

## PRSA GFW Sponsorship Packages

Are you a **Mac, Mike or Meg?** We have a sponsorship level that will fit your budget.

**Macrophone** sponsorship, \$200/year. This package includes sponsoring the Fort Worth PRSA newsletter each month. Built for branding and name recognition, the “Mac” package promotes your organization’s name and logo to approximately 500 PR/marketing/ journalist professionals. (\$100 pro-rated for 6 mos. remaining 2015)

Benefits include:

- Logo and link in *e-Chaser*, the Fort Worth PRSA newsletter

**Microphone** sponsorship, \$100/meeting. The “Mike” package includes sponsoring a Fort Worth PRSA monthly luncheon. Our average attendance at each meeting is approximately 45 PR and marketing professionals. Organizations typically choose the “Mike” package for face-to-face promotion, along with branding and name recognition.

Benefits include:

- Logo and organization name distributed to 200 PRSA members in monthly meeting invitation
- Logo and link to your Web site included in *e-Chaser*, the Fort Worth PRSA newsletter distributed each month to 500 PR/marketing/journalist professionals
- Organization introduction by PRSA president, along with up to 2-minute time slot for organization representative to give elevator speech and/or giveaway(s)
- Display table provided for organization information/giveaways OR information placed at attendee seats
- Logo and link to your organization’s Web site placed on Fort Worth PRSA Web site during month of sponsorship
- One complimentary guest lunch provided to the organization

**Megaphone** sponsorship, \$50 cash or in-kind donation for other PRSA meeting. The “Meg” package includes sponsoring a Fort Worth Special Interest Group (SIG) or PR After Dark meeting. Organizations typically choose this package to promote themselves to a niche audience. Our SIGS include new PR professionals and senior PR professionals. These events typically draw 10-25 attendees.

Benefits include:

- Introduction by SIG chairman or meeting host, along with 60-second time slot for organization representative to give presentation and/or giveaway(s)
- Organization information placed at attendee seats
- Name mention in member invitation.