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**About FPRA:** Founded in 1938, the Florida Public Relations Association is the oldest public relations association in the United States. Membership in FPRA is a sound professional investment providing a variety of services, benefits and opportunities. The Southwest Florida chapter is dedicated to programs and activities that enhance the success of public relations professionals in Lee, Collier, Charlotte, Hendry and Glades Counties. FPRA membership puts you in contact with more than 1,400 public relations practitioners throughout the state.

**About Southwest Florida Chapter of FPRA:** There are more than 100 members in Southwest Florida, and we coordinate joint networking events with other area professional organizations such as PRSA and AdFed. Monthly luncheon programs feature speakers on a variety of topics relevant to public relations and related professions.

## **SWFL Chapter Event Descriptions**

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**Monthly Membership Meetings:** On the first Tuesday of most months, the Southwest Florida Chapter can be found meeting for lunch at Florida SouthWestern State College in Fort Myers learning about one of many public relations related topics. An average of more than 40 members and non-members gather to network and learn about a pertinent topic in our industry.

**PRU:** Each year, the Southwest Florida Chapter hosts a full-day professional seminar, Public Relations University. Guest speakers from across the state, and even from across the nation, examine trends in the changing market and the fusion of new media with traditional communication elements.

**Merry Mixer:** Each year, the Southwest Florida Chapter hosts a holiday mixer with food, cocktails, music and cheer. The Merry Mixer also features games and auctions to help support the chapter's commitment to student engagement, scholarship opportunities and professional development.

**Local Image Awards:** The Local Image Awards competition is conducted annually by the Southwest Florida Chapter to recognize outstanding public relations programs and to encourage and promote the development of public relations professionalism in our region. The Local Image Awards have become a standard of public relations excellence in southwest Florida. Winners demonstrate the very best examples of innovation, planning and design.

**Media Breakfast:** The annual Media Breakfast event features local media professionals who share their diverse perspectives and experiences in SWFL and also offer insight on how to get noticed by the news in the local market.

**Be Good at Doing Good:** Exclusively offered to non-profit organizations, the Be Good at Doing Good event features chapter members who offer basic public relations information on such exercises as writing news releases, crisis management, communicating with the media, event planning, public speaking and social media. The vision of the Be Good at Doing Good event is to provide professional public relations insight to non-profit organizations for a minimal fee of \$10.

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# ***SPONSORSHIP OPPORTUNITIES***

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## **PLATINUM SPONSOR LEVEL \$1,500**

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### **Includes Email Distribution to Members**

Two times a year, the chapter will send an email to our membership on your behalf. As the sponsor, you will have the responsibility to create the content of this email and the chapter will approve message before sending.

### **Includes on-going promotion of your company:**

- Logo on home page of chapter website
- Business featured in one issue of ImPRes, our monthly newsletter, with an article of 500 words or less and photo
- Logo, link and 50 word company description on dedicated Sponsor Page of chapter website
- Verbal acknowledgement of sponsorship at each meeting/event with one sentence description of your services

### **Includes event sponsorship for 3 of 5 annual special events**

**PR University, October | Merry Mixer, December | Local Image Awards, April |  
Be Good At Doing Good, May | Media Breakfast, June**

- Acknowledgement in news releases distributed regarding the event
- Logo on all printed and/or electronic collateral promoting the event
- Opportunity to place promotional material in attendees' swag bags
- Two (2) complimentary admissions to each event - must register representatives online
- Opportunity to display materials at a special table at the event
- Opportunity to address attendees of each annual special event for 2 minutes

### **Includes monthly luncheon sponsorship (one of eight regularly scheduled business meetings):**

- Acknowledgement in all news releases distributed for meeting (does not guarantee placement in media)
- Logo included on registration page for that particular meeting
- Two (2) complimentary admissions to the event – as the sponsor, you are responsible for registering representatives online
- Opportunity to display materials at a special table at the event
- Opportunity to address members for 2 minutes

## **PREMIUM SPONSOR LEVEL \$1,000**

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### **Includes Email Distribution to Members**

Once a year, we will send out an email to our membership on your behalf. As the sponsor, you will have the responsibility to create the content of this e-mail and the chapter will approve message before sending.

