



2022 Pyramid Awards Sponsorship Packages

Event Overview

PRSA NJ’s Pyramid Awards Banquet is one of our largest events of the year, drawing an estimated 80-100 members for a four-hour event in Basking Ridge, NJ. We offer multiple opportunities for sponsorship and visibility both at the event, and with our chapter as a whole. We are excited to be back in person this year at the Basking Ridge Country Club in Basking Ridge, NJ on Wednesday, October 19, 2022, from 5-9 p.m.

Interested? Contact Andrea Bower at PRSANJadministrator@bowermanagementservices.com

Pyramid Awards Sponsorship Packages Overview

Opportunity	# Available	Fee
AWARD SPONSORSHIPS		
Future PR Pro of the Year Award and Scholarship	0	\$3,500
PR Pro of the Year	1	\$500
Best in Show	1	\$500
Rising Star	1	\$500
EVENT SPONSORSHIPS		
Platinum Hospitality Sponsor	1	\$1,750
Gold Sponsor	2	\$1,000 each
Silver Sponsor	3	\$750 each
Bronze Sponsor	6	\$500 each
Table Sponsor (ten seats)	18	\$1,200 each

AWARD SPONSORSHIPS DETAILS

Future PR Pro of the Year Award and Scholarship Sponsor – **SOLD!**

Sponsorship level: \$3,500

Recognizes an undergraduate student demonstrating a sophisticated understanding of and commitment to the PR profession. Winners are announced at the Awards Banquet and receive a scholarship donation of \$3,000 and Certificate of Achievement.

Sponsorship includes:

- \$3,000.00 scholarship to be awarded by the Public Relations Society of New Jersey to the Future PR Pro of the Year during the 2022 Pyramid Awards
- Two complimentary admissions to the 2022 Pyramid Awards banquet
- Logo and sponsorship included on the PRSANJ.org website, and pre-event promotion
- Verbal recognition at event
- Logo included on sponsorship signage at event
- Recognition and/or logo on all promotional event emails and event web page
- Inclusion in at least 2 social media posts* promoting event
- Inclusion in post event press release
- Inclusion in one Chapter newsletter
- Opportunity to place materials at event on a shared display table

PR Pro of the Year Award Sponsor

Sponsorship level: \$500

This annual award recognizes a communications professional who has a string record of measurable public relations success, exhibits the highest standards of public relations ethics, and serves as a role model to his or her staff and practitioners enter the field.

Sponsorship includes:

- Verbal recognition at event
- Logo included on sponsorship signage at event
- Recognition and/or logo on all promotional event emails and event web page
- Inclusion in at least 2 social media posts* promoting event
- Inclusion in post event press release
- Inclusion in one Chapter newsletter
- Opportunity to place materials at event on a shared display table

Best in Show Award Sponsor

Sponsorship level: \$500

As a Pyramid Award winner, entries are also eligible for a “Best in Show” award, which will be presented at the banquet. The winner will not be announced until that evening.

Sponsorship includes:

- Verbal recognition at event
- Logo included on sponsorship signage at event
- Recognition and/or logo on all promotional event emails and event web page
- Inclusion in at least 2 social media posts* promoting event
- Inclusion in post event press release
- Inclusion in one Chapter newsletter
- Opportunity to place materials at event on a shared display table

Rising Star Award Sponsor

Sponsorship level: \$500

The Rising Star Award honors PR professionals under the age of 35 who have made outstanding contributions to their organizations and the advancement of the profession.

Sponsorship includes:

- Verbal recognition at event
- Logo included on sponsorship signage at event
- Recognition and/or logo on all promotional event emails and event web page
- Inclusion in at least 2 social media posts* promoting event
- Inclusion in post event press release
- Inclusion in one Chapter newsletter
- Opportunity to place materials at event on a shared display table

EVENT SPONSORSHIPS DETAILS

Platinum Hospitality Sponsor

Sponsorship level: \$1,750

This sponsorship opportunity allows you to sponsor the open bar for the event's first hour, the cocktail reception & networking portion. This is extremely well-received and appreciated by the attendees!

Sponsorship includes:

- Two complimentary admissions to the 2022 Pyramid Awards banquet
- Signage at the bar
- Verbal recognition at event
- Logo included on sponsorship signage at event
- Recognition and/or logo on all promotional event emails and event web page
- Inclusion in at least 4 social media posts* promoting event
- Inclusion in post event press release
- Inclusion in one Chapter newsletter
- Opportunity to place materials and self-provided signage at event on private display table
- Business card drawing for a sponsor-supplied gift or service (product, free service, discount, etc.), including attendee contact information from those who opt-in for the contest
- 60-day Web ad provided by sponsor to be featured on the Chapter website home page
- Opportunity to address attendees for up to three minutes

Gold Sponsor – (2)

Sponsorship level: \$1,000 each

Help support PRSA NJ's premier event of the year.

Sponsorship includes:

- Two complimentary admissions to the 2022 Pyramid Awards banquet
- Verbal recognition at event
- Logo included on sponsorship signage at event
- Recognition and/or logo on all promotional event emails and event web page
- Inclusion in at least 3 social media posts* promoting event
- Inclusion in post event press release
- Inclusion in one Chapter newsletter
- Opportunity to place materials and self-provided signage at event on private display table
- Business card drawing for a sponsor-supplied gift or service (product, free service, discount, etc.), including attendee contact information from those who opt-in for the contest
- 60-day Web ad provided by sponsor to be featured on the Chapter website home page
- Opportunity to address attendees for up to three minutes

Silver Sponsor – (3)

Sponsorship level: \$750 each

Help support PRSA NJ's premier event of the year.

Sponsorship includes:

- One complimentary admission to the 2022 Pyramid Awards banquet
- Verbal recognition at event
- Logo included on sponsorship signage at event
- Recognition and/or logo on all promotional event emails and event web page
- Inclusion in at least 3 social media posts* promoting event
- Inclusion in post event press release
- Inclusion in one Chapter newsletter
- Opportunity to place materials on a shared display table at event
- 30-day Web ad provided by sponsor to be featured on the Chapter website home page
- Opportunity to address attendees for up to two minutes

Bronze Sponsor – (6)

Sponsorship level: \$500 each

Help support PRSA NJ's premier event of the year. This is the perfect sponsorship level if you are unable to attend the banquet but still wish to support PRSA NJ.

Sponsorship includes:

- Verbal recognition at event
- Logo included on sponsorship signage at event
- Recognition and/or logo on all promotional event emails and event web page
- Inclusion in at least 2 social media posts* promoting event
- Inclusion in post event press release
- Inclusion in one Chapter newsletter
- Opportunity to place materials on a shared display table at event (you may ship the materials to the PRSA NJ office no later than October 14 and they will be placed at the event for you)

Table Sponsor – (18)

Sponsorship level: \$1,200 each

Gather your group and reserve a table for ten at PRSA NJ's premier event of the year.

Sponsorship includes:

- Reserved table sign (otherwise, seats are unassigned at the event)
- Priority table placement near podium during event
- Verbal recognition at event
- Logo included on sponsorship signage at event

**Actual number of social media posts depend on how early you commit to your sponsorship.*