



THE LOS ANGELES CHAPTER OF THE
PUBLIC RELATIONS SOCIETY OF AMERICA

PRSA
LOS ANGELES

2024
SPONSORSHIP
OPPORTUNITIES

Let us work together to elevate the public relations industry in 2024!

The Public Relations Society of America, Los Angeles Chapter (PRSA-LA) is on a mission to strengthen the opportunities for communications professionals and leaders to help them hone their craft, make the connections needed to succeed, and grow their businesses.

We are also actively looking to build the next generation of communications leaders, reaching and expanding to broader, diverse audiences.

It's about belonging.

It's about community.

It's about taking your game to the next level.

Leaders understand the importance and value of a professional association like PRSA-LA.

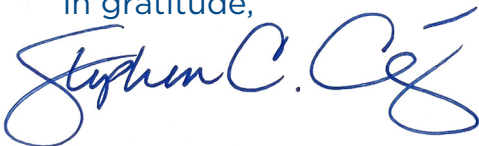
Through virtual and in-person programs and events, professional development sessions, and conferences, PRSA-LA provides your company an opportunity to shine and position itself as an industry leader.

Your generous support allows us to continue to grow and cultivate diverse leaders in the PR industry as well as open doors and mentor a younger generation of professionals.

Please note that all opportunities can be tailored to meet your needs.

Thank you in advance for your consideration and support.

