

## Phoenix PRSA Copper Anvil Sponsorship 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 [chaptermanager@phoenixprsa.org](mailto:chaptermanager@phoenixprsa.org).

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

### **Platinum – Presenting Sponsorship: \$5,000**

- Name and logo prominently featured as presenting sponsor of the Copper Anvil Awards in the printed program, e-invitation, e-blasts to members, website, slide show at the event and any other materials promoting the event or its sponsors, including press releases.
- Introduction of keynote speaker at the event and presentation of one of the association's top awards.
- Eight tickets to the awards event.
- Opportunity for product placement in goody bags or attendee seats.
- Special article on your organization and its contribution to the Awards in our E-Talk newsletter that goes out to members.

### **You also get these year-long benefits:**

- Exclusive category logo visibility and recognition at all professional development programs; includes at minimum:
  - 20+ teleseminars
  - 10+ monthly luncheons
  - 6 media breakfasts
  - 1 annual publicity summit
  - Exclusive category logo visibility and recognition at special events including:
    - 2 networking happy hours
    - 1 holiday mixer
    - Web link and logo recognition on [www.phoenixprsa.org](http://www.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 teleseminars)
      - 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 Sponsor: \$2,500**

- Name and logo prominently featured as a sponsor of the Copper Anvil Awards in the printed program, e-invitation, e-blasts to members, website, and slide show at the event.
- Inclusion in press release of sponsors supporting the awards event.
- Presentation of one of the evening's awards.
- Four tickets to the awards event.
- Opportunity for product placement in goody bags.
- Mention in article about the Awards in our E-Talk newsletter that goes out to members and nonmembers.

**You also get these year-long benefits:**

- Logo visibility and recognition at all professional development programs; includes at minimum:
  - 20+ teleseminars
  - 10+ monthly luncheons
  - 6 media breakfasts
  - 1 publicity summit
  - Logo visibility and recognition at special events including:
    - 2 networking happy hours
    - 1 holiday mixer
    - Web link and logo recognition on [www.phoenixprsa.org](http://www.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 teleseminars)
      - Use of membership mailing labels (one time use; literature approved by Phoenix PRSA)

**Silver Sponsor: \$1,000**

- Name featured as a sponsor of the Copper Anvil Awards in the printed program, e-invitation, e-blast to members, website and slide show at the event.
- Inclusion in press release of sponsors supporting the awards event.
- Two tickets to the awards event.
- Opportunity for placement in goody bags.
- Mention in article about the Awards in our E-Talk newsletter that goes out to members and nonmembers.

**You also get these year-long benefits:**

- “Event Sponsored by...” mention with web site link in E-talk invitations and on Phoenix PRSA web site
- Introduction of speaker and one minute profile of company prior to start of a 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 [www.phoenixprsa.org](http://www.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

**Bronze Sponsor: \$500**

- Name featured as a sponsor of the Copper Anvil Awards in the printed program, e-invitation, e-blast to members, website and slide show at the event.
- Inclusion in press release of sponsors supporting the awards event.
- One ticket to the awards event.
- Mention in article about the Awards in our E-Talk newsletter that goes out to members and nonmembers.

**You also get these year-long benefits:**

- Web link and logo recognition on [www.phoenixprsa.org](http://www.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)