



# THE 61<sup>ST</sup> ANNUAL PRISM AWARDS

Voices Elevated: A Celebration of Triumph & Truth

SPONSORSHIP OPPORTUNITIES







PRSA-LA is one of the largest and most dynamic PRSA chapters in the nation, bringing together a diverse community of over 300 public relations professionals—many of whom serve in senior leadership roles.

Our members represent a broad spectrum of industries, including PR agencies, corporations, trade associations, government entities, public utilities, nonprofit organizations, and media outlets. From sports and entertainment to technology and beyond, their specialties are as varied as their experiences. What unites them is a shared commitment to professional growth and to advancing the public relations profession as a whole.





# 61<sup>ST</sup> ANNUAL PRISM AWARDS

Now in its 61st year, the PRSA-LA PRism Awards is the Los Angeles region's premier awards program honoring excellence in public relations and communications.

More than 200 PR and marketing professionals gather to celebrate the creativity, strategy, and stories that have shaped public discourse and elevated brand narratives throughout the year.

This year's theme, "Voices Elevated: A Celebration of Triumph & Truth," honors the power of authentic storytelling and the impact of purpose-driven communications in shaping culture and inspiring change.



60<sup>th</sup> PRism Awards Recap: [prsala.org/60th-prism-awards](https://prsala.org/60th-prism-awards)



This year's ceremony is scheduled on:

