



# SPONSORSHIP PACKET *2025*




# PRSA

Sierra Nevada Chapter

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[www.PRSAsierra.org](http://www.PRSAsierra.org)

To become a sponsor, email  
[jamii.uboldi@gmail.com](mailto:jamii.uboldi@gmail.com) and  
[alliwilliamsapr@gmail.com](mailto:alliwilliamsapr@gmail.com)



PRSA Sierra Nevada offers a wide range of benefits to our members. We appreciate the generosity of our sponsors who allow us to continue offering high-quality programs and content to our members. Our chapter, in addition to PRSA National, provides access to:

## SPONSOR VALUE

- Opportunity to directly with connect with our membership.
- Access to communications professionals who can support your business.
- Positioning your brand directly in front of key decision makers and potential business opportunities.
- And more...

## MEMBER VALUE

- Free live professional development webinars
- Free library of on-demand professional development courses
- Free Strategies & Tactics and Issues & Trends newsletter
- A private online community of colleagues
- A local/regional network of colleagues
- Local in-person lunches and networking opportunities
- Support for those pursuing Accreditation in Public Relations (APR)
- Access to case studies through the Silver Anvil database
- Professional discounts valued at \$500+ a year
- And more....

***Our Mission:*** Our chapter is dedicated to upholding ethical standards, providing professional development, fostering networking opportunities and recognizing strategic communications excellence in our region.

**PRSA**

Sierra Nevada Chapter



# SPONSOR PACKAGES

Whether you are a large company or a freelance professional, there are a variety of sponsorship levels available. Sponsoring PRSA Sierra Nevada aligns your brand with a group of communication professionals who invest and support local initiatives. In addition to our sponsor packages, we offer customized packages.

## PROGRAMS SPONSORSHIPS

### LUNCH SPONSOR *(4-6 per year)*

- Exclusive sponsor of (1) PRSA Sierra Nevada lunch program
- Opportunity to place collateral at all seats during lunch
- Logo on slide deck
- 2-minute company introduction at luncheon
- Social media and event promotions to include sponsor logo
- Inclusion in (1) monthly email newsletter
- (2) tickets to attend luncheon

\$500

### GROUP TABLE

- Get a group discount when you purchase a table of (8) at any PRSA Sierra Nevada luncheon

10% OFF

### MIXER SPONSOR *(2-3 per year)*

- Logo or name mention at the start of the mixer
- 1-minute company introduction at the mixer
- Opportunity to hand out collateral during event
- Social media promotions to include sponsor logo
- Inclusion in (1) monthly email newsletter

\$250

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# SPONSOR PACKAGES

## SOCIAL MEDIA SPONSORSHIPS

### YEAR-ROUND RECOGNITION

\$750

Promote your brand annually with this unique digital sponsorship that includes:

- (1) social media post per month on all PRSA Sierra Nevada social channels. Sponsor to provide copy and graphics.
- (1) IG reel or story each quarter promoting a brand campaign, employee development, or content that promotes the PR profession. Sponsor to provide content.
- Logo inclusion in the monthly email newsletter as a *Social Media Sponsor*

### ON DEMAND RECOGNITION

\$150

Promote your brand on demand or when cool stuff is happening at your company. This level includes:

- (1) social media post on all PRSA Sierra Nevada social channels. Sponsor to provide copy and graphics. May include video or static content.
- One time reference in the monthly email newsletter



# SPONSOR PACKAGES

## BETTER PR PODCAST SPONSORSHIPS

### TITLE SPONSOR

- Become our exclusive Better PR Podcast sponsor and leverage year-round promotions including:
  - Logo inclusion on all digital promotions and collateral
  - :10 sponsor thank you announcement read by podcast host during the introduction and conclusion of the podcast
  - Opportunity to recommend subject matter experts for the podcast
  - Listed as *Title Sponsor of Better PR Podcast* in the PRSA Sierra Nevada monthly newsletter
  - Sponsor mention in all podcast published blogs (e.g. *This podcast is sponsored by ABC Company*)

