



2019 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 250+ chapter members as a whole.

Sponsorship Opportunity Overview

Opportunity	# Available	Fee
Award Sponsorships		
Future PR Pro of the Year Award & Scholarship	0	\$3,000
PR Pro of the Year	0	\$750
Best in Show	2	\$500 each
Event Sponsorships		
Grand Hospitality	2	\$1,500 each
Gold Sponsor	1	\$1,000
Silver Sponsor	1	\$750
Bronze Sponsor	2	\$500

Award Sponsorship Details

Future PR Pro of the Year - SECURED/UNAVAILABLE

Sponsorship level: \$3,000

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:

- Five complimentary admissions
- Verbal recognition at event
- A scholarship certificate branded with your name
- Recognition and/or logo on all promotional event emails, event web page, and on-site materials
- Inclusion in 4 social media posts promoting event, including one boosted post
- Inclusion in event press release
- Opportunity to place materials and signage at event

Contact: Andrea Bower, PRSANJadministrator@bowermanagementservices.com



- 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 **five minutes** (max) to promote your product or service
- Dedicated email to full member list post-event

PR Pro of the Year - SECURED/UNAVAILABLE

Sponsorship level: \$750

This annual award recognizes a communications professional who has a strong 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 entering the field

Sponsorship includes:

- Two complimentary admissions
- Verbal recognition at event
- Recognition and/or logo on all promotional event emails, event web page, and on-site materials
- Inclusion in at least 3 social media posts promoting the event
- Inclusion in event press release
- Opportunity to place materials and signage at event
- 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
- 30-day Web ad provided by sponsor to be featured on the Chapter website home page
- Opportunity to address attendees for **three minutes** (max) to promote your product or service
- Inclusion of logo in post-event thank you to registered attendees

Best of Show (2)

Sponsorship level: \$500

As a Pyramid Award winner, entries are also eligible for one of the two "Best of Show" awards, which will be presented at the banquet. Those two winners, one in the Campaign Division and the other in the Single Item Division, will not be announced until that evening.

Sponsorship includes:

- One complimentary admission
- Verbal recognition at event
- Recognition and/or logo on all promotional event emails, event web page, and on-site materials
- Inclusion in at least 2 social media posts promoting event
- Inclusion in event press release
- Opportunity to place materials at event
- Inclusion of logo in post-event thank you to registered attendees

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Event Sponsorship Details

Grand Hospitality Sponsor (2)

Sponsorship level: \$1,500

Two opportunities are available: one to sponsor the open bar for the event's first hour, the cocktail hour & networking portion. The second hospitality sponsor allows us to extend the open bar for an additional hour of the event, which is extremely well-received and appreciated by the attendees!

- Five complimentary admissions
- Signage at the bar
- Verbal recognition at event
- Recognition and/or logo on all promotional event emails, event web page, and on-site materials
- Inclusion in at least 4 social media posts, including one boosted post
- Inclusion in event press release
- Opportunity to place materials and signage at event
- 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 **five minutes** (max) to promote your product or service
- Dedicated email to full member list post-event

Gold Package

Sponsorship level: \$1,000

Sponsorship includes:

- Four complimentary admissions
- Verbal recognition at event
- Recognition and/or logo on all promotional event emails, event web page, and on-site materials
- Inclusion in at least 3 social media posts, including one boosted post
- Inclusion in event press release
- Opportunity to place materials and signage at event
- 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 **five minutes** (max) to promote your product or service
- Inclusion of logo in post-event thank you to registered attendees

Silver Package

Sponsorship level: \$750

Sponsorship includes:

- Two complimentary admissions
- Verbal recognition at event
- Recognition and/or logo on all promotional event emails, event web page, and on-site materials

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- Inclusion in at least 3 social media posts, including one boosted post
- Inclusion in event press release
- Opportunity to place materials at event
- Banner or sign placed at event
- Opportunity to do a business card drawing for a sponsor-supplied gift or service (product, free service, discount, etc.) enabling sponsor to obtain attendee contact information from those that opt-in for the contest
- 30-day Web ad provided by sponsor to be featured on the Chapter website home page
- Opportunity to address attendees for **three minutes** (max) to promote your product or service
- Inclusion of logo in post-event thank you to registered attendees

Bronze Package 1 secured, additional slots available

Sponsorship level: \$500

Sponsorship includes:

- One complimentary admission
- Verbal recognition at event
- Recognition and/or logo on all promotional event emails, event web page, and on-site materials
- Inclusion in at least 2 social media posts
- Inclusion in event press release
- Opportunity to place materials at event
- Inclusion of logo in post-event thank you to registered attendees

Custom packages available. Contact PRSANJadministrator@bowermanagementservices.com.