



2020 MINNESOTA PRSA PARTNERSHIP OPPORTUNITIES

Minnesota Chapter
PRSA



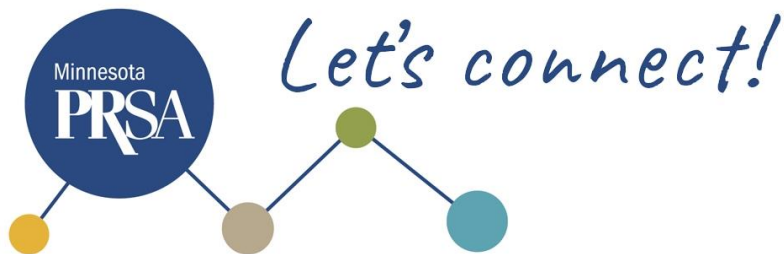
www.minnesotaprsa.org

MINNESOTA PRSA – LET’S CONNECT

The Minnesota Chapter of the Public Relations Society of America is a **thriving professional organization comprising 300-plus professionals** in the local public relations, communications and marketing communications community.

Our mission is to **advance the profession and the professional** by engaging our diverse community of practice to drive effective, ethical and strategic outcomes.

Through our programs and resources, Minnesota PRSA strives to engage members at every stage of their careers with the **knowledge, resources and connections** to make a positive impact on their futures.



The Public Relations Society of America (PRSA) is the nation's largest professional organization serving the communications community with a mission to “make communications professionals smarter, better prepared and more connected through all stages of their career.”

WE CAN HELP YOU REACH KEY BRANDS AND INFLUENCERS

Our members are key influencers for hundreds of nationally recognized and award-winning strategic communication programs.

- We represent some of the **top companies in the nation and region** as well as dozens of small and mid-sized organizations across the corporate, nonprofit and government sectors.
- Our market is also home to some of the **industry's leading creative communication firms**.
- In addition, **more than 100 mid-sized, boutique and small agencies** – as well as independent consultants – are engaged in our thriving communications community.

