



Are you reaching your target audience? Consider a sponsorship through SCPRSA and maximize your results!

Looking to reach South Carolina's most influential communications professionals? Check out the South Carolina chapter of the Public Relations Society of America (SCPRSA) and consider taking advantage of our sponsorship opportunities.

A statewide organization comprised of more than 200 communications professionals, SCPRSA members represent a broad range of industries throughout South Carolina, including corporations, trade associations, advertising/public relations firms, government agencies, health care institutions, schools, professional service firms and charitable organizations.

As communications experts, SCPRSA members regularly seek partners and/or vendors for:

- Design
- Photography
- Printing
- Research
- Video
- Database management
- Direct Mail
- Internet marketing and e-communications
- Media contacts and databases
- Press release distribution
- Special events and meetings
- Additional creative services and much more

Our members demand the best of the best and often recommend vendors and partners to each other. A partnership with SCPRSA will allow you to disseminate a targeted message about your company or product that is sure to effectively reach your key audience.

ONLINE MARKETING OPPORTUNITIES

SCPRSA Web site Sponsorship (www.scprsa.org)

Visitors to our site are looking for updates regarding chapter activities and events, as well as local resources and much, much more.

Advertising on www.scprsa.org (home page):

- Logo & Link | Prime location – bottom | \$50/month
- Banner ad (5" x 1") & Link | Premium location – top | \$200/month
- Banner ad (5" x 1") & Link (any other page) | Premium location – top | \$100/month

SCPRSA E-Newsletter

Our quarterly e-newsletter is distributed to over 900 SCPRSA members and often forwarded to their friends and co-workers. The newsletter includes everything from a listing of upcoming events and activities to job postings, communication resources and much more.

E-Newsletter Advertising:

- Logo & Link | Prime location - bottom
 - \$100 for ad appearing in one newsletter
 - \$175 for ad appearing in two newsletters
 - \$350 for ad appearing for an entire calendar year (four newsletters)
- (2" x 2") Ad/Logo & Link | Preferred location – sidebar or bottom
 - \$200 for ad appearing in one newsletter

- \$350 for ad appearing in two newsletters
- \$500 for ad appearing for an entire calendar year (four newsletters)
- Banner ad (5" x 1") | Premium location - top
 - \$250 for ad appearing in one newsletter
 - \$450 for ad appearing in two newsletters
 - \$800 for ad appearing for an entire calendar year (four newsletters)

Job Postings through SCPRSA

If you're looking to hire the best communications professionals in South Carolina, consider posting a job Web site (www.scprsa.org) and a membership of over 900 professionals, your job posting will be seen by a targeted group of communicators.

Job Posting Advertising:

- On SCPRSA Web site Jobs page only | \$50 for 60 days
- On SCPRSA Web site + Quarterly e-newsletter | \$100 for 60 days

EVENT-BASED MARKETING OPPORTUNITIES

Monthly PR Professionals Luncheons

Each month, SCPRSA members and their guests, as well as students from colleges and universities across the state, gather for monthly luncheons across the state. These luncheons provide a professional development meeting and unique networking opportunity for all who attend. With three luncheons a month (in the Midlands, Lowcountry and Upstate) and an average attendance of 35 at each luncheon, it's a delicious way to reach your target audience.

Luncheon sponsorships can be for a specific region (Midlands, Lowcountry or Upstate) or for luncheons across the state.

Regional Sponsorship:

Single sponsorship of a monthly luncheon: \$200

Three month sponsorship of monthly luncheons: \$350 (a discount of nearly \$85/lunch)

Statewide Sponsorship:

Single sponsorship of a monthly luncheon: \$500

Three month sponsorship of monthly luncheons: \$750 (a discount of 50%/lunch)

The monthly luncheon sponsorship includes:

- Welcome and introduction of your company and services at luncheons
- Company name, logo and website link included in the monthly luncheon announcement e-mail and fax to our membership.
- Company name, logo and website link included on the monthly luncheon section of our website
- Free attendance to the luncheon
- Exclusive rights to display brochures and other marketing materials at the check-in table on the day of the luncheon

PR PowerLunch Sponsorship

Here's an opportunity to act as a good corporate citizen while reaching our membership at the same time. The concept is simple: non-profits in need of public relations assistance simply apply for a Powerlunch. In turn, SCPRSA offers the expertise of senior-level public relations professionals who, over the course of a working lunch, provide free counsel about how to publicize and market a particular project or issue decided on by the non-profit and its governing board. In return for the free counsel, the participating organization is responsible for providing the meeting space and lunch.

