

# Sponsorship Packages

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## PRSA Midwest District Conference

Bold Communicators in the Bold North

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June 24 - 26, 2026

Minneapolis, MN





# About the PRSA Midwest District

The Public Relations Society of America (PRSA) is the nation's leading professional organization for the communications community, serving more than 21,000 members across the U.S. As one of 10 districts nationwide, the Midwest District acts as a vital link between local chapters and the national organization.

The Midwest District is comprised of 12 vibrant chapters across the heartland: Central Illinois, Chicago, Greater Kansas City, Iowa, Madison, Mid-Missouri, Minnesota, Nebraska, Northeastern Wisconsin, Southeastern Wisconsin, Southwest Missouri, and St. Louis. Our mission is to support Midwest District chapters and their members by:

- **Providing Professional Development:** Offering regional leadership training and programs that complement local and national initiatives.
- **Cultivating Leadership:** Developing outstanding representatives who contribute to the broader PRSA community and national governance.
- **Building Community:** Creating a robust network where members can share best practices, gain new insights, and elevate the impact of our profession.

# About the Conference

Join us **June 24–26, 2026**, in Minneapolis for the 2026 PRSA Midwest District Conference, where courage, creativity, community, and connections converge. Under the theme "Bold Communicators in the Bold North," this year's event invites strategic communications professionals to embrace boldness in every sense, from breakthrough storytelling to leadership that inspires.

Hosted by Minnesota PRSA, this multi-day experience will feature dynamic keynotes and thought-provoking sessions built around our "3 Cs" tracks:

- **Community:** Advancing inclusive, engaged, and purpose-driven communication.
- **Connection:** Building authentic relationships and leveraging creative storytelling to elevate our profession.
- **Change:** Exploring innovative strategies and adaptive approaches that move organizations and communities forward.

As a sponsor, you'll have the opportunity to support the professional growth of our community while positioning your brand at the center of the region's premier PR event.





# Sponsorship Tiers

**Standard Sponsorships** – Our core packages, built to provide visibility and connection.

- **Superior (Presenting):** Maximum Brand Integrations and Thought Leadership | \$12,500
- **Minnetonka (3 available):** High Visibility & Key Session Integration | \$8,500
- **Isles (unlimited):** Essential Brand Awareness & Regional Connection | \$5,000

## Engagement Tiers

- **Vendor Sponsors:** For businesses looking for a physical presence (booth) without the full brand integration of the standard tiers | \$1,000
- **Independent Practitioners:** Great for consultants or solo-practitioners | \$600



# Sponsorship Details

## Superior Sponsor | Presenting | \$12,500

- **Brand Visibility & Recognition**
    - Recognition as Presenting Sponsor of the 2026 PRSA Midwest District Conference
    - Logo and/or Presenting Sponsor Acknowledgement featured on:
      - Conference program (digital)
      - Pre- and post-event PRSA conference emails and social posts
      - Minnesota PRSA website (through Dec. 31, 2026)
        - Includes company description
      - PRSA Midwest District Conference website
      - Event signage throughout the conference – Most prominent placement
      - Logo featured on attendee badges
    - One full-page premium digital ad in conference program
      - Designation as app sponsor
      - Push notification
    - Three posts on PRSA MN job board (\$150 value each)
    - Two custom, dedicated email ads sent by PRSA to all Midwest District Chapter members (reaches over 1,400 members)
  - **Thought Leadership & Program Integration**
    - Verbal recognition as Presenting Sponsor during all conference sessions
    - Opportunity to open or close the Conference with a three-minute presentation
    - Speaking role at a break-out session
  - **Attendee Engagement & Onsite Activation**
    - Six (6) conference tickets
    - Sponsor ribbons for all sponsor attendees
    - Vendor table (six-foot banquet table, table cloth and electrical hook up)
  - **Sponsorship Extensions**
    - First right of refusal to be Presenting Sponsor of the 2027 Conference
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# Sponsorship Details

## Minnetonka Sponsor | 3 Available | \$8,500

- **Brand Visibility & Recognition**

- Recognition as Minnetonka sponsor (second tier) of the 2026 PRSA Midwest District Conference
- Logo and/or Minnetonka Sponsor Acknowledgement featured on:
  - Conference program (digital)
  - Pre- and post-event PRSA conference emails and social posts
  - Minnesota PRSA homepage (through Dec. 31, 2026)
  - Conference event web page on the Minnesota PRSA Website
  - PRSA Midwest District Conference homepage
  - Event signage throughout the conference
  - Logo featured on attendee badges
- One full-page ad in conference program
- Two free job posts on the MN PRSA job board (\$150 value each)
- One dedicated, custom email ad sent by the PRSA to all Midwest District Chapter members (reaches over 1,400 members)