**Includes on-going promotion of your company:**

- Logo on Home Page of chapter website
- Business featured in one issue of monthly newsletter with an article of 500 words or less and photo
- Logo, link and 50 word company description on dedicated Sponsor Page of chapter website
- Verbal acknowledgement of sponsorship at each meeting/event

**Includes event sponsorship in 2 of 5 of the Chapter's annual special events**

**PR University, October | Merry Mixer, December | Local Image Awards, April | Be Good At Doing Good, May | Media Breakfast, June**

- Acknowledgement in all news releases distributed regarding the event
- Logo on all printed and/or electronic collateral promoting the event
- Opportunity to place promotional material in attendees' swag bags
- One (1) complimentary admission to each event – as the sponsor, you are responsible for registering representatives online
- Opportunity to display materials at a special table at the event
- Opportunity to address attendees of each annual special event for 3 minutes

**Includes monthly luncheon sponsorship (one of eight regularly scheduled business meetings):**

- Acknowledgement in all news releases distributed for meeting (does not guarantee placement in media)
- Logo included on registration page for that particular meeting
- Two (2) complimentary admissions to the event - as the sponsor, you are responsible for registering representatives online
- Opportunity to display materials at a special table at the event
- Opportunity to address members for 3 minutes

## **DELUXE SPONSOR LEVEL \$750**

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**Includes on-going promotion of your company:**

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

**Includes event sponsorship 1 of these 3 annual special events**

**Merry Mixer, December | Be Good At Doing Good, May | Media Breakfast, June**

- Logo on printed and electronic collateral promoting the event
- Opportunity to place promotional material in attendees' swag bags
- One (1) complimentary admission to each annual event - as the sponsor, you are responsible for registering representatives online

**Includes monthly luncheon sponsorship (one of eight regularly scheduled business meetings):**

- Acknowledgement in all news releases distributed for meeting (does not guarantee placement in media)
- Logo included on registration page for that particular meeting
- Two (2) complimentary admissions to the event - as the sponsor, you are responsible for registering representatives online
- Opportunity to display materials at a special table at the event
- Opportunity to address members for 2 minutes

## STANDARD SPONSOR LEVEL \$500

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### **Includes on-going promotion of your company:**

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

### **Includes event sponsorship in 1 of these annual special events**

#### **Be Good At Doing Good, May | Media Breakfast, June**

- Logo on printed and electronic collateral promoting the event
- Opportunity to place promotional material in attendees' swag bags
- One (1) complimentary admission to each event - as the sponsor, you are responsible for registering representatives online

### **Includes monthly luncheon sponsorship (one of eight regularly scheduled business meetings):**

- Acknowledgement in all news releases distributed for meeting (does not guarantee placement in media)
- Logo and link included on registration page for that particular meeting
- One (1) complimentary admission to the event - as the sponsor, you are responsible for registering representatives online
- Opportunity to display materials at a special table at the event
- Opportunity to address members for 2 minutes

## LUNCHEON SPONSOR LEVEL \$250

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### **Includes monthly luncheon sponsorship (one of eight regularly scheduled business meetings):**

- Acknowledgement in all news releases distributed for meeting (does not guarantee placement in media)
- Logo and link included on registration page for that particular meeting
- Two (2) complimentary admissions to the event - as the sponsor, you are responsible for registering representatives online
- Opportunity to display materials at a special table at the event
- Opportunity to address members for 2 minutes

Single event sponsorships and in-kind sponsorships are also available.

For more information or to become a sponsor please contact [u k](#), Immediate Past President and Sponsorship Chair [\\_\\_\\_\\_\\_](#)