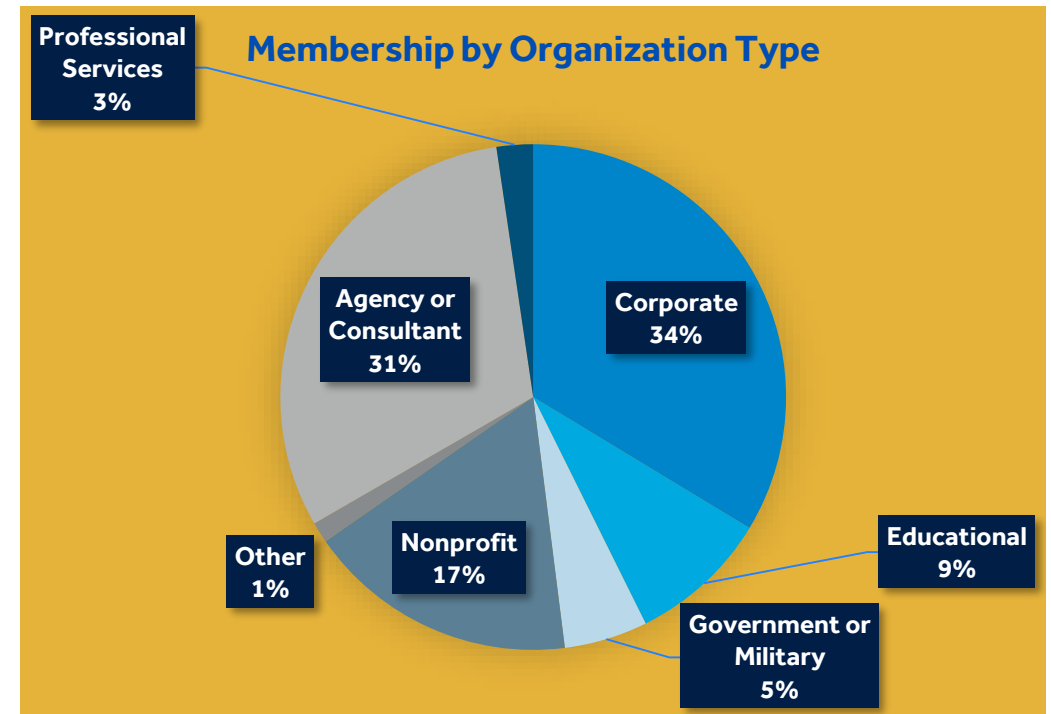


MEMBERS OF MINNESOTA PRSA MAKE KEY DECISIONS

Members of Minnesota PRSA perform a **wide range of roles** from public affairs to marketing communications, and from content development to social media management – and they hold a myriad of titles. Minnesota PRSA members are **key influencers and decision makers**, with job titles such as:

- Chief Communications Officer
- Chief Marketing Officer
- Vice President of Marketing and Communications
- Vice President Corporate Affairs
- Director of Communications and Education
- Senior Manager, Global Communications
- Vice President of Communication and Human Resources
- Director of Community Relations

Our members are also agency and small business owners. No matter their title, however, **Minnesota PRSA members influence purchasing decisions** related to communication services and products.



OUR EVENTS HELP YOU CONNECT WITH OUR MEMBERS AND MORE

On average, Minnesota PRSA hosts **more than 20 events per year**, all designed to bring our local community of practice together to connect, share and engage on pertinent topics.

Examples include:

Signature Events:

- **PR North Conference + Job Fair**
- **Classics Award Banquet**
- **Half-day Skills Workshop**

Additional Events:

- **Professional Development Programs**
- **Diversity & Inclusion Workshop**
- **Ethics Event**
- **Networking Events**
- **Annual Member Meeting and Holiday Party**



We had more than 1,500 attendees participate in Minnesota PRSA events in 2019. We serve both as the voice for our members as well as the broader local PR and communications community of practice. Our events attract a substantial number of non-members, significantly expanding your reach.

MULTIPLE WAYS TO PARTNER AND BENEFIT FROM MINNESOTA PRSA

There are multiple ways to **partner** with Minnesota PRSA via:

- Annual sponsorship packages that offer visibility throughout the year at signature chapter events and via chapter media properties, as well as value-adds like access to our members via direct channels
- A la carte opportunities to sponsor individual events or to develop in-kind sponsorships

The **benefits of partnering** with Minnesota PRSA include:

- Driving brand awareness and engagement
- Creating visibility to enable new employee recruitment
- Establishing new connections and building your customer base
- Increasing your reach, connecting with customers and building exposure to new clients via the PR and communication industry's leading professional organization



2020 ANNUAL SPONSORSHIP LEVELS AND BENEFITS

BENEFITS	DIAMOND	EMERALD	SAPPHIRE
	\$8,000	\$6,000	\$4,000
Logo Presence on Website	X	X	X
Recognition at Annual Meeting / Holiday Party	X	X	X
Feature in Link Newsletter (1x)	X	X	X
Logo Presence on Event Promotions	X	X	X
Social Media Mentions	4	3	2
Job Board Postings	4	3	2
Event Tickets (excluding Classics, PR North, Skills Workshop)	4	3	2
Ethics Event Sponsor	X	X	
Diversity & Inclusion Event Sponsor	X	X	
Email to Members (approved and distributed by Chapter) (1x)	X		
Logo Presence in Monthly Link Newsletter (12x)	X		
Classics Awards Platinum	X		
PR North Conference + Job Fair Platinum	X		
Half-day Skills Workshop Platinum	X		
Classics Awards Gold		X	
PR North Conference + Job Fair Gold		X	
Half-day Skills Workshop Gold		X	
Classics Awards Silver			X
PR North Conference + Job Fair Silver			X
Half-day Skills Workshop Silver			X

