Logo on all Career Coffee materials and promotion
- Recognition in *Link* newsletter (x4)
- Recognition through chapter social media channels (x4)

- Opportunity to provide material to attendees
- Opportunity to send email (distributed by Minnesota PRSA) to event attendees following each event
- Opportunity to introduce speakers at each event
- Two (2) premium job postings

## Program Event Sponsor (\$750)

- Recognition on MinnesotaPRSA.org
- Recognition in *Link* newsletter
- Logo on all event materials and promotion
- Recognition in *Link* newsletter (x2)
- Recognition through chapter social media channels (x1)
- Two (2) complimentary registrations for program
- Opportunity to have event table at program
- Opportunity to provide material on tables
- Opportunity to send email (distributed by chapter) to attendees
- Opportunity to speak at podium at event (2 min. maximum)

## Networking Event Sponsor (\$750)

- Recognition on MinnesotaPRSA.org
- Logo on all event materials and promotion
- Recognition in *Link* newsletter (x2)
- Recognition through chapter social media

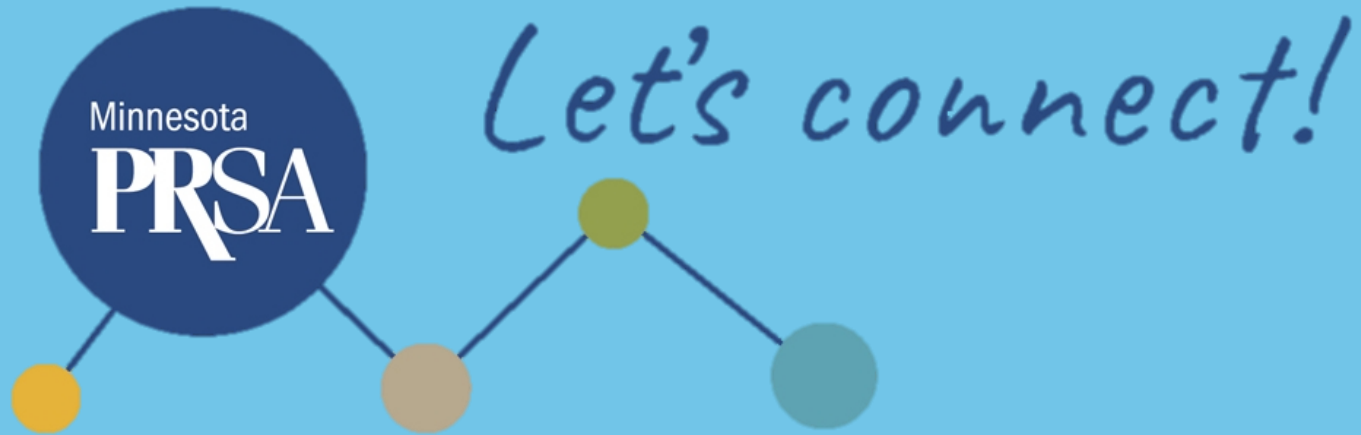
channels (x1)

- Two (2) complimentary registrations for event
- Opportunity to have table at networking event
- Opportunity to provide material or promotional items on tables
- Opportunity to send email (distributed by Minnesota PRSA) to event attendees
- Opportunity to speak at podium at event (2 min. maximum)

## Chapter Supporter (\$400)

- Contributed blog post with social media promotion
- Recognition on MinnesotaPRSA.org
- Recognition in *Link* e-newsletter (2 issues/1 month)
- Recognition through chapter social media channels (x1)
- Two (2) complimentary registrations for a monthly program

**Not the right fit?**  
***Minnesota PRSA will work with you to develop custom in-kind and ala carte programs***



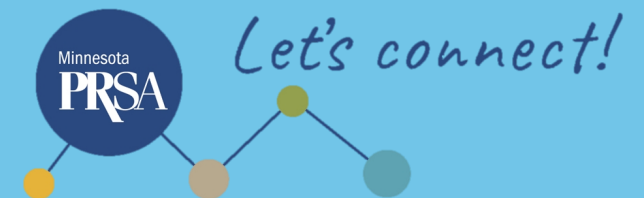
## MINNESOTA PRSA CONTACTS:

Greg Zimprich – 612-867-7652 – [gregzimprich@gmail.com](mailto:gregzimprich@gmail.com)

Eva Keiser – 612-940-4254 – [eva@theplurali.com](mailto:eva@theplurali.com)