A single sponsorship of a PR PowerLunch sponsorship is \$50 and includes:

- Company name, logo and website link included in the PowerLunch announcement e-mail and fax to our membership.
- Company name, logo and website link included on the PowerLunch section of our website
- Company name, logo and website link included in the SCPRSA newsletter

Annual Professional Development Conference

Each fall, SCPRSA's statewide Professional Development Conference brings in regional, national and international speakers for intensive workshops on the hot issues facing public relations practitioners. Hundreds of communications professionals across the state – both SCPRSA members and non-members – take part in the conference as a way to hone their skills and learn about the tools of the trade.

Professional Development sponsorship opportunities include:

Gold Sponsorship: \$500 (or in-kind donation equivalent)

Gold Sponsors will receive:

- Welcome and introduction of main speaker
- 3-5 minutes to present your services to the PRSA Membership at the conference
- Recognition in the SCPRSA chapter newsletter, event invitation, and Web site
- Recognition in event invitation, program, and on sponsor recognition signage
- Four complimentary tickets to the event

Silver Sponsorship Sponsorship: \$250 (or in-kind donation equivalent)

Silver Sponsors will receive:

- Recognition in the SCPRSA chapter newsletter and on the SCPSA Web site
- Recognition in event invitation, program, verbal mention at the event, and on sponsor recognition signage
- Opportunity to hang company banner at event
- Two complimentary tickets to the event

Bronze Sponsorship: \$125 (or in-kind donation equivalent)

Bronze Sponsors will receive:

- Recognition in the SCPRSA chapter newsletter and on the SCPSA Web site
- Recognition in event invitation, program, verbal mention at the event, and on sponsor recognition signage
- One complimentary ticket to the event

Break-out Session Sponsor: \$300

- Recognition in the SCPRSA chapter newsletter and on the SCPSA Web site
- Recognition in event invitation and program, and introduction at breakout session
- Inclusion on sponsor recognition signage
- One complimentary ticket to the event

Professional Development Conference Promotional Items and Displays

- Promotional items at the various segments of the SCPRSA Annual Professional Development Conference are limited to sponsors and/or official SCPRSA materials only.
- Arrangements must be made with the SCPRSA Professional Development Conference planning committee in advance of the conference to display items. Items must be pre-approved for distribution.
- Raffles are acceptable, provided the sponsor collect business cards only during its scheduled sponsorship timeframe. Each sponsor conducting a raffle will provide a sign explaining who is collecting the business cards and why at the raffle location.
- Displays and materials will be limited to assigned area(s) and time(s) during the conference.

Mercury Awards Banquet Sponsorship

SCPRSA's signature event, the annual Mercury Awards banquet, recognizes the best and brightest in public relations. Each year, hundreds of SCPRSA members, their clients and their guests attend the black tie optional awards ceremony.

In the months and weeks leading up to the Mercury Awards banquet, e-mails, faxes and website announcements are sent to our statewide membership, encouraging them to enter their work and, in turn, attend the awards ceremony.

Mercury Awards Banquet sponsorship opportunities include:

- **Platinum Sponsorship Level: \$2,500 and above**
 - Company name and website address included on all Mercury Awards Banquet communications materials distributed before the event
 - Company name, logo and website address included on the Mercury Awards webpage of the SCPRSA website
 - Full page ad included in the Mercury Awards banquet program
 - Four tickets to Mercury Awards banquet (a \$260 value)
 - Your company's marketing materials at the banquet's check-in table
- **Gold Sponsorship Level: \$1,500**
 - Company name, logo and website address included on all Mercury Awards Banquet communications materials distributed before the event
 - Company name, logo and website address included on the Mercury Awards webpage of the SCPRSA website
 - Half page ad included in the Mercury Awards banquet program
 - Two ticket to Mercury Awards banquet (a \$130 value)
 - Opportunity to display your company's marketing materials at the banquet's check-in table
- **Silver Sponsorship Level: \$1,000**
 - Company name included on all Mercury Awards Banquet communications materials distributed before the event
 - Company name included on the Mercury Awards webpage of the SCPRSA website
 - Quarter page ad included in the Mercury Awards banquet program
 - One ticket to Mercury Awards banquet (a \$65 value)
- **Bronze Sponsorship Level: \$500**
 - Company name included on all Mercury Awards Banquet communications materials distributed before the event
 - Company name included on the Mercury Awards webpage of the SCPRSA website
 - Company name mentioned in the "Friends of SCPRSA" section of the Mercury Awards banquet program
- **In-Kind Sponsor**
 - Listing in Mercury Awards program booklet
 - Listing in SCPRSA newsletter

BEGIN YOUR SPONSORSHIP TODAY!

To inquire about sponsorship opportunities, contact Karla Falk, SCPRSA Administrator, at (803) 238-9187, or scprsa@earthlink.net.