FORT WORTH MARCH 2027

WORTH IT!

DEMONSTRATE YOUR VALUE IN A CHANGING WORLD

PRSA

Southwest District

SPONSORSHIP OPPORTUNITIES

2027 PRSA Southwest District Conference



WHY BE A SPONSOR?

The **2027 PRSA Southwest District Conference** will bring together communications, public relations and marketing professionals from across a six-state region for a premier learning, networking and leadership development experience in Fort Worth, Texas.

Representing 15 PRSA chapters with more than 2,000 members across Arkansas, Kansas, Louisiana, New Mexico, Oklahoma and Texas, the conference attracts influential practitioners, agency leaders, corporate communicators, nonprofit professionals, educators and emerging leaders.

Sponsors gain direct access to a highly engaged audience of decision-makers and trusted advisors whose recommendations influence communications, marketing, technology and business investments. The conference will feature nationally recognized speakers, industry thought leaders and professional development sessions focused on the evolving challenges and opportunities facing the communications profession.





MARCH 3-5, 2027

ABOUT THE CONFERENCE

The Public Relations Society of America is the leading professional organization serving the public relations and communications community through a network of more than 400 professional and student chapters in the U.S., Argentina, Colombia, Peru and Puerto Rico. The organization will celebrate its 80th anniversary in 2028.

The 2027 Southwest District Conference will bring communications professionals together from across the region and will feature nationally recognized speakers who are experts in public relations, communications and marketing.

The event will be held at the Fort Worth Convention Center on March 3-5, 2027.

FORT WORTH, TX

WHERE THE WEST BEGINS!

Fort Worth is known for its historic stockyards, world-class art and culinary experiences, Taylor Sheridan shows and more than 100 miles of the Trinity River Trails. Just 20 miles from Dallas Fort Worth International Airport, Fort Worth is easily accessible whether flying, driving or taking a train.

2027 PRSA SOUTHWEST DISTRICT CONFERENCE

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR – $10,000 *(Exclusive sponsorship)*

- Exclusive naming rights with logo on all conference materials and presentations
- Premium logo placement on conference website and PRSA Southwest District communications
- Five social media posts across conference channels and two paid social posts
- Opportunity to introduce the opening keynote speaker
- Premium exhibitor booth placement
- Opportunity to include promotional materials in attendee swag bags
- Four conference registrations, including networking events and conference meals

PLATINUM SPONSOR – $7,500

- Naming rights for the conference opening reception
- Opportunity to welcome attendees at a conference event
- Logo on conference website and PRSA Southwest District communications
- Three social media posts across conference channels and one paid social post
- Preferred exhibitor booth placement
- Opportunity to include promotional materials in attendee swag bags
- Three conference registrations, including networking events and conference meals

GOLD SPONSOR – $5,000

- Name and logo on conference materials and presentations
- Logo on conference website and PRSA Southwest District communications
- Two social media posts across conference channels and one paid social post
- Verbal recognition during conference programming
- Exhibitor booth
- Opportunity to include promotional materials in attendee swag bags
- Two conference registrations, including networking events and conference meals

2027 PRSA SOUTHWEST DISTRICT CONFERENCE

SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR - $2,500

- Name on conference materials and presentations
- Logo on conference website and PRSA Southwest District communications
- Two social media posts across conference channels
- Verbal recognition during conference programming
- Opportunity to include one promotional item in attendee swag bags
- One conference registration, including networking events and conference meals

BRONZE SPONSOR - $1,000

- Name on conference materials and presentations
- Name listed on conference website and PRSA Southwest District communications
- Recognition in grouped sponsor social media posts
- Verbal recognition during conference programming

FRIEND SPONSOR - $500

- Name on conference materials and presentations
- Name listed on conference website and PRSA Southwest District communications

PLEASE NOTE:

Important Deadline: Sponsor logos and promotional materials must be submitted by January 8, 2027.

2027 PRSA SOUTHWEST DISTRICT CONFERENCE

SPONSORSHIP FORM

Thank you for your interest in supporting our event! Please fill out the form below. For sponsorship opportunities, customized packages or payment information, please contact:

Kim Brown
Story & Strategy PR
kbrown@storyandstrategypr.com

SPONSOR INFORMATION

Company Name

Phone

Contact Person

Website

Email

Address

SPONSORSHIP LEVEL *(Please select one)*

- ☐ **Presenting Sponsor - $10,000**
- ☐ **Platinum Sponsor - $7,500**
- ☐ **Gold Sponsor - $5,000**
- ☐ **Silver Sponsor - $2,500**
- ☐ **Bronze Sponsor - $1,000**
- ☐ **Friend Sponsor - $500**

PAYMENT METHOD

- ☐ **Credit Card**
- ☐ **Check**
- ☐ **Invoice**
- ☐ **In-Kind**

Name

Signature

Date

FORT WORTH MARCH 2027

WORTH IT!

DEMONSTRATE YOUR VALUE IN A CHANGING WORLD

SPONSORSHIP INFORMATION

For sponsorship opportunities, customized packages or payment information, please contact:

CONTACT: **Kim Brown, APR**

COMPANY: **Story & Strategy PR**

EMAIL: **kbrown@storyandstrategypr.com**