In gratitude,



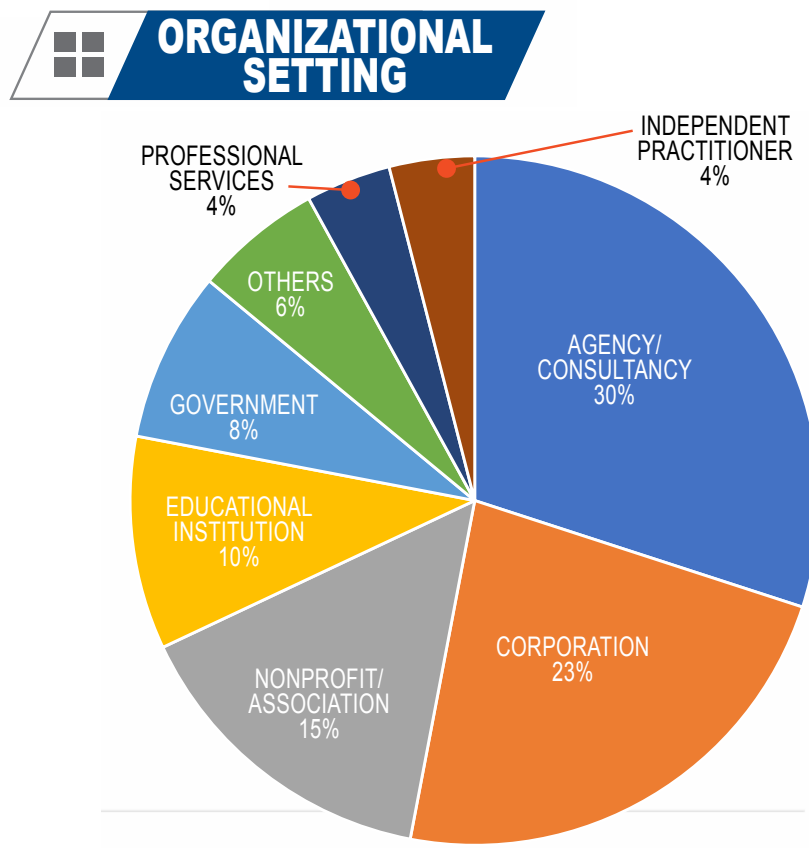
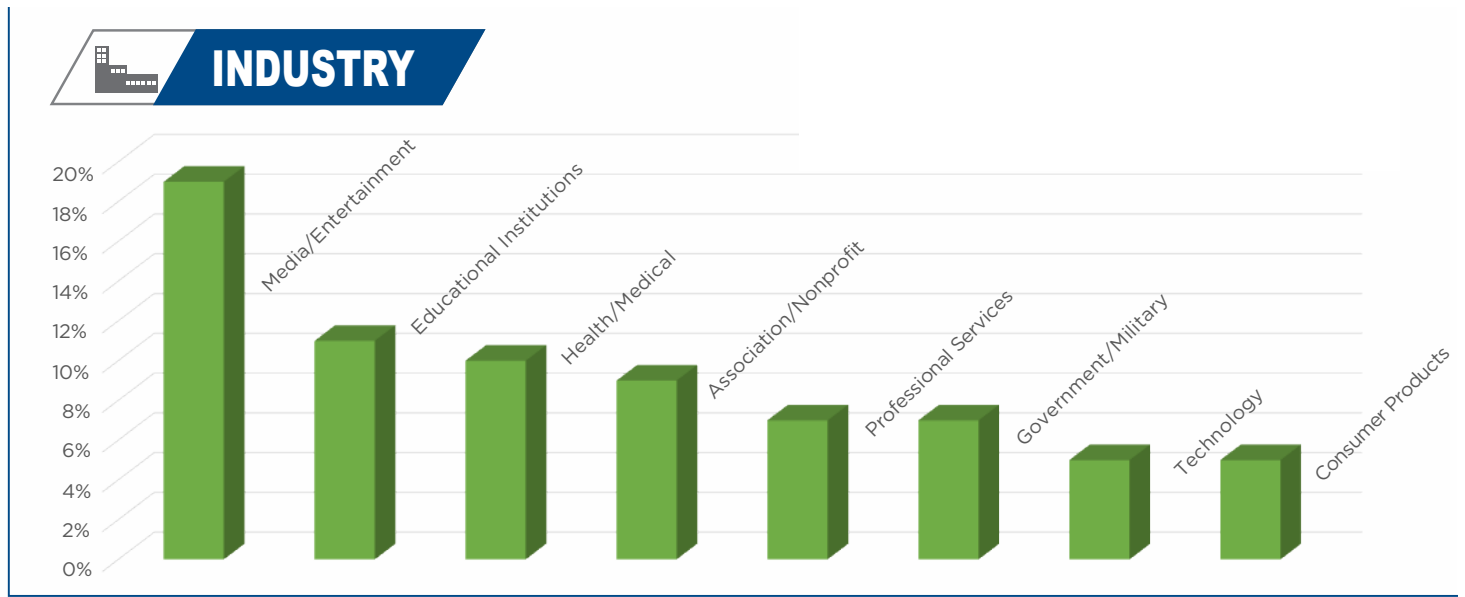
Stephen Chavez
President, PRSA-LA 2024



TOP 5 PRSA CHAPTER NATIONWIDE

WHO WE ARE

With a robust active membership of approximately 300 PR professionals, PRSA-LA functions as a regional division of the Public Relations Society of America (PRSA) and serves members within Los Angeles County. We are a network of communicators who share best practices, new insights, and trends, and support each other.



PRSA-LA HALLMARK EVENTS & PROGRAMS

Throughout the year, PRSA-LA hosts a variety of events and programs designed to bring the most authoritative and interesting speakers for the benefit of our members.

At Breakfast With...

Small, informal meetings at which practitioners can exchange information and ideas with reporters and editors of leading newspapers, wire services, radio and television networks, and other media outlets. Speakers have included editors of the *Los Angeles Times*, *The Wall Street Journal*, CNBC, KFWB, and *Access Hollywood*. Panels and workshops that include presentations by leaders in business, government, politics, nonprofit organizations, the media, the arts, and other fields. Membership events are also ideal for networking with other public relations professionals.



