



2017 Gold Pick Awards Sponsorship Packages

Founded in September 1957, the Colorado Chapter of the Public Relations Society of America (PRSA) has grown into the nation's fifth largest chapter. In 1966, the Chapter created the Gold Pick Awards to honor the region's best work in public relations, and today, Gold Pick has become the state's most prestigious awards recognition program for PR practitioners.

At the 2017 Gold Pick Awards, we are Mining for Gold in Public Relations. Join our Forty-Niner sponsor – [Linhart PR](#) – and find a sponsorship that best fits your needs!

	Forty-Niner (\$2,500) SOLD OUT	Prospector (\$1,500)	Nugget (\$1,000)	Magma (\$500)
Complimentary Gold Pick Entries	2 entries			
Complimentary event tickets with VIP seating	10 Tickets (1 table)	5 Tickets	4 Tickets	3 Tickets
Advertisement in the Gold Pick Awards program	Full-page ad	½ page ad	¼ page ad	
Inclusion of one give-away/SWAG item for each attendee (can be placed at each seat/table or at registration table)	✓			
Company name and/or logo on all program materials	✓	✓	✓	✓
Company logo or name and link to company website on the Gold Pick Awards home page of PRSA Colorado's website (visited by the Chapter's 500+ members and other public relations professionals)	✓	✓	Company name only	Company name only
Logo inclusion in all PRSA Colorado Gold Pick Awards email communications linking to company's website	✓	✓	✓	Company name only
Official acknowledgement from the stage at the event	✓	✓	✓	
Company name and logo included on event signage	✓	✓	Company name only	
Inclusion in post-event media materials (news release and social media postings)	Company name and link	Company name and link	Company name and link	Company name only
Prominently featured in select PRSA Colorado social media sites (Blog, Facebook, Twitter, LinkedIn, Flickr) – during event promotion (March-May)	8 Sponsorship Mentions	5 Sponsorship Mentions	3 Sponsorship Mentions	1 Sponsorship Mention



In addition to the benefits listed on the previous page, the 2017 Gold Pick Awards venue will provide the opportunity to have sponsor names/logos displayed prominently on electronic displays during the opening reception. More information on this opportunity can be provided upon request.

In-kind sponsorships are also available.

Alternative Sponsorship Packages

<p>Gold Rush (\$2,000)</p>	<p>Gold Rush sponsors the opening reception. This sponsorship package receives all of the benefits of a Prospector sponsor, plus:</p> <ul style="list-style-type: none"> ✓ Welcome remarks at the opening reception ✓ Inclusion of one give-away/SWAG item for each attendee (placed at reception tables) ✓ Company name and logo projected on digital signage as the opening reception sponsor during the reception hour
<p>Gold Fever (\$1,500) SOLD OUT</p>	<p>Gold Fever sponsors the photo booth. This sponsorship package receives all of the benefits of a Nugget sponsor, plus:</p> <ul style="list-style-type: none"> ✓ Placard at photo booth with company name and logo listed as sponsor ✓ Inclusion of one give-away/SWAG item for each attendee (placed at photo booth)
<p>Bonanza (\$1,000 or in-kind donation)</p>	<p>Bonanza sponsors the event program. This sponsorship package receives all of the benefits of a Nugget sponsor, plus:</p> <ul style="list-style-type: none"> ✓ ½ page ad in the Gold Pick Awards program

If you are interested in purchasing a sponsorship or would like to discuss the options for designing a customized sponsorship package or in-kind donations, please contact Nicole Yost at nicole@fynpr.com or Michelle Ellis at michelle@ellis-comms.com.