

# THE SHAKE UP

CHANGING TIMES, CHANGING COMMS

PRSA MIDWEST DISTRICT CONFERENCE  
SEPTEMBER 18 – 20, 2022 • MINNEAPOLIS/ST. PAUL



## Sponsorship Invite

**Tie your brand to the biggest  
regional communications event to  
hit the Twin Cities in over a decade**

### CONFERENCE OVERVIEW

The Public Relations Society of America (PRSA) Midwest District Conference brings together communication professionals from eight states in the region, representing 12 PRSA chapters.

Conference speakers are regionally and nationally recognized speakers who are experts in public relations and communications.

The Midwest District Conference is promoted through email, social media, Midwest District chapters and [PRSAmdc.org](http://PRSAmdc.org).

**Never before has strategic communication been at the center of so many decisions.**

**Sign up today as a sponsor of the 2022 PRSA Midwest District Conference and connect with the communications professionals who are impacting those decisions, from the C-Suite to production floors.**

If you are a company or brand who wants to be known among communication decision-makers and influencers, look no further than the Public Relations Society of America's (PRSA) 2022 Midwest District Conference.

This annual PRSA conference brings together a community of communication professionals onsite (and virtually), and reaches an extended network of public relations experts from across eight states. Conference speakers are regionally and nationally recognized and strategic communications experts. Attendees represent a wide range of communication disciplines – from media relations and crisis communication to internal communications and marketing communications – and include practitioners new to the industry as well as seasoned experts who hold influence at the executive level. The 2022 conference – with its theme **The Shake Up: Changing Times, Changing Comms** – is positioned to help re-connect attendees as well as inspire them with new ideas and new ways of working.

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#### **About the Public Relations Society of America – Minnesota Chapter**

Minnesota PRSA is the ninth largest chapter of the Public Relations Society of America. Through our programs and services, Minnesota PRSA delivers on its mission of engaging members at every stage of their careers with the knowledge, resources and connections to achieve professional excellence, drive ethical and strategic outcomes, and advocate for the profession.

A strong, active part of the communications scene since 1953, Minnesota PRSA represents corporate, agency, independent, non-profit and government public relations professionals from Minnesota, North Dakota, South Dakota and western Wisconsin.

#### **MINNESOTA PRSA BY THE NUMBERS:**

- First PRSA chapter to add a Diversity & Inclusion Officer to its board (in 2018)
- Inaugural donor to the Multicultural Endowment Scholarship Fund established through the PRSA Foundation and the PRSA National Diversity and Inclusion Committee (in 2020)
- Received the PRSA 2020 Chapter Diversity & Inclusion first place award
- More than 230 members
- 75 Accredited Public Relations (APR) professionals
- 12 College of Fellows members

#### **About the Public Relations Society of America – Midwest District**

The PRSA's Midwest District is one of 10 PRSA Districts and includes 12 chapters: Central Illinois, Chicago, Greater Kansas City, Iowa, Madison, Mid-Missouri, Minnesota, Nebraska, Northeastern Wisconsin, Southeastern Wisconsin, Southwest Missouri and St. Louis. Together, these chapters include members of varying sectors, ages, diversities and skills.

#### **MIDWEST DISTRICT BY THE NUMBERS:**

- Held first Midwest District Conference in 2015
- More than 1,385 members:  
387 corporate, 321 agency/consultancy, 236 nonprofit, 184 educational institution, 104 government/military, 40 professional services, 36 independent practitioner, 81 other
- Years of experience: 360 members with up to 10 years, 392 members with 11 – 20 years, 333 members with 21 – 30 years, 168 members with 31 – 40 years and 45 members with 41+ years
- Nearly 300 Accredited Public Relations (APR) professionals
- 29 College of Fellows members

# PREMIUM OPPORTUNITIES

## PRESENTING SPONSOR - \$10,000 (4)

Provides the highest level of visibility throughout the entire conference.

- Recognition as presenting sponsor: “The 2022 PRSA Midwest District Conference presented by COMPANY NAME(S)”
- Recognition as Presenting Sponsor with company name or logo on all printed and electronic promotional materials
- Company logo acknowledgement as Presenting Sponsor on pre- and post-event stand-alone Midwest District Conference emails, with link to your company’s website
- Company logo acknowledgement as Presenting Sponsor on the homepage of Conference website with link to your company’s website and description (maximum 450 characters)
- Company logo acknowledgement as Presenting Sponsor on sponsorship signage during the Conference and on Conference app
- Hyperlink to your company’s website in Conference app
- Verbal recognition as Presenting Sponsor from the stage during Conference opening and closing
- Opportunity to open or close the Conference and make a three (3) minute presentation to promote your company
- Opportunity to serve as presenter or moderator for one session (along with other individuals)
- Opportunity to place promotional materials (provided by sponsor) in attendee swag bag
- Opportunity for five (5) people to attend a VIP social on September 18 with other sponsors, PRSA Midwest District leaders, Minnesota PRSA leaders, leaders from Midwest District chapters; VIP social to be held prior to the all-attendee Welcome Happy Hour
- Five (5) conference tickets with premier seating and sponsor ribbon on your attendee name badges; sponsor signage at table