State of the State of PR

PRSA-LA's annual State of the State of PR program is an engaging discussion that focuses on the dramatic changes happening in the area of news coverage, how the landscape is ever-changing, and the impact of these changes on the practice of public relations. We host this program with notable panelists and moderators who discuss the challenges in the PR world.



Comms & Cocktails Social Hour

These one-hour Mixers are open to all PR professionals (members and non-members) and PR service providers. They are great opportunities for PR professionals to network and to learn more about how PRSA-LA can help support their career and professional endeavors.



PRSA

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PRism

PRSA-LA's Annual PRism Award is the Los Angeles region's premier awards event recognizing excellence in public relations strategic campaigns, tactical programs, and professional merit. Award winners are selected by an independent panel of judges. During this elegant event, PRSA-LA also honors individuals who have made extraordinary contributions to the advancement of our profession or the community through the Joseph Roos Community Service Award.



Quality Time with PR Minds

PRSA-LA Quality Time with PR Minds is an annual event that brings together professional volunteers and local nonprofits for one-on-one counseling. This is a great opportunity to give back to the organizations that make Los Angeles a great place to live and work, and is a unique event for collaboration and knowledge sharing. Participants gain valuable insight as they team up with other PR professionals and nonprofits for productive brainstorm sessions.



Sunrise Honors

The Sunrise Honors event, going into the fourth annual celebration, is part of the PRSA-Los Angeles Chapter's mission to foster and support those who promote diversity and inclusion. The honorees are trailblazers on the front lines in and out of the board room. This prestigious award recognizes individuals who have demonstrated significant leadership and influence to advance diversity and inclusivity within their organization or industry.



SUNRISE
HONORS

PRSSA Conference

A one-day event usually hosted at a campus, PRSSA Conference includes a light breakfast, lunch, and a series of informative talk presented by prominent speakers and activities specifically designed for PRSSA student chapters from most major colleges and universities. This year, PRSSA Conference will be held at Cal State Northridge.



BENEFITS OF SPONSORSHIPS

Advertising and sponsorships with PRSA-LA get your organization noticed!

Whether you're searching for talent to recruit, ways to expand your network, or new channels to build your brand and grow your business, PRSA-LA can help share your organization's message or career opportunities and message with hundreds of PR professionals and influencers in Los Angeles County.

Among the benefits that come with being a PRSA-LA sponsor:

- Recognition as an industry leader
- Visibility and acknowledgment in PRSA-LA promotional materials, including newsletter, social media posts, and website
- Recognition at events and invitations to provide remarks
- Complimentary event tickets
- Recruitment opportunities
- Business development opportunities



PRSA
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To secure a PRSA-LA Sponsorship package
or advertising, please contact:

Executive Director
Office: (626) 313-4343
executive.director@prsala.org

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PRSA-LA Sponsorship 2024

2024 CHAPTER SPONSORSHIPS AVAILABLE:

- Platinum Chapter Sponsor – \$8,000
- Gold Chapter Sponsor – \$6,000
- Silver Chapter Sponsor – \$4,000

2024 PROGRAM/EVENT SPONSORSHIPS AVAILABLE:

- Chapter Program – \$1,500
 - Sunrise Honors – \$4,000, \$2,000 and \$750
 - State of the State of PR – \$3,500, \$2,000, \$1,000
 - PRism Awards – \$8,000, \$4,000, \$3,000, \$1,500
 - ABW – \$1000
 - Comms & Cocktails Series – \$750
-

Chapter Sponsorships are an opportunity for brands, agencies, and consultants to participate in all events throughout the year to create brand awareness and networking opportunities.

