



2020-2021 Annual Sponsor Packages

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. FPRA membership puts you in contact with more than 1,400 public relations practitioners throughout the state.

About The Southwest Florida Chapter of FPRA

The Southwest Florida chapter of FPRA was chartered in 1985 and is dedicated to programs and activities that enhance the success of public relations professionals in Lee, Collier, Charlotte, Hendry, and Glades counties. 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 programs feature speakers on a variety of topics relevant to public relations and related professions.

Sponsorship Opportunities

Businesses and organizations looking to reach public relations, marketing and communications professionals in Southwest Florida can select from a variety of options. Packages can be tailored to fit a sponsor's financial commitment and preferred sponsorship offerings. In-kind sponsorships will be considered on a case-by-case basis.



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\$1,500 PLATINUM SPONSOR LEVEL

- **Two dedicated e-blast distributions to members**
- Logo and company description on **home page of the chapter website** (FPRASWFL.org)
- Your business **featured in one issue of ImPResS**, our monthly newsletter (includes an article of 500 words or less and photo or logo)
- Your choice of **two other promotional items** from the “a la carte” menu
- **Verbal acknowledgment of sponsorship** at each meeting/event with a one sentence description of your services and/or specials
- **Event sponsorship of three special events** (your choice), to include Nonprofit Day (November); Merry Mixer (December); Public Relations University (January/February); Local Image Awards (April); and Media Breakfast (June).
 - Acknowledgement in news releases distributed regarding the event
 - Logo on all printed an/or electronic collateral promoting the event
 - Opportunity to place promotional materials in attendees’ “swag” bags
 - Two (2) complimentary admissions to Nonprofit Day, Merry Mixer and/or Media Breakfast OR or one (1) complimentary admission to Local Image Awards or PR University – must register online
 - Opportunity to display materials at a special table at the event
 - Opportunity to address attendees of each annual special event for up to 2 minutes
- **Sponsorship of one monthly seminar**
 - Acknowledgement in all news releases distributed for programs * does not guarantee media placement
 - Logo included on registration page for sponsored program
 - Two (2) complimentary admissions to the event – must register online
 - Opportunity to address attendees of each annual special event for up to 2 minutes



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\$750 DELUXE SPONSOR LEVEL

- Logo and 50 word company description on **dedicated Sponsor section** of the Chapter website
- Company featured in **two (2) Facebook posts including all chapter annual sponsors**
- Your choice of **two other promotional items** from the “a la carte” menu
- **Event sponsorship of 1 special event from these three:** Nonprofit Day (November); Merry Mixer (December); 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 chosen annual event – must register online
 - Opportunity to address attendees of each annual special event for up to 2 minutes
- **Sponsorship of one monthly seminar**
 - Acknowledgement in all news releases distributed for programs (does not guarantee placement in media)
 - Logo included on registration page for sponsored program
 - One (1) complimentary admission to chosen monthly seminar
 - Opportunity to address attendees of each annual special event for up to 2 minutes



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\$500 STANDARD SPONSOR LEVEL

- Logo and 50 word company description on **dedicated Sponsor Page of the Chapter website**
- Company featured in two (2) Facebook posts including all chapter annual sponsors (chapter chooses when these posts are created)
- Your choice of **one other promotional item** from the “a la carte” menu
- **Event sponsorship of 1 special event from these two:** Nonprofit Day (November); 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 chosen annual event – must register online
 - Opportunity to address attendees of each annual special event for up to 2 minutes
- **Sponsorship of one monthly seminar**
 - Acknowledgement in all news releases distributed for programs (does not guarantee placement in media)
 - Logo included on registration page for sponsored program
 - One (1) complimentary admission to chosen monthly seminar
 - Opportunity to address attendees of each annual special event for up to 2 minutes



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A LA CARTE SPONSORSHIP OPPORTUNITIES

\$100 Pick One

\$250 Pick Three

- Sponsored item in one (1) monthly newsletter distributed to all chapter members
- Two sponsored social media posts
- Two minutes to speak at a regular professional development seminar
- Opportunity to provide handouts at one regular professional development seminar
- Addition of logo to FPRA chapter website with backlink
- 30-second interview-style promotional video to be posted to chapter social media
- Acknowledgement in news release distributed for meeting (does not guarantee placement in media)
- Sponsorship of one individual amenity at a chapter event (for example, Chocolate Break at Public Relations University; gift bags for speakers; photo booth at Local Image Awards)



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SWFL Chapter Event Descriptions

Monthly Professional Development Seminars: On the second Tuesday of most months, the Southwest Florida Chapter produces seminars in Fort Myers to learn 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 the industry. Events are publicized through multiple communications channels.

PRU: Each year, the Southwest Florida FPRA Chapter hosts a full-day professional seminar, Public Relations University. Guest speakers from across the state or beyond, examine trends in the changing market and the fusion of new media with traditional communication elements. This event attracts 50 or more PR and marketing professionals from the region.

Merry Mixer: Each year, the SWFL Chapter of FPRA hosts a holiday mixer with food, cocktails, music and cheer. This event, which is for members and their guests only, 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 of the Florida Public Relations Association 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.

Non-Profit Day: This half-day seminar is an opportunity for those in both the nonprofit and for-profit communities to learn best practices, tips and case studies from some of our region's leading nonprofit and development leaders. Offered at a lower cost to allow for organizations without a large training budget to attend, this event typically attracts between 30 and 60 PR professionals and has one of the highest non-member attendances of our events.