



Greater Cleveland 2013 Sponsorship Menu

PRSA Event	Program date	Sponsorship	Amount	# Available
Hill/Lighthouse/Young Awards	March 2013	Level A	\$1,250	1 (Purchased)
		Level B	\$750	1 (Purchased)
“How Culture Drives Success” with Jon Wolske, Culture Evangelist, Zappos	May 8, 2013	Presenting Sponsor	\$3,000	1
		Gold Sponsor	\$1,000	4
		Silver Sponsor	\$500	unlimited
Student Day	November 8, 2013	Title Sponsor	\$1,000	1 (Purchased)
		Breakfast Sponsor	\$500	1
		Resume Review Sponsor	\$350	1
Business and the Media Luncheon	September 2013	Presenting Sponsor #1 Presenting Sponsor #2 Presenting Sponsor #3	\$1,000	3
Cleveland Rocks Awards	December 2013	Presenting Sponsor	\$5,000	1 (Purchased)
		Golden Rocker	\$2,000	6
		Silver Rocker	\$800	unlimited
Chapter E-Newsletter		Monthly	\$250	
		Annual	\$2,000	
PRSA Website Ads		Home Page	\$1,000	3 (Purchased)
		Jobs Page	\$750	1 (Purchased)
		Upcoming Events Page	\$750	1
		Chapter News Page	\$750	1
		About PRSA Page	\$250	1
		Member Info Page	\$250	1
		Resources Page	\$250	1

*Additional sponsorship opportunities may become available. This document is up-to-date as of March 6, 2013
(See below for details on benefits of each sponsorship opportunity.)

PRSA Greater Cleveland Sponsorship Details

Note: Title sponsors from 2013 events will be given first right of refusal for 2014 events.

2013 Hill/Lighthouse/Young Awards

PRSA's Hill, Lighthouse and Young Awards are the most prestigious honors bestowed annually by the Chapter.

The Hill Award is presented to a chief executive of a Greater Cleveland area organization who provides outstanding leadership and support for internal and external communications. **The Lighthouse Award** is presented to recognize the career accomplishments and community service of a senior public relations professional, who is a member of the Greater Cleveland PRSA. **The Davis Young Award for Exceptional Mentors** is presented to recognize a professional who excels in mentoring students and young professionals through hands-on instruction and support. The awards luncheon date is determined based on the winners' schedules:

Level A Sponsor -- \$1,250 (Purchased)

- Luncheon table for eight
- Event signage
- Logo on event programs
- Logo on program invitations
- Mention from podium
- Mention in event/winner news release
- Mention in digital and member communications from the Chapter

Level B Sponsor -- \$750 (Purchased)

- Luncheon table for eight
- Event signage
- Mention from podium
- Mention in event news release

2013 Student Day

PRSA Student Day, scheduled for Fall 2013 provides an opportunity for collegiate-level public relations and communications students and educators from around our region to gather for a day of information-gathering, coaching and contact with leading professionals from the Greater Cleveland Chapter.

Title Sponsor -- \$1,000 (Purchased)

- Signage throughout event venue
- Verbal recognition at breakfast
- Hosting one, eight-seat breakfast table; six seats at table for colleagues and clients, two seats allotted for students
- Mention on PRSA's Greater Cleveland Chapter website
- Listing in event program

- Option to place company literature (i.e., capabilities book, collateral, case study, etc.) on seats before breakfast begins
- Signage near registration table
- First choice to sponsor 2014 Student Day luncheon speaker
- Mention in digital and member communications from the Chapter

Breakfast Sponsor -- \$500

- Host eight-seat breakfast table: includes four seats for host and four seats for students registered for the event
- Recognition at breakfast
- Listing in event program
- Signage near registration table

Resume Review Session Sponsor -- \$350

- Welcome students at resume review session
- Recognition at breakfast
- Listing in event program
- Signage near registration table

2013 Business and the Media Luncheon

A highlight of every PRSA programming year, this joint program with the Press Club of Cleveland brings together our city's leading business journalists for a frank and open dialogue with the public relations community. (Fall 2013, Date TBD). One of the most popular meetings of the year.