Platinum Chapter Sponsor ~ \$8,000

Platinum Sponsorship benefits include:

- Recognition as a Platinum Chapter Sponsor at each chapter event
- Company logo on prsala.org sponsors page with distinction as a Platinum Chapter Sponsor
- Company logo on all chapter event announcements and monthly newsletter
- Opportunity to speak at one chapter event (remarks – up to three minutes)
- One-year rotating banner advertisement on prsala.org (media provided by sponsor), reaching 800+ LA Area Chapter members and other PR professionals (\$1,200 value)
- 4 social media “Thank You” posts (one each quarter of 2024) on Facebook, LinkedIn, X/Twitter, and Instagram
- Opportunity to send one promotional email to PRSA-LA members
- One direct mail (email blast) to chapter members (sponsor provides creative)
- Collateral/swag distribution at three-chapter events (provided by sponsor)
- 10 tickets to Chapter events with pre-registration (\$500-600 value, based on event, limit 3 per event)
- 4 tickets to Sunrise Honors event
- Acknowledgment as a Scholarship Sponsor
- Acknowledgement as a Chapter Sponsor in all 2024 PRSA-LA press releases

PRism Awards:

- 6 tickets with VIP seating
- Full page advertisement preferred positioning in PRism Program
- Company logo and link to your website on PRism Awards page of www.prsala.org
- Official acknowledgment as a Platinum Sponsor from the stage at the event
- Projection signage displaying your company and Platinum Sponsor level
- Opportunity to distribute premiums or collateral material to PRism Awards attendees (at sponsor's cost)
- Inclusion in PRism Awards post event press release

Gold Chapter Sponsor ~ \$6,000

Gold Sponsorship benefits include:

- Recognition as a Gold Chapter Sponsor at each chapter event
- Company logo on prsala.org sponsors page with recognition as a Gold Chapter Sponsor
- Company logo on all Chapter event announcements and monthly newsletter
- Opportunity to speak at one chapter event (up to three minutes, remarks)
- 3 social media "Thank You" posts (one each quarter of 2024) on Facebook, LinkedIn, X/Twitter, and Instagram
- Collateral/swag distribution at two chapter events (provided by sponsor)
- 6 tickets to chapter events with pre-registration (\$300 value, based on an event, limit 2 per event)
- 2 tickets to Sunrise Honors event
- Acknowledgment as a Scholarship Sponsor
- Acknowledgement as a Chapter Sponsor in all 2024 PRSA-LA press releases

PRism Awards:

- 4 tickets with VIP seating
- Half-page advertisement with preferred positioning in the PRism Awards Program
- Company logo and link to your website on PRism Awards page of www.prsala.org
- Official acknowledgment as a Gold Sponsor from the stage at the event
- Projection signage displaying your company and Gold Sponsor level
- Opportunity to distribute premiums or collateral material to PRism Awards attendees (at sponsor's cost)
- Inclusion in PRism Awards post event press release

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Executive Director

Office: (626) 313-4343

executive.director@prsala.org



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Silver Chapter Sponsor ~ \$4,000

Silver Sponsorship benefits include:

- Recognition as a Silver Chapter Sponsor at each chapter event
- Company logo on prsala.org sponsor page with recognition as a Silver Chapter Sponsor
- 2 social media “Thank You” posts (one each quarter of 2024) on Facebook, LinkedIn, X/ Twitter, and Instagram
- Company logo on all chapter event announcements and monthly newsletter
- One newsletter feature (\$500 value)
- 4 tickets to chapter events with pre-registration (\$200 value, based on the event, limit 2 per event)
- Collateral/swag distribution at one chapter event (provided by sponsor)
- 1 ticket to Sunrise Honors event
- Acknowledgment as a Scholarship Sponsor
- Acknowledgement as a Chapter Sponsor in all 2024 PRSA-LA press releases

PRism Awards:

- 2 tickets with VIP seating
- Quarter-page advertisement preferred positioning in PRism Program
- Company logo and link to your website on PRism Awards page of www.prsala.org
- Official acknowledgment as a Silver Sponsor from the stage at the event
- Projection signage displaying your company and Silver Sponsor level
- Opportunity to distribute premiums or collateral material to PRism Awards attendees (at sponsor’s cost)
- Inclusion in PRism Awards post event press release



