

## Annual Sponsorship Opportunities

Annual sponsors are our most valuable partners, allowing the SWFL Chapter to provide high quality professional development programs year-round. Sponsorships help us to reduce the cost of our seminars, provide scholarships to annual conference, host special events, and recognize the best PR professionals in the area. Sponsorship benefits are effective September 1, 2022 – August 31, 2023.

The benefits below are for cash sponsors. In-kind sponsors are also welcome, and a custom package can be designed to suit your needs. The benefits for in-kind sponsorships may be similar to the cash sponsor packages but will not include complimentary or discounted admissions.

### ANNUAL SPONSORSHIP BENEFITS – All Levels

- Recognition on FPRASWFL.org, social media and email
- Recognition at every seminar and special event
- Recognition on all registration pages
- Recognition on special event programs, when provided
- Recognition on scrolling slides during seminars and special events, when provided
- Opportunity to address audience for up to two minutes at PR University

**Interested? Let's connect!**

Contact Jennifer Benton  
at 863-398-5610 or  
jenlynben2019@gmail.com

Annual Sponsorship Levels	Additional Benefits
<b>\$1,500 Platinum Sponsor</b> <b>**BEST VALUE!**</b>	One complimentary admission to a professional development seminar or special event per month, excluding Local Image (no substitutions or exchanges). Please note: a paid event may not be offered every month.  One e-newsletter article, provided by sponsor
<b>\$750 Deluxe Sponsor</b>	One complimentary professional development seminar admission <b>plus</b> one special event admission, excluding Merry Mixer & Local Image
<b>\$500 Standard Sponsor</b>	One complimentary admission to one professional development seminar <b>OR</b> one special event, excluding Merry Mixer and Local Image

#### 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 Charlotte, Collier, Glades, Hendry and Lee 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.

## Event Sponsorship Opportunities

Businesses and organizations looking to reach the region’s best public relations, marketing and communications professionals in Southwest Florida can select from three different types of event sponsorships, described below.

The benefits in these packages are for cash sponsors. In-kind sponsorships of goods or services donated or discounted will be considered on a case-by-case basis. The benefits for in-kind sponsorships may be similar to the cash event sponsor packages, depending on the time frame available, but will not include complimentary or discounted admissions or speaking opportunity.

### 1 **\*\*\*NEW\*\*\* MONTHLY PROFESSIONAL DEVELOPMENT SEMINARS – \$150/seminar**

SWFL FPRA offers several professional development seminars each year featuring a speaker, or panel of speakers, and a meal. These are typically held on the second Tuesday of the month during lunch and attract both chapter members as well as guests. Six weeks’ notice required. Sponsorships are limited to one per seminar. This is a GREAT opportunity!

#### **\$150 Monthly Seminar Sponsor Benefits**

- One complimentary admission to sponsored seminar
- Recognition on registration page for that seminar
- Recognition on social media and email
- Recognition on scrolling slides
- Opportunity to provide literature and swag
- Opportunity to address audience for up to two minutes

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### 2 **\*\*\*NEW\*\*\* HOST A MEMBERS-ONLY HAPPY HOUR, OPEN HOUSE OR IN-PERSON COFFEE & COACHING EVENT AT YOUR BUSINESS (OR A VENUE OF YOUR CHOICE) – FREE! \*\*\*NEW\*\*\***

Your company makes all the arrangements, supplies the venue and refreshments (and educational session for Coaching & Coffee) plus all the necessary publicity items (copy and graphics) **AT NO CHARGE!** -OR- we’ll create the publicity items for \$150. Six weeks’ notice required.

### 3 **SPECIAL EVENTS**

SWFL FPRA hosts several special events each year, including longer professional development seminars and opportunities to network and celebrate with fellow members and friends of the chapter.

Page 3 describes the special event sponsorship benefits and options, as well as descriptions of the special events designated for chapter year 2022-2023, which are Merry Mixer, PR University, Local Image Awards and Media Breakfast. Dates and additional information will be provided when the events are scheduled, typically 3-6 months in advance.

## Merry Mixer · PRU · Local Image · Media Breakfast

### Special Event Sponsorship Benefits – All levels

- Recognition on FPRASWFL.org, social media and email
- Recognition on sponsored event registration page
- Recognition on sponsored event program, when provided
- Recognition on scrolling slides during sponsored event, when provided
- PR University **ONLY**: opportunity to address audience for up to two minutes

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**PLEASE NOTE:** Complimentary admissions are NOT available for Merry Mixer or Local Image Awards

Special Event Sponsor Level	Complimentary Admissions
<b>Ambassador \$1,000+</b>	Media Breakfast Sponsor = four complimentary admissions PR University Sponsor = three complimentary admissions
<b>Champion \$750-\$999</b>	Media Breakfast Sponsor = three complimentary admissions PR University Sponsor = two complimentary admissions
<b>Partner \$500-749</b>	Media Breakfast Sponsor = two complimentary admissions PR University Sponsor = one complimentary admission
<b>Supporter \$250-499</b>	Media Breakfast Sponsor = one complimentary admission

## SWFL Chapter Event Descriptions

**Merry Mixer:** Each year the SWFL Chapter of FPRA hosts a holiday mixer with food, cocktails, music and cheer. This members-only event also features games and auctions to help support the chapter's commitment to student engagement, scholarship opportunities and professional development.

**PR University:** Each year, the Southwest Florida FPRA Chapter hosts a full-day professional seminar, Public Relations University, open to the community. 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.

**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 features a panel of local media professionals who share their diverse perspectives and offer insight on how to get noticed by the news in the local market.