THURSDAY OCTOBER 9, 2025

from

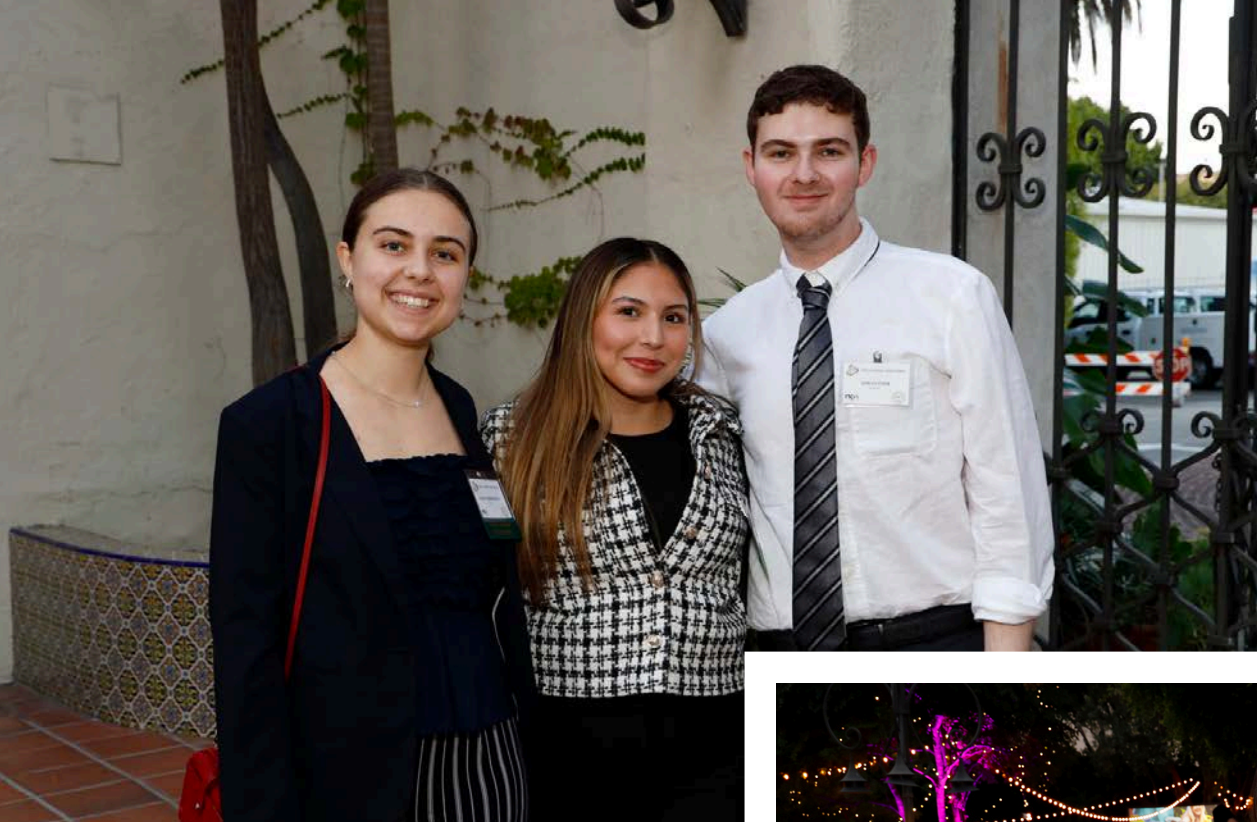
6:00 PM - 9:00 PM

at

ASU CALIFORNIA CENTER'S  
HERALD EXAMINER BUILDING







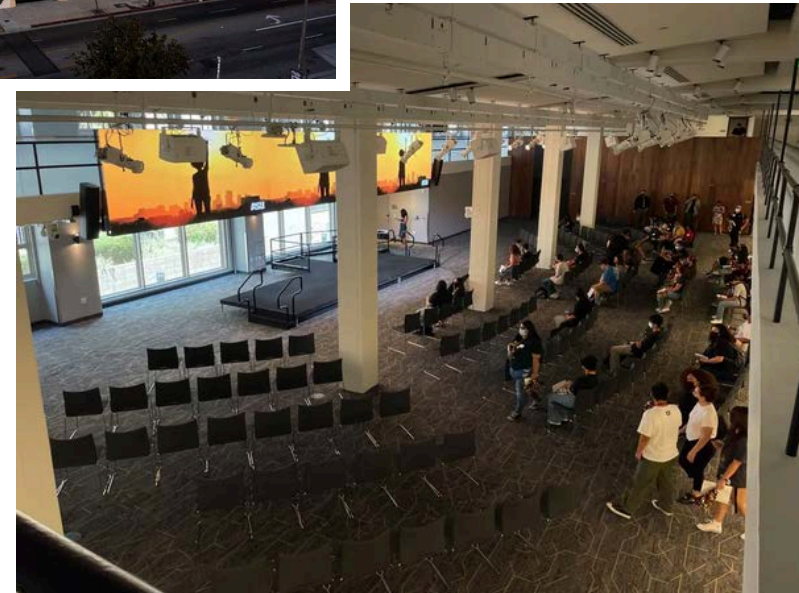
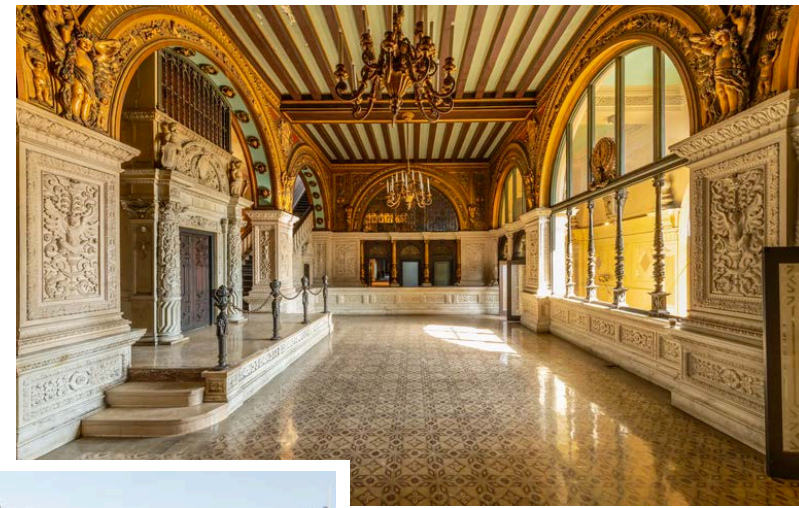


# ASU CALIFORNIA CENTER

## Within The Herald Examiner Building

Housed within the historic Herald Examiner Building –Los Angeles' first newspaper and a former cornerstone of the Hearst media empire–ASU California Center's Yuhaaviatam of San Manuel Event Center offers a unique setting that blends innovation with legacy. The building's rich journalistic roots make it a fitting venue for events that celebrate communication, storytelling, and public discourse.

In addition to the historic east lobby, the Yuhaaviatam Event Center is 2,629 square feet, furnished with a stage, and can be adjusted to accommodate different room set-ups. The Event Center is equipped with state-of-the-art presentation capabilities such as screencasting, audio and video conferencing, and live streaming. The Event Center has a dedicated servery for catering and is connected to a large green room.





# PRSA-LA SCHOLARSHIP PROGRAM

In 2019, PRSA-LA launched a scholarship program to support local and outstanding undergraduate and graduate Communications/Public Relations students from local Los Angeles universities.

All recipients are recognized for their achievements at the PRism Awards ceremony and awarded each a \$2000 scholarship as well as on going mentorship through out their academic journey and career.