Presenting Sponsor -- \$1,000 (3 slots available)

- Logo on poster at event
- A personal thank you from the podium during the introductions at the event.
- Logo on printed program for the event
- Logo on announcement to membership of PRSA & Press Club
- Mention in digital and member communications from the Chapter

2013 PRSA E-Newsletter Advertising

PRSA Greater Cleveland publishes a monthly e-newsletter that reaches more than 1,300 subscribers within Northeast Ohio's community of communications professionals.

Annual Sponsor -- \$2,000 or Monthly -- \$250 per month (1 available per e-newsletter issue)

- Logo placement in monthly e-newsletter on left navigation bar with option to add banner at end of newsletter
- Banner/Logo placement on "Resources" Page where e-newsletters are archived

2013 Cleveland Rocks Awards

The Cleveland Rocks Awards, launched in 2003, is PRSA Greater Cleveland's program for honoring the best, most effective and creative public relations work in our region. A rigorous entry judging process culminates in the Chapter's signature awards event in December 2013.

Presenting Sponsor -- \$5,000 (Purchased)

- Sponsor name prominently included in the title of the event, as well as in all materials and signage
- One table of eight (meals included) at the awards luncheon in preferred section
- Includes \$1,000 earmarked for scholarships to be awarded to high-performing students selected from area PRSSA Chapters
- Mention in digital and member communications from the Chapter

Golden Rocker Sponsor -- \$2,000 (6 available)

- Table for eight (meals included) located in preferred section
- Display table at luncheon
- Signage at luncheon
- Mention in Awards Program - Logo and Name
- Mention in promotional materials
- Mention from podium

Silver Rocker Sponsor -- \$800 (unlimited)

- One table of eight at luncheon (meals included)
- Display table at luncheon
- Signage at luncheon
- Mention in Awards Program – Name only

2013 PRSA Website Advertising

PRSA Greater Cleveland's website – www.prsacleveland.org – is the hub for Chapter communications and information about public relations in our region. The site attracts an average of 3,750 visitors each month for information on Chapter events, news, job postings and membership information.

Home Page Ad -- \$1,000 (Purchased)

- One logo/ad on the PRSA site home page for a 12-month period (April 2013-March 2014), with click-through to sponsor's own site

Jobs Page Ad -- \$750 (Purchased)

- One logo/ad on the job postings page for a 12-month period (April 2013-April 2014), with click-through to sponsor's own site

Upcoming Events Page Ad -- \$750 (1 slot available)

- One logo/ad on the Upcoming Events page for a 12-month period (April 2013-April 2014), with click-through to sponsor's own site

Chapter News Page Ad -- \$750 (1 slot available)

- One logo/ad on the Chapter News page for a 12-month period (April 2013-April 2014), with click-through to sponsor's own site

About PRSA Page Ad -- \$250 (1 slot available)

- One logo/ad on the About PRSA page for a 12-month period (April 2013-April 2014), with click-through to sponsor's own site

Resources Page Ad -- \$250 (1 slot available)

- One logo/ad on the Member Information page for a 12-month period (April 2013-April 2014), with click-through to sponsor's own site

“How Culture Drives Success” May 2013

PRSA Greater Cleveland will welcome Jon Wolske, culture evangelist from Zappos on Wednesday, May 8th for an exciting luncheon program to discuss how creating a great culture can help to build a brand and strengthen the bottom line. This highly anticipated event is part of the Chapter's initiative to provide prospective and insight from industry leaders and top brands.

Presenting Sponsor -- \$3,000 (1 available)

- One table of eight (meals included)
- Sponsor name prominently included in the title of the event, as well as in all materials and signage, using sponsor logo when applicable
- Signage throughout event venue
- Mention in digital and member communication from the Chapter
- Mention from podium
- Logo in event program
- Mention in event news release
- “Meet and Greet” opportunity with speaker

Gold Sponsor -- \$1,000 (4 available)

- One table of eight (meals included)
- Event signage
- Mention in digital and member communication from the Chapter
- Mention from podium
- Logo in event program
- Mention in event news release

Silver Sponsor -- \$500 (unlimited)

- One table of eight (meals included)
- Mention in event program

Questions?

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