



2020-2021 Event 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.

Event 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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SEMINAR SPONSORSHIPS

The Southwest Florida chapter of FPRA produces monthly professional development seminars. These are typically held on the second Tuesday of the month. These events attract both chapter members as well as guests.

\$250 SEMINAR SPONSOR

- Acknowledgement in news release 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 Single event sponsorships and in-kind sponsorships are also available.
- Inclusion in one chapter e-blast and social media post for the event
- Additional benefits could include the opportunity to sponsor a social post or feature blog post on the site for a discounted price of some type of in-kind service

\$100 SEMINAR SPONSOR

- Logo included on registration page for that particular meeting
- Inclusion in one chapter e-blast and social media post for the event
- Acknowledgement in news release distributed for meeting (does not guarantee placement in media)
- One complimentary admission to the event - as the sponsor you are responsible for registering representatives online



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SPECIAL EVENT SPONSORSHIPS

In addition to our monthly professional development seminars, the Southwest Florida chapter hosts several special events each year, including longer professional development seminars and opportunities to socialize and celebrate with fellow members. Dates and additional information will be provided as we get closer to the events. See special event descriptions below.

\$1000 SPECIAL EVENT SPONSOR

- Acknowledgement in news release for meeting (does not guarantee placement in media)
- Logo included on registration page for that particular meeting
- Logo included in any event promotional materials and presentation materials
- Four (4) complimentary admissions for Nonprofit Day or Media Breakfast, or three (3) PRUniversity - 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
- Inclusion in all chapter e-blasts for the event
- Dedicated post on all chapter social media platforms, as well as mention in all posts about sponsors for that event

\$500 SPECIAL EVENT SPONSOR

- Acknowledgement in news release for meeting (does not guarantee placement in media)
- Logo included on registration page for that particular meeting
- Logo included in any event promotional materials and presentation materials
- Opportunity to purchase up to four (4) admissions at 50 percent off to Nonprofit Day, Media Breakfast, or PRUniversity - 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
- Inclusion in all chapter e-blasts for the event
- Mention in all posts about sponsors for that event



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\$ 250 SPECIAL EVENT SPONSOR

- Acknowledgement in news release for event (does not guarantee placement in media)
- Logo included on registration page for that particular meeting
- Logo included in any event promotional materials and presentation materials
- Opportunity to purchase up to three (3) admissions at 50 percent off to Nonprofit Day, Media Breakfast, or PRUniversity - as the sponsor, you are responsible for registering representatives online
- Opportunity to display materials at a special table at the event
- Inclusion in all chapter e-blasts for the event
- Mention in all posts about sponsors for that event

\$ 100 SPECIAL EVENT SPONSOR

- Logo included on registration page for that particular meeting
- Logo included in any event promotional materials and presentation materials
- Opportunity to purchase up to two (2) admissions at 50 percent off to Nonprofit Day, Media Breakfast, or PRUniversity - as the sponsor, you are responsible for registering representatives online
- Opportunity to display materials at a special table at the event
- Inclusion in all chapter e-blasts for the event
- Mention in all posts about sponsors for that event

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
- 30-second interview-style promotional video to be posted to chapter social media
- Acknowledgement in news release for event (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.