

THE 60TH ANNUAL PRISM AWARDS: Sparkling Through Six Decades

Thursday, October 24, 2024
Audrey Irmas Pavilion

PRSA
LOS ANGELES





Audrey Irmas Pavilion

A Cultural Crown Jewel in Los Angeles.



ABOUT PRSA-LOS ANGELES

PRSA-LA is one of the largest and most active PRSA chapters in the United States, uniting more than 300 public relations professionals annually.

PRSA-LA members come from corporations, public relations agencies, trade associations, government, public utilities, and non-profit organizations. Their interests cover a broad spectrum, but they have this much in common: they are committed to professional development and the advancement of the public relations profession.

60th Annual PRism Awards

PRSA-LA PRism Awards is the Los Angeles region's premier awards program recognizing excellence in public relations strategic campaigns, tactical programs, and professional merit.

More than 200 PR & Marketing executives come together to celebrate and recognize the best of the best in the business.



PRSA-LA SCHOLARSHIP PRESENTATIONS

In 2019, PRSA-LA launched a scholarship program to support local college students pursuing a degree in communications. Each year, outstanding students are recognized for their achievements at the PRism Awards ceremony.





PAST SPONSORS

- Edelman
- Cision
- Bob Gold & Associates
- JMAC PR
- Blue Cross
- Runyon Saltzman, Inc.
- Fiona Hutton & Associates
- Businesswire

TITLE SPONSOR

- Full-page ad in Tribute Program
- Up to 12 attendees for the PRISM Awards ceremony
- Special reserved seating area for the awards ceremony
- Opportunity to address audience at event opening
- Acknowledgment from stage and in program
- Logo and hyperlink on the website, email invitations, and all publicity materials including press release
- Acknowledgment as a Scholarship Sponsor
- Opportunity to present a scholarship at the awards ceremony to a student

\$8,000

- Opportunity to provide attendees with merchandise as they exit
- Opportunity to include an article in the PRSA-LA monthly newsletter
- A special feature of your company on PRSA-LA's LinkedIn page



GOLD SPONSOR

- Full-page ad in Tribute Program
- Up to 8 attendees for the PRism Awards ceremony
- Acknowledgment from the stage and in the program
- Opportunity to present an award
- Special reserved seating
- Logo and hyperlink on the website, email invitations, and all publicity materials including press release
- Recognized as a Scholarship Sponsor
- Opportunity to provide attendees with branded merchandise as they exit the ceremony

\$4,000



SILVER SPONSOR

\$3,000



- Half-page ad in Tribute Program
- Up to 4 attendees for the PRISM Awards ceremony
- Recognized as a scholarship Sponsor
- Logo and hyperlink on the website, email invitations, and all marketing materials



BRONZE SPONSOR \$1,500

- Quarter page ad in Tribute Program
- Two (2) attendees for the PRISM Awards ceremony
Acknowledgment from the stage and in the program
- Logo and hyperlink on the website, email invitations, and all
- marketing materials





PRism AWARDS TRIBUTE PROGRAM

A perfect place to honor a colleague or market your products and services to a select group of PR and Marketing executives.

Artwork must be high resolution, 300 dpi, color or B/W.

Composed files should include all fonts outlined and submitted electronically as a hi-res PDF, PNG, JPG or TIFF.

If creative design services are needed for your work artwork, please contact us for a quote at 626.313.4343.

Dimensions and prices are as follows (art may bleed to edge of specified space).

TRIBUTE PROGRAM RATES

- Business card \$200
- Quarter Page \$375
- Half Page Horizontal \$500
- Half Page Vertical \$500
- Full Page \$1,000
- Inside Front Cover \$1,300
- Inside Back Cover \$1,300
- Back Cover \$2,500

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Food

\$5,000

After a long day at work, our food and beverages at the PRism Awards save the day! Sponsor the Wolfgang Puck Catering culinary experience. Multiple sponsors are needed. You'll receive six (6) tickets to the awards ceremony and special recognition in the spoken program and event's program.

Sizzle Reel Sponsorship

\$3,500

Benefit from exclusive branding of a post-event sizzle reel and enjoy five (5) tickets to the awards ceremony in special reserved seating. You'll also receive recognition in the event's program and in all post-event communications, including newsletter and social media posts.

Photo Booth

\$3,000

One of the most popular activities at PRISM Awards is taking a team photo at our PRism Awards Photo Booth. Photos capture the memories of the event, and this sponsorship has your company logo branded on each photo!

Hosted Bar

\$2,000

Create a signature cocktail in your brand's name and be recognized on-site as the official bar sponsor.

INDIVIDUAL TICKETS

Members: \$125

Non-members: \$150

Students: \$25



Thank you!

For more information about the 60th Annual PRism Awards,
please contact:

Marisol B. Perez, MSPA, APR, President-Elect of PRSA-LA

marisol@missiondrivenpr.com

Or

Executive.director@prsala.org