2020 EVENT CALENDAR AND A LA CARTE SPONSORSHIP OPPORTUNITIES

JANUARY/FEBRUARY/MARCH

APRIL/MAY/JUNE

JULY/AUGUST/SEPTEMBER

OCTOBER/NOVEMBER/DECEMBER

← Professional Development and Networking Events →

▪ PR North Skills Workshop*

▪ Classics Awards*

▪ Half-day Skills Workshop*

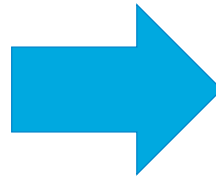
▪ Ethics Event

▪ Diversity & Inclusion Workshop

▪ Annual Meeting and Holiday Party

A la Carte Program Event Opportunities (\$1,000 each)

- Professional Development and Networking Events
- Ethics Event (September)
- Diversity & Inclusion Event (October)
- Annual Meeting and Holiday Party (December)



A la Carte Event Sponsorship Benefits

- Recognition on MinnesotaPRSA.org
- Recognition in *Link* newsletter
- Logo on All Event Materials and Promotions
- Recognition in Chapter Social Media Channels
- Four Complimentary Registrations for Program
- Table / Display / Materials on-site at Event Venue
- Opportunity for 2-minute Welcome from Podium at Event

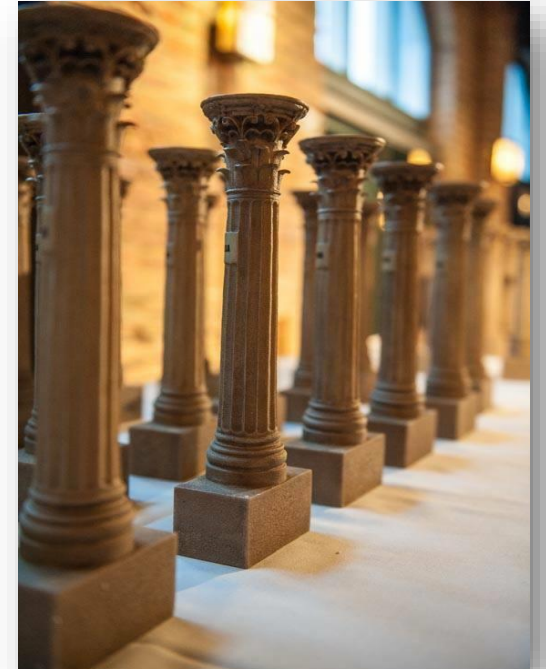
Minnesota PRSA will work with your organization to develop customized in-kind or a la carte programs to meet your specific needs.

* *Signature Events*

2020 SIGNATURE EVENT: PRSA CLASSICS AWARDS



BENEFITS	PLATINUM	GOLD	SILVER
	\$4,000	\$3,000	\$2,000
Logo Presence in Presentation Content	x	x	x
Logo Presence / Signage at Venue	x	x	x
Recognition at Event from Podium	x	x	x
Event Tickets	10 (Table)	6	4
Name / Logo in pre-Classics Promotions	Logo	Logo	Name
Presence on Classics Website	Logo / Link	Logo	Name
Social Media Mentions Before and During Event	x	x	x
Ad on Classics website	x	x	
Opportunity to Present Award from Podium	x		
Full-page Ad in Classics Program	x		
Half-page Ad in Classics Program		x	
Quarter-page Ad in Classics Program			x



A la Carte Options

- **Event Photo Booth** (\$2,000) – Includes exclusive sponsorship of the photo booth, unlimited prints for event attendees and custom print design with sponsor logo.
- **Drink Ticket Sponsor** (\$2,000) – Receive exclusive recognition for hosted drinks at event. Includes custom-branded napkins and special callout on tabletop centerpieces and in presentation.
- **Door Prize Sponsor** (\$1,000) – Includes exclusive branding and event recognition. Sponsor is responsible for purchasing a minimum of three door prize giveaways.