\$5,000

### BETTER PR EPISODE SPONSOR (Max 8 per year)

- Sponsor (1) episode of the Better PR Podcast and receive the following benefits:
  - Logo inclusion on digital promotions of the podcast episode
  - Listed as an episode sponsor in one email newsletter
  - :10 sponsor thank you announcement read by podcast host during the introduction of the podcast

\$750

### PODCAST REACH

- 3,727 UNIQUE DOWNLOADS
- 37 EPISODES SINCE LAUNCH



# SILVER SPIKES

## ANNUAL AWARDS PROGRAM



PRSA Sierra Nevada's annual award program recognizes the exemplary communications work of individuals and organizations in our community. The evening celebrates best-in-class campaigns from the industry, along with individuals honored for their leadership, vision, and dedication to improving communications in northern Nevada.

### Gold Sponsor - \$2,500 *valued at \$4,300*

- Table of (8) at awards program.
- Logo inclusion on all event materials as *Title Sponsor*
- Logo carousel during the event (large logo size)
- Logo inclusion on website, email newsletter, event press releases and digital promotions
- Company name mention during awards program
- (1) long-form video to be played during the awards program. One minute maximum length. Video provided by sponsor or the opportunity to present the Best of Show award during the program
- Opportunity to sit on the individual awards judging panel

### Bronze Sponsor - \$1,000

*valued at \$2,100*

- (4) seats to attend the awards program. Additional tickets will be available at a special discount.
- Logo inclusion on all event materials
- Logo carousel during the event (medium logo size)
- Logo inclusion on website, email newsletter and digital promotions
- Name mention during awards program

### Table Sponsor - \$1,500

- (8) seat table at the awards program, premium seating
- Logo carousel at event

### Silver Sponsor - \$1,750

*valued at \$3,500*

- (8) seats to attend the awards program. Additional tickets will be available at a special discount.
- Logo inclusion on all event materials
- Logo carousel at event (large size logo)
- Logo inclusion on website, email newsletter and digital promotions
- (1) custom social media sponsor post or video. Content to be provided by sponsor.
- Name mention during awards program

### Individual Winner Sponsor - \$500

*valued at \$750 (6 available)*

- This unique sponsorship opportunity is available for each of our individual award winner categories. Show your support for the profession by sponsoring an individual winner. Benefits include:
  - Logo and name recognition on all event promotions affiliated with the individual winner category
  - Opportunity to present the individual winner with their award
  - (2) tickets provided to the winner to attend the event

### Individual Ticket Prices

Member: \$115  
Non-member: \$125



# SILVER SPIKES

## ANNUAL AWARDS PROGRAM



### A/V Sponsor

- Sponsor AV for the annual awards program by offering this service in-kind. This opportunity is available to an AV company or a company who will cover the cost of AV services at the award program. Sponsor to pay the AV vendor directly. Benefits to include:
  - Logo and name recognition in all event promotions
  - Annual logo recognition in the monthly email newsletter
  - Half page program ad

### Photography Sponsor

- Sponsor event and award winner photography for the annual award program. This is an in-kind sponsorship with services rendered by a local photographer. Benefits to include:
  - Logo and name recognition in all event promotions
  - Annual logo recognition in the monthly email newsletter
  - Half page program ad

### Print Sponsor

- Sponsor print materials for the annual awards program by offering this service in-kind to PRSA Sierra Nevada. This opportunity is available to a printing vendor or non-print company who will cover the cost of print services at the award program. Benefits to include:
  - Logo and name recognition in all event promotions
  - Annual logo recognition in the monthly email newsletter
  - Half page program ad

Custom sponsorships are available. Please contact our 2025 sponsorship liaisons, [jamii.uboldi@gmail.com](mailto:jamii.uboldi@gmail.com) and [alliwilliamsapr@gmail.com](mailto:alliwilliamsapr@gmail.com).

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LET'S WORK  
**TOGETHER**

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To become a PRSA Sierra Nevada  
sponsor, contact our team at  
[president@prsasierra.org](mailto:president@prsasierra.org).

