



Hoosier Chapter

## Sponsor the Hoosier Chapter



The Public Relations Society of America (PRSA) Hoosier Chapter represents public relations and communications professionals throughout Indiana, including employees of associations, agencies, corporations, universities, nonprofits, government and independent practitioners.

PRSA's Hoosier Chapter has **270+** members.

**70%** of chapter members are senior-level decision-makers, working for some of Indiana's largest employers, and agencies working with local and national brands.

### PRSA Hoosier Chapter Offers Member Benefits

- **Pinnacle Awards**, the chapter's annual awards event recognizing professional and student talent in the industry.
- **Half Day with Pro**, the chapter's annual professional development day pairing students from 13 Public Relations Student Society of America (PRSSA) chapter members with individuals in the industry.
- **Professional accreditation preparation courses offered at no charge to chapter members**, providing the foundation and coaching to take the industry's national accreditation test.
- **Professional development**, including monthly education luncheons, high-value Meet the Media sessions and networking events that allow for peer-to-peer sharing of industry best practices.
- **Affiliation with the PRSA Foundation**, an independent 501(c)(3) non-profit working hard to make a difference in the fight for ethnic and racial balance in public relations.
- **A deep history of educating the most successful well-known public relations professionals in Indiana.**

"Nearly 20 years into my professional career, the APR Readiness course offered at no cost to Hoosier Chapter members was an invaluable tool to help me prepare for the APR exam. I'm proud to be part of a chapter that places a high value on professional development and credibility among communication professionals."

- Media Oakes, APR, manager of communications at Calumet Specialty Products

"The Indianapolis Neighborhood Housing Partnership (INHP) chose to sponsor the Hoosier Chapter because it was an opportunity for us to raise awareness of our brand to statewide peers and show our support of ethical communications and continuing education. It even provided us an opportunity to recruit qualified talent and promote the chapter to our current team members."

- Morgan Hoover, CFRE, VP of philanthropy and marketing at INHP, a 2019 PRSA Sponsor

## 2022 Sponsorship Levels

	<b>PATRON</b>	<b>DIGITAL</b>	<b>BENEFACTOR</b>	<b>CHAPTER</b>
	\$600 / year	\$750 / year	\$1,500 / year	\$3,000 / year
Event registrations (excludes Pinnacles)	3	--	6	8
Logo recognition at all PRSA bi-monthly luncheons	✓	✓	✓	✓
Logo recognition on the PRSA website	✓	✓	✓	✓
Recognition in a sponsor blog & social posts tagging your company	--	✓	✓	✓
Case study advertorial or spotlight on a Pinnacle Award win authored by your company and published on the PRSA blog	--	✓	✓	✓
Native content with a link to your blog or website in up to three PRSA newsletters	--	✓	--	--
A Q&A with a company leader drafted on behalf of your company and published on the PRSA blog	--	--	--	✓
Option to participate as title sponsor for a networking event (speaking role & logo recognition)	--	--	✓	✓
Complimentary job bank listing	--	--	1	1
Recognition during the Pinnacle Awards, including logo in the program and acknowledgment by the emcee	✓	✓	✓	✓
Complimentary Pinnacle Award tickets	--	--	--	4
Speaking Opportunity - Opportunity to speak at one PRSA Hoosier Chapter monthly event for up to three minutes	--	--	--	✓

## Pinnacle Award Sponsorships

As the chapter's annual evening networking and awards event, The Pinnacle Awards recognizes professional and student talent in the industry. Due to the timing of this event, all commitments must be finalized by Monday, April 11, 2022.

	<b>TABLE SPONSOR</b>	<b>EVENT SPONSOR</b>	<b>TITLE SPONSOR*</b>
	\$400	\$750	\$1,500
Event tickets	Table of 8	Table of 8	Two tables of 8
Logo in program, on website and in e-communications; recognized by emcee	--	✓	✓
First-tier event recognition	--	--	✓
Podium Time	--	--	Speaking role to introduce the emcee

\*Limit one Title Sponsor per event

If you have questions about listed sponsorships or would like to learn more about speaker sponsorships or other in-kind sponsorship opportunities, please contact [sponsorship@prsahoosier.org](mailto:sponsorship@prsahoosier.org).