# DETAILS

## MINNESOTA PRSA EVENT SPONSORSHIP PACKAGES



[www.minnesotaprsa.org](http://www.minnesotaprsa.org)

## 2019 PRSA CLASSICS SPONSORSHIP PACKAGES

	PREMIER	PLATINUM	GOLD	SILVER	BRONZE
	\$4,400	\$2,800	\$1,600	\$975	\$250
Logo displayed in presentation	x	x	x	x	x
Log displayed at event entrance signage	x	x	x	x	
Recognition from podium at ceremony	x	x	x	x	
Tickets to Classics	Table	4	3	2	
Name/logo in pre-Classics promotions	Name and logo	Name and logo	Name only		
Recognition/link on Classics website	x	X	Recognition		
Ad insert in Classics program	x	x	x		
Display ad on Classics website	x	x			
Opportunity to present award	x				
Industry exclusivity (1 agency and 1 corporate)	x				
Minnesota PRSA					
Job board postings (Standard)			2	2	2
Job board postings (Premier)	2	2			
PRSA event passes (Silver)	3	2	1		
Social media mention during event	x	x	x	x	x
Social media mention prior to event	x	x			



# 2019 PRSA CLASSICS SPONSORSHIP VALUE-ADDED OPPORTUNITIES

**Event Photo Booth (\$2,250)** – Includes exclusive sponsorship of the photo booth, unlimited prints for event attendees and custom print design with sponsor logo.

**Drink Ticket Sponsor (\$2,000)** – Receives exclusive recognition for hosted drinks at event. Includes custom-branded napkins and special callout on tabletop centerpieces and in presentation.

**Door Prize Sponsor (\$1,250)** – Includes exclusive branding and event recognition. Sponsor is responsible for purchasing a minimum of three door prize giveaways.

***NEW!* Partner Package (\$750)** – Promotion option at Classics for out-of-town partners. Includes ad in Classics program, logo in Classics presentation and logo on entrance signage and website.





# 2019 PR NORTH SPONSORSHIP PACKAGES

## Gold (\$1,000)

- Company spokesperson to give two-minute intro at the beginning of the event
- Company mention in Minnesota PRSA e-newsletter *Link*
- Social media mentions of your company on Minnesota PRSA channels
- Option to put an item in swag bag
- Company logo on PRSA website and event signage
- Free booth at career fair
- Internship/job posting listed in post-event email



## Silver (\$500)

- Social media mentions of your company on Minnesota PRSA channels
- Option to put item in swag bag
- Company logo on PRSA website and event signage
- Free booth at career fair
- Internship/job posting listed in post-event email



## Bronze (\$250)

- Company logo on PRSA website and event signage
- Free booth at career fair
- Internship/job posting listed in post-event email

# 2019 PR NORTH SPONSORSHIP VALUE-ADDED OPPORTUNITIES

## **Sponsor Breakout Workshop (\$500)**

Sponsor and lead a workshop (students are looking for something tactical and hands-on)

- How to work with influencers
- Media relations

## **Career Fair Booth (\$100)**

Table at the career fair (do not need to have job openings – it's a good way to network with students and future hires). If you purchase a sponsorship package, your booth fee is waived.



# 2019 SKILLS SEMINAR SPONSORSHIP PACKAGES

## Platinum Sponsor (\$1,500)

- Title sponsor for event/3 min. introduction at event
- Tabling at event
- Registration for four attendees
- Three postings on Minnesota PRSA Job Board
- Social media mentions on Minnesota PRSA channels
- Logo on PRSA event web page
- Logo on all event print and email communications
- Option to provide material to attendees
- Branded email to event attendees
- Sponsor contributed posts (x2) to chapter's blog
- Sponsor recognition at event

## Gold Sponsor (\$750)

- Tabling at event
- Registration for two attendees
- One posting on Minnesota PRSA Job Board
- Social media mentions on Minnesota PRSA channels
- Logo on PRSA event web page
- Logo on all event print and email communications
- Branded email blast to event attendees
- Option to provide material to attendees
- Sponsor contributed post (1) to chapter's blog
- Sponsor recognition at event

## Silver Sponsor (\$500)

- Tabling at event
- Registration for one attendee
- Social media mentions on Minnesota PRSA channels
- Logo on PRSA event web page
- Logo on all event print and email communications
- Option to provide material to attendees
- Sponsor recognition at event

## Bronze Sponsor (\$250)

- Logo on PRSA event web page
- Logo on all event print and email communications
- Sponsor recognition at event
- Social media mentions on Minnesota PRSA channels
- Option to provide material to attendees