## DIAMOND SPONSOR - \$7,500 Keynotes (4) / Happy Hour (1)

- Recognition as Diamond Sponsor with company name or logo on all printed and electronic promotional materials
- Company logo acknowledgement as Diamond Sponsor on pre- and post-event stand-alone Midwest District Conference emails, with link to your company’s website
- Company logo acknowledgement as Diamond Sponsor on the homepage of Conference website with link to your company’s website and description (maximum 450 characters)
- Company logo acknowledgement as Diamond Sponsor on sponsorship signage during the Conference and on Conference app
- Hyperlink to your company’s website in Conference app
- Verbal recognition as Diamond Sponsor from the stage during the opening of the Conference and closing of the Conference
- Four (4) Diamond Sponsors have the opportunity to introduce one (1) Keynote Speaker and make a two (2) minute presentation to promote your company
- One (1) Diamond Sponsor has the opportunity to welcome guests at the welcome Happy Hour and make a two (2) minute presentation to promote your company
- Opportunity to place promotional materials (provided by sponsor) in attendee swag bag
- Opportunity for four (4) people to attend a VIP social on September 18 with other sponsors, PRSA Midwest District leaders, Minnesota PRSA leaders, leaders from Midwest District chapters; VIP social to be held prior to the all-attendee Welcome Happy Hour
- Four (4) conference tickets with premier seating and sponsor ribbon on your attendee name badges; sponsor signage at table

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# STANDARD OPPORTUNITIES

## **GOLD SPONSOR - \$5,000 (unlimited)**

- Hyperlink to your company's website in Conference app
- Recognition as Gold Sponsor with company name or logo on all printed and electronic promotional materials
- Verbal recognition as Gold Sponsor from the stage during the opening of the Conference and closing of the Conference
- Opportunity to place promotional materials (provided by sponsor) in attendee swag bag
- Company logo acknowledgement as Gold Sponsor on pre- and post-event stand-alone Midwest District Conference emails, with link to your company's website
- Company logo acknowledgement as Gold Sponsor on the homepage of Conference website with link to your company's website and description (maximum 450 characters)
- Company logo acknowledgement as Gold Sponsor on sponsorship signage during the Conference and on Conference app
- Opportunity for three (3) people to attend a VIP social on September 18 with other sponsors, PRSA Midwest District leaders, Minnesota PRSA leaders, leaders from Midwest District chapters; VIP social to be held prior to the all-attendee Welcome Happy Hour
- Three (3) conference tickets with sponsor ribbon on your attendee name badges

## **SILVER SPONSOR - \$2,500 (unlimited)**

- Recognition as Silver Sponsor with company name or logo on all printed and electronic promotional materials
- Verbal recognition as Silver Sponsor from the stage during the opening of the Conference
- Opportunity to place promotional materials (provided by sponsor) in attendee swag bag
- Company logo acknowledgement as Silver Sponsor on pre- and post-event stand-alone Midwest District Conference emails
- Company logo acknowledgement as Silver Sponsor on the homepage of Conference website with link to your company's website
- Company logo acknowledgement as Silver Sponsor on sponsorship signage during the Conference and on Conference app
- Opportunity for two (2) people to attend a VIP social on September 18 with other sponsors, PRSA Midwest District leaders, Minnesota PRSA leaders, leaders from Midwest District chapters; VIP social to be held prior to the all-attendee Welcome Happy Hour
- Two (2) conference tickets with sponsor ribbon on your attendee name badges

## **BRONZE SPONSOR - \$1,000 (unlimited)**

- Company name listing as Bronze Sponsor on pre- and post-event stand-alone Midwest District Conference emails
- Company logo acknowledgement as Bronze Sponsor on the homepage of Conference website and printed promotional materials
- Company logo acknowledgement as Bronze Sponsor on sponsorship signage during the Conference and on Conference app
- Opportunity for one (1) person to attend a VIP social on September 18 with other sponsors, PRSA Midwest District leaders, Minnesota PRSA leaders, leaders from Midwest District chapters; VIP social to be held prior to the all-attendee Welcome Happy Hour
- One (1) conference ticket with sponsor ribbon on your attendee name badge

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# STANDARD OPPORTUNITIES

## **INDEPENDENT PRACTITIONER - \$500 (unlimited)**

- Company logo acknowledgement as Independent Practitioner Sponsor on the homepage of Conference website and printed promotional materials
- Company logo acknowledgement as Independent Practitioner Sponsor on sponsorship signage during the Conference and on Conference app
- Opportunity for one (1) person to attend a VIP social on September 18 with other sponsors, PRSA Midwest District leaders, Minnesota PRSA leaders, leaders from Midwest District chapters; VIP social to be held prior to the all-attendee Welcome Happy Hour
- One (1) conference ticket with sponsor ribbon on your attendee name badge

## **IN-KIND SPONSOR (unlimited)**

- Technology Sponsor: Provide the event app for the Conference
- Design Sponsor: NO LONGER AVAILABLE
- Other: Inquire regarding in-kind and custom sponsorship opportunities

**For more information about sponsorships or to create a customized package, please contact:**

**Candee Wolf, APR**, [candee@wolfolson.com](mailto:candee@wolfolson.com)

**Hyedi Nelson**, [hyedi@bellmontpartners.com](mailto:hyedi@bellmontpartners.com)

**Dave Neuger, APR**, [daveneuger@neuger.com](mailto:daveneuger@neuger.com)