2020 SIGNATURE EVENT: PR NORTH CONFERENCE + JOB FAIR

BENEFITS	PLATINUM	GOLD	SILVER
	\$1,500	\$1,000	\$750
Booth at Job Fair	X	X	X
Logo Presence / Signage at Venue	X	X	X
Recognition at Event from Podium	X	X	X
Logo Presence on Minnesota PRSA Website	X	X	X
Internship or Job Posting in Post-event Email	X	X	X
Social Media Mentions Before and During Event	X	X	X
Option to Place Item in Event Gift Bag	X	X	
Event Tickets	4	2	
Mention in <i>Link</i> Newsletter	X	X	
2-minute Welcome from Podium	X		
Contributed Blog Post on Minnesota PRSA Website	X		

A la Carte Options

- **Breakout Workshop Sponsor** (\$500) – Sponsor, host and lead a workshop on a pertinent, practical topic that would appeal to students and young professionals.
- **Job Fair Booth** (\$150) – Whether you have current openings or just want to network with tomorrow's PR leaders, you can host a table at the Job Fair.



2020 SIGNATURE EVENT: HALF-DAY SKILLS WORKSHOP

BENEFITS	PLATINUM	GOLD	SILVER
	\$1,500	\$1,000	\$750
Table / Display / Materials on-site at Event Venue	X	X	X
Logo Presence / Signage at Venue	X	X	X
Option to Provide Materials to Attendees	X	X	X
Logo Presence on Minnesota PRSA Website	X	X	X
Recognition at Event from Podium	X	X	X
Social Media Mentions Before and During Event	X	X	X
Name / Logo in Event Promotions	X	X	
Event Tickets	4	2	
Mention in <i>Link</i> Newsletter	X	X	
2-minute Welcome from Podium	X		
Contributed Blog Post on Minnesota PRSA Website	X		

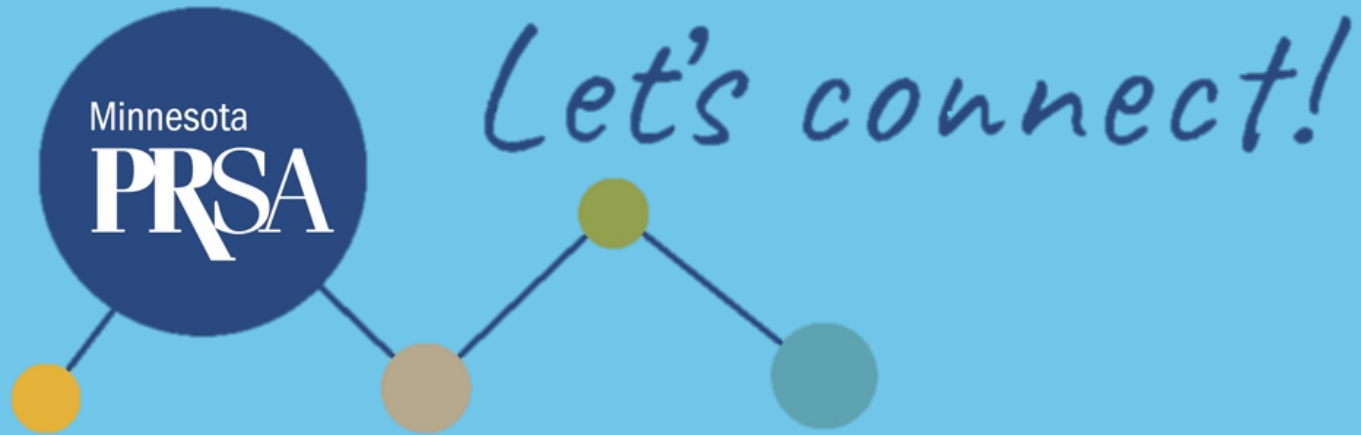


**A la
Carte
Options**



- **Meal Sponsor (\$500)** – Sponsor breakfast or lunch for attendees during the half-day workshop


**CONTENT
MARKETING
SUMMIT:**
AMPLIFYING & OPTIMIZING IMPACT



MINNESOTA PRSA PARTNERSHIP CONTACTS:

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