- **Thought Leadership & Program Integration**

- Verbal recognition as Minnetonka Sponsor during panel sessions and at opening/closing remarks
- Opportunity to introduce a keynote speaker or make a two-minute presentation at a conference session

- **Attendee Engagement & Onsite Activation**

- Four (4) conference tickets
  - Sponsor ribbons for all sponsor attendees
  - Vendor table (six-foot banquet table, table cloth and electrical hook up)
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# Sponsorship Details

## Isles Sponsor | Unlimited | \$5,000

- **Brand Visibility & Recognition**

- Recognition as Isles sponsor of the 2026 PRSA Midwest District Conference
- Logo and/or Isles Sponsor Acknowledgement featured on select materials:
  - Digital conference program
  - Select conference emails and social posts
  - Minnesota PRSA homepage (through Dec. 31, 2026)
  - Conference event web page on the Minnesota PRSA Website
  - PRSA Midwest District Conference homepage
  - Select event signage throughout the conference
- One half-page ad in conference program
- One free job board post on MN PRSA (\$150 value)

- **Thought Leadership & Program Integration**

- Verbal recognition as Isles Sponsor at opening and closing remarks

- **Attendee Engagement & Onsite Activation**

- Two (2) conference tickets with assigned seating
  - Sponsor ribbons for all sponsor attendees
  - Vendor table (six-foot banquet table, table cloth and electrical hook up)
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# Sponsorship Details

## Independent Practitioner | Unlimited | \$600

- **Brand Visibility & Recognition**
  - Logo and/or Sponsor Acknowledgement featured on select materials:
    - Digital conference program
    - Select conference emails
    - Conference event web page on the Minnesota PRSA Website
    - PRSA Midwest District Conference homepage
- **Attendee Engagement & Onsite Activation**
  - One (1) conference tickets with assigned seating
  - Sponsor ribbon

## Vendor Sponsors | Unlimited | \$1,000

- **Brand Visibility & Recognition**
    - Logo and/or Sponsor Acknowledgement featured on select materials:
      - Digital conference program
      - Select conference emails
      - Conference event web page on the Minnesota PRSA Website
      - PRSA Midwest District Conference homepage
  - **Attendee Engagement & Onsite Activation**
    - One (1) conference tickets with assigned seating
    - Sponsor ribbons
    - Vendor table (six-foot banquet table, table cloth and electrical hook up)
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# Sponsorship Agreement

Please complete and return this form to [info@minnesotaprsa.org](mailto:info@minnesotaprsa.org)

## Select Your Sponsorship Level:

- \$12,500 Superior Sponsorship
- \$8,500 Minnetonka Sponsorship
- \$5,000 Isles Sponsorship
- Other: \_\_\_\_\_

## Contact Information:

Company:	
Name:	Title:
Address:	City/State/Zip:
Phone:	Email:

## Method of Payment:

- Enclosed is my check payable to Minnesota PRSA
- I will pay by credit card on the Minnesota PRSA website

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# Sponsorship At-a-Glance

	<b>Superior</b>	<b>Minnetonka</b>	<b>Isles</b>
Amount:	\$12,500	\$8,500	\$5,000
Recognition as a Sponsor	<b>X</b>	<b>X</b>	<b>X</b>
Logo in Conference Program	<b>X</b>	<b>X</b>	<b>X</b>
Logo on pre- and post-event emails and social posts	<b>X</b>	<b>X</b>	<b>X</b>
Logo on Minnesota PRSA website	Includes company description	<b>X</b>	<b>X</b>
Logo on Event Signage	Most prominent placement	<b>X</b>	<b>X</b>
Logo on Attendee Badges	<b>X</b>	<b>X</b>	
Ad in Digital Conference Program	Full page with push notification	Full page	Half page
Email Ad Sent to District Members	2	1	
Verbal Recognition as a Sponsor	At all conference sessions	During panel sessions and opening/closing remarks	During opening/closing remarks
Open or Close Conference	<b>X</b>		
Speaking Opportunity	In break-out session	Introduce a keynote or make a 2 minute presentation	
Conference Tickets	6	4	2
Sponsorship Ribbon for Attendees	<b>X</b>	<b>X</b>	<b>X</b>
Vendor Table	<b>X</b>	<b>X</b>	<b>X</b>
Posts on MN PRSA Job Board	3	2	1



**Thank you for  
supporting PRSA!**

Contact: [info@minnesotaprsa.org](mailto:info@minnesotaprsa.org)