Each scholarship we award is a direct result of the generosity and support of our sponsors and donors.



# PAST SPONSORS INCLUDE:



FionaHutton&Associates





# SPONSORSHIP OPPORTUNITIES:

TITLE \$8,000

SILVER \$3,000

GOLD \$4,000

BRONZE \$1,500

CATEGORY SPONSORS \$2,500+

PRINTED TRIBUTE PROGRAM \$200+



# TITLE SPONSOR

\$8,000

- Full Page Ad in Printed Tribute Program
- 12 Complimentary Tickets to attend
- Reserved VIP seating during the awards ceremony
- Opportunity to deliver welcome remarks during the event opening
- Opportunity to present an award on stage
- Recognition PRSA-LA leadership from the stage and in the printed program
- Company logo and hyperlink featured on the PRSA-LA website, email invitations, press release, social media, and all promotional materials
- Acknowledgment as an official Scholarship Sponsor
- Opportunity to present a scholarship award live on stage
- Opportunity to provide attendees with promotional merchandise
- Dedicated feature or by lined article in PRSA-LA monthly newsletter
- Company Spotlight on PRSA-LA's LinkedIn



+ Plus Gold, Silver and Bronze Sponsor Packages



# GOLD SPONSOR \$4,000

- Full Page Ad in Printed Tribute Program
- 8 Complimentary Tickets to attend
- Reserved VIP seating during the awards ceremony
- Opportunity to present an award on stage
- Recognition PRSA-LA leadership from the stage and in the printed program
- Company logo and hyperlink featured on the PRSA-LA website, email invitations, press release, social media, and all promotional materials

+ Plus Silver and Bronze Sponsor Packages







## SILVER SPONSOR

\$3,000

- Half Page Ad in Printed Tribute Program
- 4 Complimentary Tickets to attend
- Company logo and hyperlink featured on the PRSA-LA website, email invitations, press release, social media, and all promotional materials

+ Bronze Sponsor Package





## BRONZE SPONSOR      \$1,500

- 1/4 Page Ad in Printed Tribute Program
- 2 Complimentary Tickets to attend
- Recognition PRSA-LA leadership from the stage and in the printed program
- Company logo and hyperlink featured on the PRSA-LA website, email invitations, press release, social media, and all promotional materials



# CATEGORY SPONSORSHIPS

## FOOD & BEVERAGE EXPERIENCE

\$7,500

After a long day, great food and drinks make all the difference—and at the PRism Awards, they do just that. Sponsor the evening's culinary experience and help us create a memorable night for all. This sponsor will receive 8 complimentary tickets, VIP seating, a full-page ad in the printed tribute program, and special recognition from the stage and in event materials. Multiple sponsorships available for this category.

## OFFICIAL RECAP VIDEO

\$3,500

Benefit from ongoing post-event exposure by including your branding is included in the official event recap video. This sponsorship includes 5 tickets with VIP seating, along with recognition in the printed event program and all post-event communications—including the PRSA-LA newsletter and social media.

## PHOTO BOOTH

\$3,000

This high-visibility sponsorship ensures your company logo is prominently featured on every printed and digital photo, giving guests a lasting branded keepsake of the evening. Includes 2 complimentary tickets and recognition in the printed event program and all post-event communications.

## SIGNATURE DRINK

\$2,500

Create a signature cocktail in your brand in mind and be recognized on-site as the evening's bar sponsor. Includes 2 complimentary tickets and recognition in the bar menu and all post-event communications.







# PRINTED TRIBUTE PROGRAM

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

BUSINESS CARD	\$200
QUARTER PAGE	\$375
HALF PAGE	\$500
FULL PAGE	\$1,000
INSIDE FRONT COVER	\$1,300
INSIDE BACK COVER	\$1,300
BACK COVER	\$2,500

a la carte creative design services available upon request



# INDIVIDUAL TICKET PRICES

MEMBERS	\$125
NON-MEMBERS	\$150
STUDENTS	\$25





# Thank You!

To purchase a Sponsorship Package or receive additional information about the 61st Annual PRism Awards, please contact:

Tony Ferguson  
President-Elect of PRSA-LA 2026  
[tony@teamsocietyhouse.co](mailto:tony@teamsocietyhouse.co)

Marisol B. Perez, MSPA, APR,  
President of PRSA-LA 2025  
[marisol@missiondrivenpr.com](mailto:marisol@missiondrivenpr.com)

[executive.director@prsala.org](mailto:executive.director@prsala.org)

