



PRSA-LA At Breakfast With... (ABW) Series

2026 Annual Sponsorship Opportunities

About the Series

PRSA-LA's *At Breakfast With...* (ABW) series is a cornerstone professional-development program designed to connect public relations professionals with the journalists, producers, and media decision-makers shaping today's news cycle.

The series delivers timely, candid conversations focused on real-world insights, access, and professional growth in an intimate and highly engaged setting.

2026 Program Overview

- Four events throughout the year
- Two in-person experiences, including exclusive access opportunities such as newsroom tours
- Two virtual panel discussions featuring top media and industry leaders

Why Sponsor the ABW Series?

Sponsoring the ABW series positions your organization as a supporter of industry leadership, education, and access.

Sponsors benefit from:

- Year-long visibility across four high-impact events
- Direct engagement with senior-level PR and communications professionals
- Alignment with PRSA-LA's mission to advance the profession
- Meaningful brand presence without a hard-sell environment

Sponsorship Opportunities

Presenting Sponsor (Exclusive)

\$4,000-\$5,000 (Annual)

- Series recognition as *At Breakfast With...* presented by **[Sponsor Name]**
- Prominent logo placement on all ABW marketing and communications
- Verbal recognition at all ABW events
- Opportunity for brief welcome remarks at in-person events
- Opportunity to collaborate on one ABW program topic (subject to PRSA-LA approval)
- Logo inclusion on virtual event slide and recordings
- On-site branding opportunities at in-person events
- 8-10 complimentary registrations for ABW events

Gold Sponsor

\$2,500-\$3,000 (Annual)

- Logo placement on ABW marketing materials and communications
- Verbal recognition at all ABW events
- Opportunity to moderate one virtual panel or introduce one in-person event
- Logo inclusion on virtual event slide and recordings
- Recognition in post-event recap communications
- 6-8 complimentary registrations for ABW events

Silver Sponsor

\$1,500-\$2000 (Annual)

- Logo placement on ABW registration pages and email communications
- Group verbal recognition during ABW events
- Logo inclusion on virtual event slides
- Recognition in post-event recap emails
- 4-6 complimentary registrations for ABW events

Single Event In-Person Sponsor

\$1,500-\$2000

- Logo placement on ABW registration page and email communications
- Verbal recognition during ABW event
- On-site logo placement
- Opportunity to include branded materials or swag
- 4 complimentary registrations for ABW event

Single Event Virtual Sponsor

\$750-\$1000

- Logo placement on ABW registration page and email communications
- Group verbal recognition during ABW event
- Logo inclusion on virtual event slides
- 2-4 complimentary registrations for ABW event

**Thank you! For more information about the ABW program, please contact:
PRSA-LA's ABW Committee Chair, Claudia Santa Cruz,
claudia@santacruzpr.com**

About PRSA-LA

PRSA-LA is a non-profit organization comprised of more than 300 public relations professionals representing corporations, agencies, academic institutions, government entities, and nonprofit organizations across the Los Angeles area.

Through programs like *At Breakfast With...*, PRSA-LA supports the professional development and career advancement of its members while fostering meaningful connections across the communications industry.