



30th ANNIVERSARY CHESAPEAKE CONFERENCE November 8, 2007

(Day-long professional development conference attended by upwards of 100 chapter members and other regional public relations/communications practitioners)

\$4000 Exclusive Luncheon Sponsor:

- Right to host luncheon with name/logo on registration brochure, reminder postcard and in conference binder as the luncheon sponsor
- Right to introduce keynote luncheon speaker
- Name/logo featured on Chesapeake Conference section of PRSA-MD Web site
- Recognition in opening remarks
- On-site signage throughout conference
- Full-page ad in conference binder
- Opportunity to put printed materials or giveaways at each place setting at lunch
- Complimentary table for 10 at luncheon
- Ad in weekly PRSA-MD WebNotes newsletter for one month
- Right to put item in attendee giveaway bags
- List of all conference attendees following event
- Table near registration area for collateral material distribution
- Name featured as event sponsor in news releases and other awards publicity

\$1500 Continental Breakfast Sponsor:

- Right to sponsor continental breakfast with name/logo on signage
- Name/logo mentioned as breakfast sponsor on registration brochure and in conference binder
- Name/logo featured on Chesapeake Conference section of PRSA-MD Web site
- Recognition in opening remarks
- Full-page ad in conference binder
- Name listed in weekly PRSA-MD WebNotes newsletter as breakfast sponsor
- Right to put item in attendee giveaway bags
- List of all conference attendees following event



CHESAPEAKE CONFERENCE (cont'd.)

\$1000 Afternoon Break Sponsor:

- Right to sponsor afternoon break with name/logo on signage
- Name/logo mentioned as afternoon break sponsor on brochure
- Recognition in opening remarks
- Full-page ad in conference binder
- Name listed in weekly PRSA-MD WebNotes newsletter as afternoon break sponsor
- Right to put item in attendee giveaway bags

\$500 Chesapeake Conference Patron Sponsor:

- Name/logo on signage
- Recognition in opening remarks
- ½-page ad in conference binder
- Name listed in weekly PRSA-MD WebNotes newsletter as sponsor
- One complimentary registration for conference
- Name listed in conference binder
- Right to put item in attendee giveaway bags

\$250 Giveaway Bag Sponsor:

- Right to put items in giveaway bags for all attendees
- Names mentioned on appropriate signage
- Name listed in conference binder
- List of all conference attendees following event

ADDITIONAL SPONSORSHIP OPPORTUNITIES

MONTHLY PROFESSIONAL DEVELOPMENT PROGRAM MEETINGS

- **\$300 per meeting exclusive sponsorship (one sponsor per meeting)**
- Name and logo appears on flyer mailed to more than 350 chapter members
- Sponsor mention in e-mail to member listserv promoting event
- Sponsor logo/link (.gif or .jpg – max 160 x 120 pixels) on related event page of chapter Web site: www.prsamd.org
- Recognition in opening remarks
- Right to distribute/display promotional materials
- One attendee may attend for free

MEMBERSHIP DIRECTORY

- **Front page of PDF - \$150 for six months (.gif or .jpg – max 160 x 120 pixels)**

The online directory is in the members-only section of www.prsamd.org. Updated monthly, the directory is accessible to more than 350 Maryland Chapter members.

WEBSITE ADVERTISING –www.prsamd.org

- Sponsors can buy rotating banners (.gif or .jpg format – max 160 x 120 pixels) that will run along the left side of the page. Banners include a link back to the sponsor’s homepage or another specified page of the sponsor’s choosing.

Pricing Schedule:

Page	Max Rotation	6 Months	Year/12 Months
Home	3	\$300	\$575
Job Opportunities	3	\$300	\$575
Membership Directory	2	\$250	\$475
Current Events	2	\$250	\$475
All Others Except Monthly Events and Chesapeake Conference	2	\$200	\$375