

## 2011 PHOENIX PRSA Professional Partnership Opportunities

It has never been easier or more affordable to start a professional partnership with Phoenix PRSA! With a membership base of more than 300 public relations and marketing communications practitioners, Phoenix PRSA is the largest association of public relations professionals in the state and is one of the largest in the country. Our members work in corporations, counseling firms and agencies, institutions, service organizations, universities and government entities, reflecting the business and professional communications community of Phoenix. For information on PRSA partnerships, please contact Christie Silverstein, president-elect at [csilverstein@valleyforward.org](mailto:csilverstein@valleyforward.org) or 602-803-4130.

*Raise your visibility with this target audience by choosing one of the partnership packages below.*

### **Platinum - Major Chapter Partner**                      **\$5,000**

- Exclusive category logo visibility and recognition at all professional development programs; includes at minimum:
  - 5 monthly luncheons
  - 4 media breakfasts
  - 1 annual publicity summit
- Exclusive category logo visibility and recognition at special events including:
  - 2 networking happy hours
  - 1 holiday mixer
  - 8 tickets to Copper Anvil
  - Product placement (if appropriate) in Copper Anvil attendee bags
- Web link and logo recognition on [phoenixprsa.org](http://phoenixprsa.org) for one year *or* top-level agency directory/vendor directory inclusion
- Web link and logo recognition in bi-weekly E-TALK newsletter for one year
  - *Estimated E-TALK Audience: 420 public relations professionals*
- Ten complimentary passes to professional development sessions throughout the year (media breakfasts, luncheons or networking mixers)
- One bylined article in E-TALK electronic newsletter on industry topic of interest to membership (approved by Phoenix PRSA)
- Use of membership mailing labels (one time use; literature approved by Phoenix PRSA)
- Exclusive access to membership base at one professional development luncheon to be completed sometime within one year. Involvement includes:
  - Small display table near registration
  - Introduction of speaker and one-minute profile of company prior to start of luncheon
  - Distribution of promotional items/materials

**Gold - Chapter Partner****\$2,500**

- Logo visibility and recognition at all professional development programs; includes at minimum:
  - 5 monthly luncheons
  - 4 media breakfasts
  - 1 publicity summit
- Logo visibility and recognition at special events including:
  - 2 networking happy hours
  - 1 holiday mixer
  - 4 tickets to Copper Anvils
  - Product placement (if appropriate) in Copper Anvil attendee bags
- Web link and logo recognition on [phoenixprsa.org](http://phoenixprsa.org) for one year *or* top-level agency directory/vendor directory inclusion
- Web link and logo recognition in bi-weekly E-TALK newsletter for one year
  - *Estimated E-TALK Audience: 420 public relations professionals*
- Six complimentary passes to professional development sessions throughout the year (media breakfasts, luncheons or networking mixers)
- Use of membership mailing labels (one time use; literature approved by Phoenix PRSA)

**Silver - Event Partner****\$1,000**

- “Event Sponsored by...” mention with website link in E-TALK invitations and on Phoenix PRSA website
- Introduction of speaker and one minute profile of company prior to start of luncheon
- Distribution of promotional items/materials
- Partner logo on handout literature (when applicable)
- Two complimentary passes to PRSA-sponsored event
- Web link and logo recognition on [phoenixprsa.org](http://phoenixprsa.org) for one year *or* top-level agency directory/vendor directory inclusion
- Web link and logo recognition in bi-weekly E-TALK newsletter for one year
  - *Estimated E-TALK Audience: 420 public relations professionals*
- Logo visibility and recognition at special events including:
  - 2 networking happy hours
  - 1 holiday mixer
  - 2 tickets to Copper Anvils
  - Product placement (if appropriate) in Copper Anvil attendee bags

*\*Please note: Our “Major Chapter” and “Chapter” partners will also be promoted verbally and visually at your sponsored event.*

**Bronze - Online Partner**

**\$500**

- Web link and logo recognition on [phoenixprsa.org](http://phoenixprsa.org) for one year or top-level agency directory/vendor directory inclusion
- Web link and logo recognition in bi-weekly E-TALK newsletter for one year
  - *Estimated E-TALK Audience: 420 public relations professionals*
- Use of membership e-mail addresses (one time use; message approved & sent by Phoenix PRSA)
- Logo visibility and recognition at special events including:
  - 2 tickets to Copper Anvils