

# Sponsorship Opportunities

2025

February 24-26, 2025 - Los Angeles, CA

## WESTERN DISTRICT CONFERENCE

Sheraton Universal Hotel

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### Behind the Scenes:

Mastering  
the Art of PR

PRSA  
LOS ANGELES

HOLLYWOOD



SHERATON  
Universal Hotel

# SPONSORSHIP OPPORTUNITIES

## About the Conference

We're thrilled to announce the Public Relations Society of America Western District Conference will take place in Los Angeles February 24 -26, 2025. Hundreds of communication professionals from the region will attend this conference. As an important community partner, we want to give you the opportunity to reach these influential decision-makers through a sponsorship of the event.



## About PRSA Western District

The Public Relations Society of America (PRSA) is the largest professional organization serving the communications community with nearly 30,000 members nationwide. The Western District is one of 10 regions established by PRSA and covers 11 chapters in Hawaii, Southern California, Nevada, Arizona, and Colorado which totals 1,677 members. In addition, this year we have been invited to promote the conference to 1,580 PRSA members in the North Pacific District. The Western District Conference is an opportunity for members and their guests to connect with colleagues, gain new insights, and share best practices and advance the communications profession.

# SPONSORSHIP OPPORTUNITIES

## Why You Should Become a Sponsor for the 2025 Western District Conference

The 2025 PRSA Western District Conference is a dynamic opportunity to position your company to the thousands of successful communication professionals working in Western District to whom we promote the conference. These influencers are highly connected; respected for their ability to spot trends and manage change; and hold extensive media, consumer and stakeholder relationships. More than half of conference-goers are senior- or mid-level professionals and their employer base is well-rounded, including private companies, agencies, consulting firms, government, non-profits and universities. More than 2,200 Western District members recognize sponsors as major contributors to the value and success of PRSA, and conference organizers are committed to helping you maximize these opportunities.

For more information about sponsorships, please visit our website.

Contact

**John McCartney, APR**

**john@jmacpr.com**

**646-280-8573**

# SPONSORSHIP LEVELS

## PRESENTING SPONSOR \$25,000

- **Exclusivity as only Presenting Sponsor.**
- **Company logo and banner ad prominent on PRSA Western District Conference digital program via Whova (conference engagement app) throughout program.**
- **Create your custom sponsorship profile in Whova including logo, brochures, video, and other digital assets.**
- **Company logo on attendee name badge lanyard.**
- **Prominent placement of company logo on dedicated PRSA Western District Conference website with hyperlink to company's website.**
- **Inclusion in some social media posts promoting the conference.**
- **Inclusion in all available e-communications to event attendees and PRSA Western District members promoting the conference.**
- **Prominent display table in vendor area for company materials.**
- **Verbal recognition from the podium for keynote and workshop sessions.**
- **Opportunity to meet conference speakers at opening night VIP reception.**
- **Opportunity to address the conference attendees at opening keynote session on Monday, Feb. 24.**
- **Option to include promotional item(s) in the attendee bag.**
- **Two conference registrations, plus two additional seats at the opening keynote address.**
- **Access to attendee list.**
- **Sponsor logo displayed at multiple locations at the event**

# SPONSORSHIP LEVELS

## OPENING NIGHT SPONSORS (unlimited) \$10,000

- **Sponsors of Opening Night Reception.**
- **Company logo and banner ad prominent on PRSA Western District Conference digital program via Whova (conference engagement app) on select program pages.**
- **Create your custom sponsorship profile in Whova (conference engagement app) including logo, brochures, video, and other digital assets.**
- **Prominent placement of company logos on dedicated PRSA Western District Conference website with hyperlink to company's website.**
- **Inclusion in all available e-communications to event attendees and PRSA Western District members promoting the conference.**
- **Inclusion in some social media posts promoting the conference.**
- **Prominent display table in vendor area for company materials.**
- **Verbal recognition from the podium at opening reception.**
- **Opportunity to meet and network with conference speakers, PRSA National leadership, Western District PRSA leadership during the opening night VIP reception.**
- **Opportunity to address the conference attendees at opening night VIP reception.**
- **Provide a raffle prize to be given away during the opening night reception.**
- **Option to include promotional item(s) in the attendee bag.**
- **One conference registration, plus two additional tickets for opening night reception.**

# SPONSORSHIP LEVELS

## OPENING WORKSHOP SPONSOR (1 available) \$6,000

- **Exclusive sponsor of Opening Workshop.**
- **Company logo and banner ad prominent on PRSA Western District Conference digital program via Whova (conference engagement app) on select program pages.**
- **Create your custom sponsorship profile in Whova including logo, brochures, video, and other digital assets.**
- **Prominent placement of company logo on dedicated PRSA Western District Conference website with hyperlink to company's website.**
- **Inclusion in all available e-communications to event attendees and PRSA Western District members promoting the conference.**
- **Inclusion in some social media posts promoting the opening workshop.**
- **Prominent display table in vendor area for company materials.**
- **Verbal recognition from the podium at opening workshop.**
- **Opportunity to introduce keynote speaker at the opening workshop.**
- **Option to include promotional item(s) in the attendee bag.**
- **One conference registration, plus two additional tickets for the opening workshop.**

