



# 2021-2022 Event Sponsor Packages

## 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.

## 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 1,200 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 and workshops on a variety of topics relevant to public relations and related professions.

## MONTHLY 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.

## SPONSORSHIP BENEFITS - all levels

- Acknowledgement in news release distributed for meeting (does not guarantee placement in media)
- Logo included on registration page for that particular meeting
- Inclusion in one (1) chapter e-blast
- Inclusion in one (1) social media post for the seminar

## **\$250 SEMINAR SPONSOR**

- Two (2) complimentary admissions to the event – as the sponsor, you are responsible for registering representatives online with the promotional code we provide
- Opportunity to display materials at a special table at the event
- Opportunity to address members for up to two (2) minutes

## **\$100 SEMINAR SPONSOR**

- One (1) complimentary admission to the event – as the sponsor, you are responsible for registering representative online with the promotional code we provide



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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 following this section.

### **SPONSORSHIP BENEFITS - all levels**

- Acknowledgement in news release distributed for event (does not guarantee placement in media)
- Logo included on registration page for that particular event
- Logo included in any event promotional materials and presentation material
- Inclusion in all chapter email blasts for the event
- Mention in all posts about sponsors for that event
- Opportunity to display materials at a special table at the event
- Opportunity to address members for two (2) minutes

### **\$1000 SPECIAL EVENT SPONSOR**

- Four (4) admissions for Nonprofit Day or Media Breakfast, or three (3) admissions to PR University— as the sponsor, you are responsible for registering representatives online with the promotional code we provide
- One (1) dedicated thank you post on all chapter social media platforms

### **\$500 SPECIAL EVENT SPONSOR**

- Opportunity to purchase up to four (4) admissions at 50% off to Nonprofit Day, Media Breakfast or PRUniversity – as the sponsor, you are responsible for registering representatives online with the promotional code we provide

### **\$ 250 SPECIAL EVENT SPONSOR**

- 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 with the promotional code we provide

### **\$ 100 SPECIAL EVENT SPONSOR**

- 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



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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 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.

**PR University:** 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 typically 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 to recognize outstanding public relations programs and tools, 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 a panel of local media professionals who share their diverse perspectives and experiences in Southwest Florida, and also offer insight on how to get noticed by the news in the local market.

**Nonprofit 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 30- 60 PR and development professionals, and has one of the highest non-member attendances of our events.