

PRSA Public
Relations
Society of
America

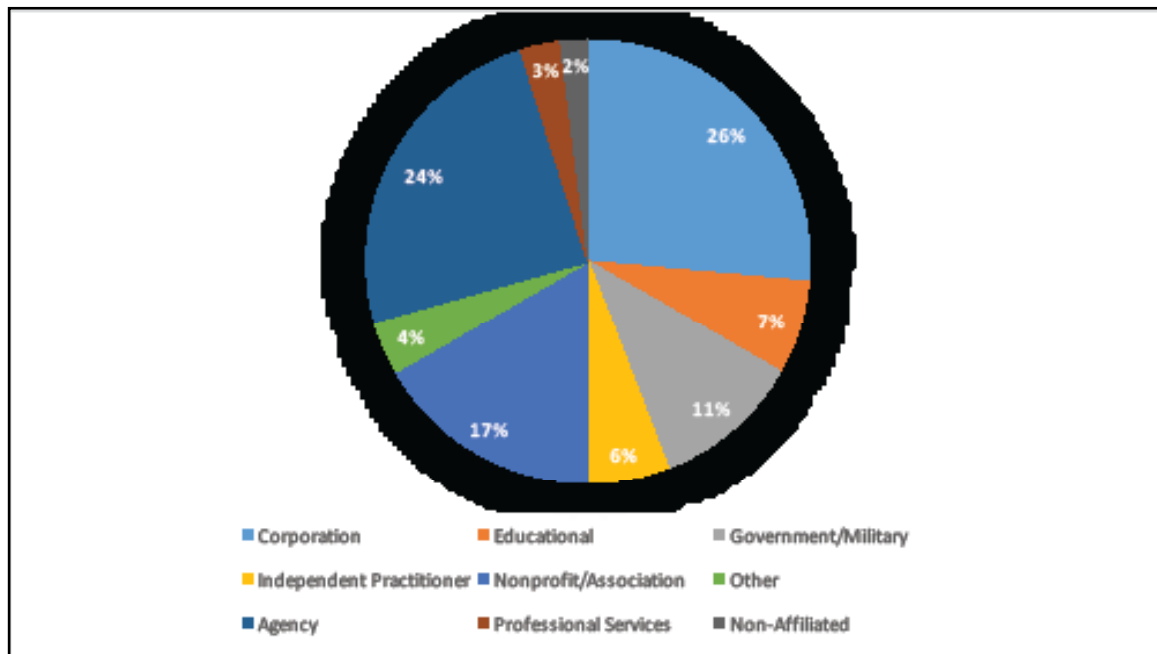
Colorado Chapter

2017 Partner Opportunities

PRSA Colorado is one of the largest PRSA chapters in the country. By sponsoring this organization, or one of its programs, your organization will connect with more than 450 local public relations, marketing and communications professionals. These professionals are delivering key messaging across Colorado and the world, via the latest strategies and using state-of-the-art communications technologies.

PRSA Colorado members represent some of the state's top companies, including Ball Corporation, Molson Coors Brewing Company, Charles Schwab, EnCana Oil & Gas, Kaiser Permanente to name a few.

PRSA Membership by Organizational Setting



Benefits of Sponsorship:

- Brand awareness and engagement
- Employee recruitment
- New business development
- Build customer base
- Alignment with the PR and Communications industry's leading professional association

In addition to the sponsorship opportunities listed in this packet, PRSA Colorado can work with companies and service providers to develop custom in-kind and a-la-carte sponsorship programs.

Chapter Partnerships	Chapter Partner (\$5,000)	Patron (\$2,250)	Benefactor (\$1,000)	Program Sponsor (\$500)	Supporter (\$150)
Logo and marketing materials displayed at registration table for all monthly programs	√			At sponsored program only	
Logo inclusion in PRSA Colorado weekly eNewsletter program email, including link to company's website	√	√	√	For sponsored program only	
Podium recognition at PRSA Colorado events throughout the year, including the annual Gold Pick Awards event and the Chapter Summit	√	√	√	At sponsored program only	
Sponsor designation ribbons on name badges of Sponsor and Sponsor's guests at each event	√	√	√	At sponsored program only	
Inclusion of Sponsor logo and link in the electronic welcome letter sent to all new members	√	√	Link only		
Dedicated Sponsor logo placement on the PRSA Colorado home page and banner ad on calendar of events	√			Events page only	
Complimentary tickets with VIP seating (with the speaker) for one program	4 Tickets	3 Tickets	2 Tickets	2 Tickets, for sponsored program only	
Distribution of Sponsor information in handout/give-away to all attendees at sponsored program				√	√
Three-minute presentation from Sponsor at beginning of event (to promote the company, a product or service)				√	
Advertisement in Gold Pick Awards program	Full-page ad	½-page ad	¼-page ad		



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, Held in May each year, Gold Pick has become the state's most prestigious awards recognition program for PR practitioners.

