



2010 Sponsorship Program

VALUE OF A PRSA-MD SPONSORSHIP

PRSA-MD provides an opportunity for sponsors to develop a partnership with and increase visibility among 350 of the state's public relations leaders through one of the nation's largest Chapters.

We offer annual Chapter sponsorships, as well as specific sponsorships for our Chesapeake Conference and Best in Maryland Awards. With sponsorship levels to fit every budget, you're sure to find something to maximize your exposure - affordably!

CHAPTER SPONSORSHIPS

BENEFITS

BRAND AWARENESS

- Banner ad on Chapter Website – 12 months
- Listing on Website sponsorship page
- WebNotes (eNewsletter) listing
- Event promotions – listed on ALL printed, e-mail, and Web materials for monthly programs
- Literature distribution at monthly programs
- Discount on other advertising and events

NETWORKING/MARKETING

- Complimentary tickets to Chapter monthly programs (meet members!)
- Podium recognition as an event sponsor at monthly programs

SPONSORSHIP LEVELS

	PLATINUM	GOLD	BRONZE
Details	3 tickets to each regular monthly program	2 tickets to each regular monthly program	1 ticket to each regular monthly program
Extras	One-time postal mail to members		
Cost	\$4,000	\$2,500	\$1,000



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BEST IN MARYLAND AND CHESAPEAKE CONFERENCE SPONSORSHIPS

PREMIER CHESAPEAKE CONFERENCE SPONSOR – \$3,000

- Name/logo featured on Chesapeake Conference section of PRSA-MD Web site
- Company name/logo included in audio/visual presentation & conference materials
- Recognition in opening remarks
- Opportunity to display signage at event
- Three (3) complimentary conference registrations
- List of names and addresses of attendees from event
- Exhibit table for collateral material distribution during Chesapeake Conference
- Recognition in PRSA-MD WebNotes eNewsletter
- Recognition in all event communication

Comments from 2009 Conference attendees:

“Great conference!” *Tracy Cohen, Deputy Director - Maryland State Lottery*

“Loved all of the sessions!” *Katie Mercado, Jr. Marketing Specialist - A. Bright Idea*

“Kudos to the event planning committee; you've taken this conference back in the right direction!” *Tom Williams, APR - Independent Consultant*

“A job well done by all who worked on putting this together! See you next year!” *Stuart Zang, Media Relations Specialist*

“This was my first time attending the Chesapeake Conference and I really enjoyed it!” *Alison Brooks, new professional*

“I had never attended a local conference before and I was pleasantly surprised. It was very informational and fun.” *Brooke MacDonald, Senior Account Executive - kehcomm*

BEST IN MARYLAND AWARDS LUNCHEON – \$2,500

- Name/logo featured in Best in Maryland section of PRSA-MD Web site
- Company name/logo included in audio/video presentation & award materials
- Opportunity to introduce Best in Maryland Awards MC (superceded by Combined sponsor)
- Exhibit table for collateral material distribution during award luncheon
- Five (5) tickets to the Best in Maryland Awards luncheon
- Recognition in PRSA-MD WebNotes eNewsletter and any other event communication

Comments from 2009 BIM luncheon attendees:

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To participate in the sponsorship program, please contact Laura LaChapelle at 410-440-4246 or laura@lachapellecommunications.com.

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“MC was GREAT! The time used was GREAT! Everything flowed GREAT!” *Akilah Luke, Marketing Associate, News Generation*

“The luncheon was exceptional.” *Dionne McConkey, Communications Associate, Baltimore Office of Promotion and Arts*

COMBINED CHESAPEAKE CONFERENCE & BEST IN MARYLAND AWARDS - \$4,500

- Name/logo featured on Chesapeake Conference AND Best in Maryland sections of PRSA-MD Web site
- Company name/logo included in BOTH audio/visual presentations and ALL printed materials (conference brochure, mailers, awards entry, etc.)
- Recognition in conference opening remarks
- Opportunity to display signage at BOTH events
- Five (5) complimentary conference registrations AND five (5) awards luncheon tickets
- List of names and addresses of attendees from event
- Exhibit table for collateral material distribution during BOTH events
- Recognition in PRSA-MD WebNotes eNewsletter
- Recognition in all e-mail event communication for BOTH events
- Opportunity to introduce Best in Maryland Awards MC
- Opportunity to become Learning Journal and/or Networking Reception sponsor at a greatly reduced rate!

CHESAPEAKE CONFERENCE LEARNING JOURNAL – \$2,000

Have your name on this keepsake – a handy spiral-bound notebook that attendees will carry around for months to come!

- Name/logo and brief message on the back cover of our learning journal given to all attendees
- Company name/logo included in audio/visual presentation & conference materials
- Name/logo featured on Chesapeake Conference section of PRSA-MD Web site
- Opportunity to distribute printed materials or giveaways
- Exhibit table for collateral material distribution during Chesapeake Conference
- Two (2) complimentary conference registrations
- List of names and addresses of attendees from event
- Recognition in PRSA-MD WebNotes eNewsletter

Comments from 2009 Conference attendees:

“Loved the Learning Journals!” *Lisa Miles, APR, President – Miles Public Relations*



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CHESAPEAKE CONFERENCE BREAKFAST SPONSOR – \$1,500

- Host breakfast with name/logo included on all related signage and materials
- Company name/logo included in audio/visual presentation & conference materials
- Name/logo featured on Chesapeake Conference section of PRSA-MD Web site
- Opportunity to distribute printed materials or giveaways
- One complimentary conference registration
- List of names and addresses of attendees from event
- Recognition in PRSA-MD WebNotes eNewsletter

NETWORKING RECEPTION SPONSOR – \$1,000

Help close the Chesapeake Conference with a fun happy hour!

- Host networking reception with name/logo included on all reception signage and materials
- Company name/logo included in pre-conference audio/visual presentation
- Opportunity to distribute printed material or giveaways
- One complimentary conference registration
- List of names and addresses of attendees from event
- Recognition in PRSA-MD WebNotes eNewsletter

Comments from 2009 Conference attendees:

“Happy hour mixer was a great addition!” *anonymous*

PATRON – \$500

Show your support to the profession and PRSA Maryland!

- Name listed on conference materials
- Name listed in pre-conference audio/visual presentation
- Recognition in PRSA-MD WebNotes eNewsletter

PRSA Maryland values our partners. For more information on these partnerships or to suggest one of your own, contact PRSA Maryland offices at Mariner Management & Marketing at 301-725-2508.