



# FPRA IS FAMILY

FPRA Gainesville

## FPRA GAINESVILLE SPONSORSHIP OPPORTUNITIES 2019-2020

The Florida Public Relations Association (FPRA) is dedicated to programs and activities that support the success of the public relations professional. FPRA Gainesville boasts one of the largest chapter memberships in the state, and has been awarded Chapter of the Year seven times: 1995, 2001, 2005, 2006, 2010, 2012 and 2015. To further our programs and services, we are seeking sponsors for the 2019-20 year.

Our Chapter sponsors receive a great amount of exposure to our more than 75 members through our events and communications throughout the year. Don't see a sponsorship package that works for you? We are always open to other ways that your business can support this Chapter.

To discuss these opportunities, contact President Joey Mazzaferro at [president@fpragainesville.com](mailto:president@fpragainesville.com) or Secretary Patty Carroll at [secretary@fpragainesville.com](mailto:secretary@fpragainesville.com).



# ANNUAL SPONSORSHIP LEVELS

## THE CAMPAIGN - \$1,250

- Verbal recognition at all events
- Logo, link and 50-word company description on dedicated Sponsors Page of the chapter website
- Business featured in two issues of e-newsletter with an article of 500 words or less and a photo
- Linked logo on all e-newsletter issues and monthly mentions on all social media channels

## THE CAMPAIGN SPONSORSHIP INCLUDES EVENT SPONSORSHIP FOR THREE OF THE CHAPTER'S ANNUAL SPECIAL EVENTS:

- Quiz for a Cause (February 2020)
- Professional Development Symposium (Spring 2020)
- Image Awards Luncheon (Spring 2020)

### Event sponsorship consists of:

- Acknowledgment in news releases distributed regarding the event
- Logo on all printed and/or electronic promotional materials
- Opportunity to display materials at a special table at the event
- Opportunity to distribute promotional materials on attendees' seats at the event
- Two complimentary admissions to each event – must register representatives online
- Opportunity to address attendees at each special event for three minutes
- Recognition on chapter social media with event promotion

### Includes sponsorship of two of 11 regularly scheduled monthly programs

- Logo on registration page for those particular meetings
- Two tickets to each luncheon – must register representatives online
- Sponsor remarks during both luncheons (three minutes)
- Opportunity to display materials at a special table at the event



# ANNUAL SPONSORSHIP LEVELS

## THE PRODUCT LAUNCH - \$1,000

- Verbal recognition at all events
- Logo, link and 50-word company description on dedicated Sponsor Page of chapter website
- Business featured in one issue of monthly newsletter with an article of 500 words or less and a photo
- Linked logo on all newsletter issues

### INCLUDES EVENT SPONSORSHIP FOR THREE OF THE CHAPTER'S ANNUAL SPECIAL EVENTS:

- Quiz for a Cause (February 2020)
- Professional Development Symposium (Spring 2020)
- Image Awards Luncheon (Spring 2020)

#### Event sponsorship consists of:

- Acknowledgment in news releases distributed regarding the event
- Logo on all printed and/or electronic promotional materials
- Opportunity to display materials at a special table at the event
- Opportunity to distribute promotional materials on attendees' seats at the event
- One complimentary admission to each event – must register representatives online
- Opportunity to address attendees at each special event for three minutes
- Recognition on chapter social media with event promotion

#### Includes sponsorship of one of 11 regularly scheduled monthly programs

- Logo on registration page for that particular meeting
- Two tickets to the luncheon – must register representatives online
- Sponsor remarks during two luncheons (three minutes)
- Opportunity to display materials at a special table at the event



# ANNUAL SPONSORSHIP LEVELS

## THE PRESS KIT - \$750

- Verbal recognition at all events
- Logo, link and 50-word company description on dedicated Sponsor Page of chapter website
- Linked logo on all newsletter issues

### **INCLUDES EVENT SPONSORSHIP FOR TWO OF THE CHAPTER'S ANNUAL SPECIAL EVENTS:**

- Professional Development Symposium (Spring 2020)
- Image Awards Luncheon (Spring 2020)

#### **Event sponsorship consists of:**

- Acknowledgment in news releases distributed regarding the event
- Logo on all printed and/or electronic promotional materials
- Opportunity to distribute promotional materials on attendees' seats at the event
- One complimentary admission to each event – must register representatives online
- Recognition on chapter social media with event promotion

#### **Includes sponsorship of one of 11 regularly scheduled monthly programs**

- Logo on registration page for that particular meeting
- One ticket to the luncheon – must register representatives online
- Sponsor remarks during one luncheon (three minutes)
- Opportunity to display materials at a special table at the event

## THE FEATURE - \$500

- Verbal recognition at all events
- Logo, link and 50-word company description on dedicated Sponsor Page of chapter website
- Linked logo on all newsletter issues

### **INCLUDES EVENT SPONSORSHIP FOR ONE OF THE CHAPTER'S ANNUAL SPECIAL EVENTS:**

- Professional Development Symposium (Spring 2020)

#### **Event sponsorship consists of:**

- Acknowledgment in news releases distributed regarding the event
- Logo on all printed and/or electronic promotional materials
- Opportunity to distribute promotional materials on attendees' seats at the event
- One complimentary admission to each event – must register representatives online
- Recognition on chapter social media with event promotion

#### **Includes sponsorship of one of 11 regularly scheduled monthly programs**

- Logo on registration page for that particular meeting
- One ticket to the luncheon – must register representatives online
- Sponsor remarks during one luncheon (three minutes)
- Opportunity to display materials at a special table at the event

# ANNUAL SPONSORSHIP LEVELS

## THE IMPRESSION - \$250

- Logo, link and 50-word company description on dedicated Sponsor Page of chapter website

### Includes sponsorship of one of 11 regularly scheduled monthly programs

- Logo on registration page for that particular meeting
- One ticket to the luncheon – must register representatives online
- Sponsor remarks during one luncheon (three minutes)
- Opportunity to display materials at a special table at the event



# SPONSORSHIP COMMITMENT FORM

In accordance with the rules and regulations in this agreement, the organization below has entered into this contract with the Gainesville Chapter of the Florida Public Relations Association for the services indicated below. Please print or type.

Business name:

Contact name:

Business address:

Phone number:

Email address:

Website:

Select Sponsorship Package(s):

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> \$1,250 The Campaign | <input type="checkbox"/> \$1,000 The Product Launch | <input type="checkbox"/> \$750 The Press Kit |
| <input type="checkbox"/> \$500 The Feature    | <input type="checkbox"/> \$250 The Impression       | <input type="checkbox"/> Other               |

Signature:

Date:

Please enclose a check made payable to: Florida Public Relations Association

Please return completed form to Joey Mazzaferro at [president@fpragainesville.com](mailto:president@fpragainesville.com).

*We are always open to other ways that your business can support this Chapter. To discuss these opportunities, please contact President Joey Mazzaferro, at [president@fpragainesville.com](mailto:president@fpragainesville.com) or Secretary Patty Carroll at [secretary@fpragainesville.com](mailto:secretary@fpragainesville.com).*