	Forty-niner (\$2,500)	Prospector (\$1,500)	Nugget (\$1,000)	Magma (\$500)
Complimentary Gold Pick Entries	2 Entries			
Complimentary event registration with VIP seating	10 Registrations (1 table)	5 Registrations	4 Registrations	2 Registrations
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 name only
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 email communications linking to company's website	✓	✓	✓	Company name only
Official acknowledgment 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 only
Prominently featured in select PRSA Colorado social media sites (Blog, Facebook, Twitter, LinkedIn, Flickr) – during event promotion	8 Sponsorship Mentions	5 Sponsorship Mentions	3 Sponsorship Mentions	1 Sponsorship Mention

At the 2017 Gold Pick Awards, we are Mining for Gold in Public Relations. Join our Gold Sponsor – **Linhart PR** – and find a sponsorship that best fits your needs!



In addition to the benefits listed on the previous page, the 2016 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. Also, in-kind sponsorships are available.

New! Alternative Gold Pick Sponsorship Packages

<p>Gold Rush (\$2,000)</p>	<p>Sponsor the opening reception and receive all of the benefits of Silver sponsor plus:</p> <ul style="list-style-type: none"> ✓ Speaking opportunity as the sponsor of the opening reception ✓ Inclusion of one give-away/SWAG item for each attendee (can be placed at reception tables) ✓ Company name and logo projected in digital signage as the opening reception sponsor during the reception hour
<p>Gold Fever (\$1,500)</p>	<p>Sponsors the photo booth and receives all of the benefits of a Silver sponsor, plus:</p> <ul style="list-style-type: none"> ✓ Placard at photo booth with company name and logo listed as sponsor
<p>Bonanza (\$1,000 or in-kind donation)</p>	<p>Sponsor the event program and receives all of the benefits of a Bronze sponsor, plus:</p> <ul style="list-style-type: none"> ✓ Upgrade ½ page ad in the Gold Pick Awards program

Program Advertising

The Gold Pick Awards program is distributed to each attendee of the event. All ads placed in the program will be seen by more than 200 of the state's most prestigious PR practitioners and decision-makers.



Ad Type	Dimensions	Color	Price
Double-Truck Ad	11" x 8.5"	4-color	\$450
Back Cover	5.5" x 8.5"	4-color	\$400
Inside Front Cover	5.5" x 8.5"	4-color	\$350
Inside Back Cover	5.5" x 8.5"	4-color	\$350
Full Page	5.5" x 8.5"	4-color	\$300
Half Page	5.5" x 4.25"	4-color	\$150
Quarter Page	2.75" x 4.25"	4-color	\$75
25 Words for \$25	Text Only	Grayscale	\$25

In addition to the Chapter Summit sponsorship opportunities listed below, PRSA Colorado can customize a sponsorship to meet your needs. In-kind sponsorships are also available for consideration.

The PRSA Colorado Summit, is the largest professional development and networking event of the year. The daylong summit consists of keynote presentations and breakout sessions led by industry experts.

Chapter Summit Sponsorships	Forty-niner (\$2,500)	Prospector (\$1,500)	Nugget (\$1,000)	Magma (\$500)
Complimentary event registration with VIP seating	10 Registrations (1 table)	5 Registration	4 Registration	2 Registration
Advertisement in the Chapter Retreat 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 name only
Company logo or name and link to company website on the Chapter Retreat 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 Chapter Retreat email communications linking to company's website	√	√	√	Company name only
Official acknowledgment 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 only
Prominently featured in select PRSA Colorado social media sites (Blog, Facebook, Twitter, LinkedIn, Flickr) – during event promotion (September-November)	8 Sponsorship Mentions	5 Sponsorship Mentions	3 Sponsorship Mentions	1 Sponsorship Mention
Prominently featured in select PRSA Colorado social media sites (Blog, Facebook, Twitter, LinkedIn, Flickr) – during event promotion	8 Sponsorship Mentions	√	√	Company name only

Ad Specifications:

The preferred file formats for ad submission is high resolution, 300 dpi or larger EPS or TIFF. See program advertising for specific sizing specifications.

Web Images:

Images that are collected from Web pages are low resolution (72dpi) and do not output cleanly for printing. These images are made for Web design and are not intended for printing purposes. Optimal resolution for offset printing is 300dpi at size.

Print Images:

Photos need to be 300dpi at finished size to get optimum results when printed. Images that are less than 300 dpi if scaled down can be used. Example: a 150dpi image scaled down to 50% of original size will output as a 300dpi image.

Purchasing a Package:

All packages outlined in this document may be purchased on the [PRSA Colorado website](#). If you would like to discuss other opportunities please contact the Sponsorship Committee.

Contacts:

Gold Picks (held in May)

- Nicole Yost, nicole@fynpr.com, 970-776-9980

Chapter Summit (held in the fall)

- Dustin Moody, 863-661-1617, jdustinmoody@gmail.com

General/Chapter-wide

- Nicole Yost, nicole@fynpr.com, 970-776-9980
- PRSA Colorado Offices, 303-920-0176, www.prsacolorado.org

“At Linhart Public Relations, we think PRSA is one of the most important and effective professional organizations. We highly value the PRSA professional development programs and the Gold Pick awards. Sponsoring the Colorado chapter programming is a smart investment and we heartily encourage other sponsors to step up and support the chapter,” Sharon Linhart, Managing Partner, Linhart Public Relations