2024 PROGRAM & NETWORKING MIXER SPONSORSHIPS AVAILABLE:

In return for sponsoring a PRSA-LA monthly programs and networking mixer such as Comms and Cocktail Series, our partners will receive the following:

- Complimentary Tickets
- Logo placement on the registration page, promotional email blasts
- Promotion on all our social media channels (Facebook, X/Twitter, LinkedIn, Instagram)
- Opportunity to address our attendees at the event
- Opportunity to have a promotional table at the event

2024 ADVERTISING OPPORTUNITIES AVAILABLE:

PRSA-LA's e-Newsletter, Website, and Social Media Channels (Facebook, X/Twitter, LinkedIn, Instagram) are available advertising opportunities.

Sponsored post/ad in PRSA-LA e-Newsletter* - \$750

Sponsored Guest Blog Post on PRSA-LA website - \$750

Sponsored Posts on PRSA-LA Social Channels** - \$750

Ads should be no more than 100 words and should be 1200 x 628 pixels, in jpg or png.

* To run for four (4) straight newsletters.

** To run for five (5) social posts over the two (2) weeks leading up to the event via PRSA-LA X/Twitter, LinkedIn, Facebook, and Instagram.

2024 JOB BOARD:

Introducing the PRSA-LA Job Board, designed specifically for individuals seeking Public Relations career opportunities in Los Angeles.

Discover exclusive PR job openings in Los Angeles through the PRSA-LA Job Bank. This platform connects job seekers with coveted positions and offers employers a direct channel to skilled PR professionals. Your job listing(s) will be live on the PRSA-LA job board for 90 days, gaining exposure among PRSA-LA members via email and prominently featured on our website. With the new PRSA-LA Job Board, take advantage of Los Angeles' vibrant PR talent pool and propel your organization forward.

PRSA-LA Job Board Rates per Job Listing:

PRSA-LA Member - \$60

PRSA-LA Non Profit Member - \$175

Non Member - \$40

Non Profit Non Member - \$100



TOP 5 PRSA CHAPTER NATIONWIDE

2024 Los Angeles Chapter Sponsorship Levels & Benefits At-A-Glance

BENEFIT	PLATINUM \$8,000	GOLD \$6,000	SILVER \$4,000
Recognition at each chapter event	✓	✓	✓
Company logo on prsala.org	✓	✓	✓
Company logo on all chapter event announcements and monthly newsletter	✓	✓	✓
Opportunity to speak at 1 chapter event	✓	✓	✗
One-year rotating banner advertisement on prsala.org	✓	✗	✗
“Thank You” posts on PRSA-LA social media	4	3	2
Send one promotional email to members	✓	✗	✗
One direct mail (email blast) to members	✓	✗	✗
Collateral/swag distribution at events	3	2	1
Chapter events with pre-registration	10	6	4
Annual PRism Awards Event Benefits			
• Tickets with VIP seating	6	4	2
• Program advertisement	1-page	1/2-page	1/4-page
• Company logo and link to your website on PRism Awards page at www.prsala.org	✓	✓	✓
• Acknowledgment from the stage	✓	✓	✓
• Your company logo on projection signage	✓	✓	✓
• Distribute premiums/collateral at PRism event	✓	✓	✓
Tickets to the Annual Sunrise Honors DEI Event	4	2	1
• Acknowledgment as a Scholarship Sponsor	✓	✓	✓
• Acknowledgement as a Chapter Sponsor in all 2024 PRSA-LA press releases	✓	✓	✓



PRSA-LA SCHOLARSHIP PROGRAM SPONSORSHIP OPPORTUNITIES 2024

PRSA-LA SCHOLARSHIP PROGRAM

The Public Relations Society of America, Los Angeles Chapter's Scholarship Program demonstrates the organization's commitment to opening doors for the next generation of professionals. The program looks to invest in outstanding undergraduate and graduate students pursuing a degree in Public Relations or Communications.