# SPONSORSHIP LEVELS

## KEYNOTE SPONSOR (2 available) \$3,500

- **Exclusive keynote speaker sponsorship (Tuesday or Wednesday lunch).**
- **Company logo and banner ad prominent on PRSA Western District Conference digital program via Whova (conference engagement app) on keynote program page.**
- **Create your custom sponsorship profile in Whova including logo, brochures, video, and other digital assets.**
- **Prominent placement of company logo on dedicated PRSA Western District Conference website with hyperlink to company's website.**
- **Inclusion in all available e-communications to event attendees and PRSA Western District members promoting the conference.**
- **Inclusion in some social media posts promoting the keynote session.**
- **Prominent display table in vendor area for company materials.**
- **Verbal recognition from the podium at sponsor keynote session.**
- **Opportunity to introduce speaker at sponsored keynote session.**
- **Option to include promotional item(s) in the attendee bag.**
- **One conference registration, plus two additional seats at sponsored keynote session.**

# SPONSORSHIP LEVELS

## SESSION SPONSOR (unlimited) \$2,500

- **Company logo in the PRSA Western District Conference digital program via Whova (conference engagement app)**
- **Create your custom sponsorship profile in Whova including logo, brochures, video, and other digital assets.**
- **Company logo and banner ad prominent on PRSA Western District Conference digital program via Whova on select program pages.**
- **Company logo on dedicated PRSA Western District Conference website.**
- **Display table in vendor area for company materials.**
- **Option to include promotional item(s) in the attendee bag.**
- **One conference registration, plus one opening workshop ticket**





# SPONSORSHIP LEVELS

## PARTICIPATING SPONSOR (unlimited) \$1,500

- Create your custom sponsorship profile in Whova (conference engagement app) including logo, brochures, video, and other digital assets.
- Company logo on dedicated PRSA Western District Conference website.
- Opportunity to display company materials on shared table in vendor area.
- Option to include promotional item(s) in the attendee bag.



# SPONSORSHIP LEVELS

## TRAM SPONSOR \$3,000

- **Unique sponsorship for a behind-the-scenes tour without having to enter the park:**
  - **Sponsor's fees covers the exploration of the world's largest working movie studio**
  - **Sponsor can host up to 150 guests**
  - **The tram's screens can be branded with your logo and/or sizzle reel (extra fee if you would like to add a tram wrap)**

**In addition to this package with Universal, PRSA LA will:**

- **Include your company logo on its website and marketing materials**
- **Verbal recognition at the conference**
- **Post event photos from the trip shared on the morning of the 19th in the main ball room with another verbal thank you**



# 2025 PRSA Western District Conference

## SPONSORSHIP LEVELS AND BENEFITS

Level	\$25,000	\$10,000	\$6,000	\$3,500	\$3,000	\$2,500	\$1,500
Name	PRESENTING SPONSOR	OPENING NIGHT SPONSORS	OPENING WORKSHOP SPONSOR	KEYNOTE SPONSOR	TRAM SPONSOR	SESSION SPONSOR	PARTICIPATING SPONSOR
Number		unlimited	1 available	2 available	1 available	unlimited	unlimited
Sponsors profile in Whoova, logo, digital material, video, etc.	✓	✓	✓	✓	✓	✓	✓
Company logo on name badges.	✓	✓	✓	✓		✓	✓
Prominent placement of company logo on dedicated PRSA Western District Conference website with hyperlink to company's website.	✓	✓	✓	✓		✓	
Company logo on website	✓	✓	✓	✓	✓	✓	✓
Inclusion in all available e-communications to event attendees and PRSA Western District members	✓	✓	✓	✓			
Prominent display table in vendor area for company materials.	✓	✓	✓	✓	✓		
Display table in vendor area	✓	✓	✓	✓		✓	
Verbal recognition from the podium.	✓	✓	✓		✓		
Opportunity to meet conference speakers at opening night VIP	✓	✓			✓		
Opportunity to address the conference attendees	✓	✓					
Option to include one promotional item in the attendee bag.	✓	✓	✓	✓		✓	✓
Conference registration	✓	✓	✓	✓	✓	✓	
Opening Workshop tickets	✓	✓	✓		✓	✓	
Opening night VIP Reception tickets	✓	✓			✓		
Social media posts	✓	✓	✓	✓			

# 2025 PRSA Western District Conference

## SPONSORSHIP AGREEMENT

We wish to support PRSA 2025 Western District Conference at the sponsorship level marked below:

- |  |   |
|--|---|
| <input type="checkbox"/> \$25,000 Presenting | <input type="checkbox"/> \$3,000 Tram Sponsor |
| <input type="checkbox"/> \$10,000 Presenting | <input type="checkbox"/> \$2,500 Presenting   |
| <input type="checkbox"/> \$6,000 Presenting  | <input type="checkbox"/> \$1,500 Presenting   |
| <input type="checkbox"/> \$3,500 Presenting  |   |

### SPONSOR CONTACT INFORMATION

COMPANY

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CONTACT NAME

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TITLE

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ADDRESS

---

CITY

STATE

ZIP

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PHONE

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EMAIL

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### METHOD OF PAYMENT

You will be invoiced at the address above and payment will be due within 30 days of receipt.

SIGNATURE

DATE

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For questions and to return your completed Sponsorship Agreement:

John McCartney, APR  
john@jmacpr.com  
646-280-8573