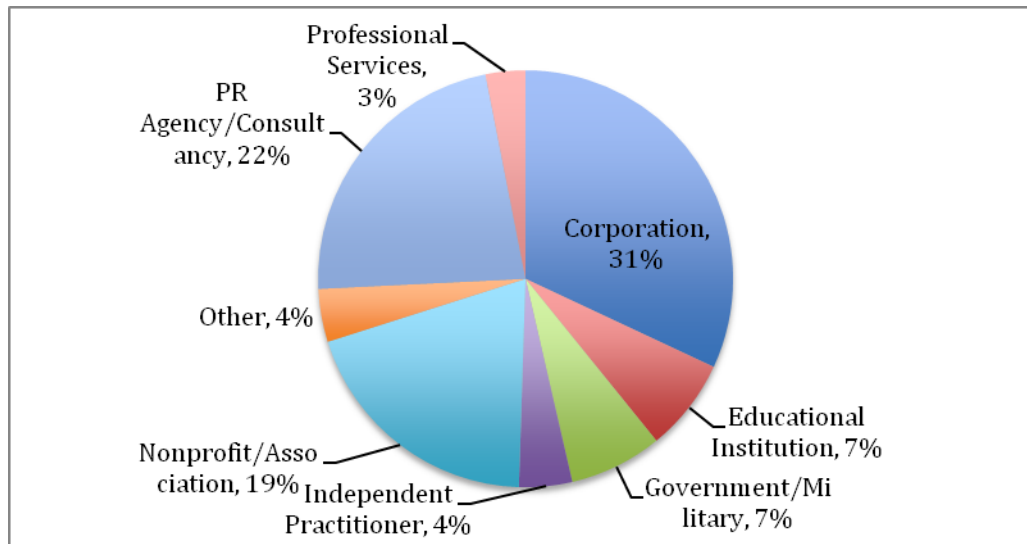


## 2012 Sponsorship Packages

PRSA Colorado is the country's fourth largest PRSA chapter. Connect with more than 500 local public relations and communications professionals who are delivering the latest strategies in public relations. Engage with this core group of key influencers and extend your business reach.

### Membership by Organizational Setting



*“PRSA Colorado and its programs provide a great opportunity for professional growth for practitioners. As a company that takes reputational issues seriously, Encana believes this type of professional development is extremely valuable for our public relations staff,”*  
**Doug Hock, Director of Community & Public Relations at Encana.**

*“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.**

PRSA Colorado members represent some of the top companies in Colorado such as Ball Aerospace, CH2M Hill, Colorado Lottery, First Data, Kaiser Permanente, Noodles & Co., Quark, and more.

### Benefits of Sponsorship:

- **Brand awareness**
- **New business development**
- **Employee recruitment**
- **Alignment with the PR industry's leading professional association**

## 2012 Sponsorship Packages

General Sponsorships	Chapter (\$5,000)	Patron (\$2,500)	Benefactor (\$1,500)	Program Sponsor (\$750)
Logo and marketing materials displayed at registration table for all monthly programs	✓			At sponsored program only
Podium recognition at Chapter meetings and other PRSA Colorado events throughout the year	✓	✓	✓	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 provided 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 either member directory page or calendar of events page	✓	Logo on member directory or calendar page only		
Complimentary tickets with VIP seating at one monthly luncheon program	4 Tickets	3 Tickets	2 Tickets	2 Tickets
Placement of thought leadership article(s) authored by Sponsor and published on the PRSA Colorado blog	4 Articles	2 Articles	1 Article	
Listing of Sponsor on PRSA Colorado's social media pages (Facebook, Twitter, LinkedIn, Flickr)	✓	✓		For sponsored program only
One-year listing for Sponsor in the online PRSA Colorado "Find a Vendor" directory	✓	✓	✓	
Distribution of Sponsor information in handout/give-away to all attendees at sponsored program				✓
Five-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	

*Please note: In addition to the sponsorship opportunities listed above, PRSA Colorado can work with companies and service providers to develop custom in-kind and a-la-carte sponsorship programs.*

## 2012 Sponsorship Packages

<b>Gold Pick Sponsorships</b>	<b>Platinum (\$2,500)</b>	<b>Gold (\$1,500)</b>	<b>Silver (\$1,000)</b>	<b>Bronze (\$500)</b>
Complimentary Gold Pick Entries	2 Entries	1 Entry		
Complimentary event tickets with VIP seating	8 Tickets (1 table)	6 Tickets	4 Tickets	2 Tickets
Complimentary tickets to VIP reception	8 Tickets	6 Tickets	4 Tickets	2 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 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 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 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

*Please Note: In addition to the Gold Pick sponsorship opportunities listed above, PRSA Colorado is also offering sponsorships for the following categories: Venue, Technology, Photo Booth and Beverage. In-kind sponsorships are also available for consideration.*



## **2012 Sponsorship Packages**

If you are interested in purchasing a sponsorship or would like additional information please contact Meredith Bagnulo, APR at (303) 513-7494 or [meredith@bagnulocomm.com](mailto:meredith@bagnulocomm.com).