In return for sponsoring the PRSA-LA Scholarship program, our partners will receive the following:

- Promotion of your sponsorship on all social media channels (Facebook, Twitter, LinkedIn, Instagram)
- Logo inclusion in the program of PRSA-LA's PRism Awards recognizing you as Scholarship Sponsor
- Mention in the press release as a sponsor

LEVELS OF SPONSORSHIP AND BENEFITS

\$3,500

- One (1) Scholarship named in your honor
- Company logo on prsala.org scholarship page
- Company logo on monthly e-newsletter announcing the scholarship
- Two (2) tickets to the PRism Awards
- Opportunity to present a scholarship in your organization's name (announced as such in the social media promotion and press release).
- Photo opportunity at PRSA-LA's Prism Awards with scholarship recipients

\$2,500

- Two complimentary Tickets to PRSA-LA's PRism Awards
- Company logo on prsala.org scholarship page
- Company logo on monthly newsletter announcing the scholarship
- Opportunity to introduce a scholarship winner on stage at the PRSA-LA PRism Awards
- Photo opportunity with scholarship recipients at the awards ceremony

\$1,500

- One (1) complimentary ticket to the PRism Awards
- Company logo on prsala.org scholarship page
- Company logo on monthly newsletter announcing the scholarship
- Photo opportunity at PRism Awards with scholarship recipients

Thank you for your consideration. To confirm your sponsorship level, complete and return the form on the following page. Please email a notification as well to:

stephen@chavezpr.com or **claudia@santacruzpr.com**.

We gratefully appreciate your support!

2024 SPONSORSHIP APPLICATION FORM

Please complete and return this form to executive.director@prsala.org or call (626) 313-4343.

SPONSOR INFORMATION

Company Name:								
Contact Name:								
Contact's Job Title:								
Company Address:								
City					State		Zip	
Phone			Email					

SPONSORSHIP LEVELS

Please select your sponsorship level below. Sponsorships are on a first-come, first-served basis.

SPONSORSHIP LEVELS:	
<input type="checkbox"/> Platinum Chapter Sponsor – \$8,000	<input type="checkbox"/> State of the State of PR __\$3,500 __\$2,000 __\$1,000
<input type="checkbox"/> Gold Chapter Sponsor – \$6,000	<input type="checkbox"/> Sunrise Honors __\$4,000 __\$2,000 __\$750
<input type="checkbox"/> Silver Chapter Sponsor – \$4,000	<input type="checkbox"/> PRism Awards __\$8,000 __\$4,000 __\$3,000 __\$1,500
<input type="checkbox"/> Chapter Program Sponsor – \$1,500	<input type="checkbox"/> ABW__\$750 <input type="checkbox"/> Comms & Cocktails __\$750
	<input type="checkbox"/> Advertising (\$750): __Newsletter __Website __Social
PRSA-LA SCHOLARSHIP SPONSORSHIP: <input type="checkbox"/> \$3,500 <input type="checkbox"/> \$2,500 <input type="checkbox"/> \$1,500	
PRSA-LA JOB BOARD: <input type="checkbox"/> Member \$60 <input type="checkbox"/> Nonprofit Member \$175 <input type="checkbox"/> Nonmember \$40 <input type="checkbox"/> Nonprofit Nonmember \$100	

Please submit your company logo, digital banner ad, and print advertisement for purposes mentioned in the sponsorship level you selected to executive.director@prsala.org at your earliest convenience.

PAYMENT INFORMATION

<input type="radio"/> Enclosed check \$_____ payable to PRSA-LA OR, <input type="radio"/> Please charge \$_____ to my ____ Visa ____ AMEX ____ MasterCard Exp. Date: _____	
Account#:	CVV #:
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Name on Credit Card: _____	
Signature: _____ (All credit card orders must be signed)	
Credit Card Billing Address: _____ (If different from above)	
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