



## 2019-2020 Sponsorship Opportunities- Chapter

If your company is trying to reach public relations and marketing professionals in Marion and Citrus County, there's no better avenue than becoming an FPRA Ocala Chapter sponsor. Most FPRA Ocala members manage the media, print, specialty items and communication technology budgets of their respective organizations. Partnering with FPRA is your introduction and relationship-building opportunity with the community's communication leaders.

### Presenting Chapter Sponsor (\$2,500)

- **Logo, link and a 50-word company description** on a dedicated Sponsor page of chapter website.
- **Linked logo** on all monthly electronic newsletters that goes out 12 times a year to 70 members and state executive board members September-August. Guaranteed inclusion in ALL Prestige email blasts from date sponsorship is executed through August. (\$500 value)
- **Logo on chapter meeting presentation deck** during networking at (10) monthly professional development meetings September-August. Guaranteed inclusion in ALL presentations from date sponsorship is executed through August.
- **One complimentary seat** at each chapter meeting. (\$250 value) Must register representative online.
- **Meet and welcome guest at chapter meetings**, including speaking opportunity at the beginning of the meeting on a quarterly basis. Guaranteed inclusion based on date sponsorship is executed through August.
- **Verbal recognition as a Presenting Chapter sponsor at each meeting/event** with a one sentence description of your services and/or specials.
- **Promotional materials at check-in table** at (10) monthly professional development meetings September-August. Guaranteed inclusion in ALL meetings from date sponsorship is executed through August.
- **Promotional 250-word Business feature** and one image in one issue of FPRA Ocala's monthly newsletter Prestige. Distribution dates are based on availability; content must be created by sponsor and is subject to chapter approval. (\$500 value)
- **Inclusion in pre and/or post event news releases sent to media in Marion and Citrus counties.** Sponsor acknowledges that does not guarantee media placement.
- **Dedicated (1) social media post across all FPRA Ocala** channels with content created by sponsor.

### **INCLUDES EVENT SPONSORSHIP OF THE CHAPTER'S TWO ANNUAL EVENTS**

- **Image Awards/Communicator of the Year (April)**
- **Regional Professional Development Seminar (April)**
  - **Title sponsor for each event.** (\$2,000 value)
  - **Company logo on all promotional print and/or electronic event materials** sent out to members within a 60 mile radius and to communication professionals throughout the state of Florida.
  - **Full page advertisement** in the Regional Professional Development Seminar program. (\$500 value)
  - **Meet and welcome guests** at sponsored event, including speaking opportunity at the beginning of the event.
  - **Logo** in the Image Awards/Communicator of the Year program. (\$250 value)
  - **Recognition on chapter and association social media promotion** of sponsorship for four months leading up to the event.
  - **Recognition signage** at **both** events.
  - **Two complimentary seats at each event** (\$250 value). Must register representatives online.

## **Premier Chapter Sponsor (\$1,500)**

- **Logo, link and a 50-word company description** on a dedicated Sponsor page of chapter website.
- **Linked logo** on all monthly electronic newsletters that goes out 12 times a year to 70 members and state executive board members September-August. Guaranteed inclusion in ALL Prestige email blasts from date sponsorship is executed through August. (\$500 value)
- **Logo on chapter meeting presentation deck** during networking at (10) monthly professional development meetings September-August. Guaranteed inclusion in ALL presentations from date sponsorship is executed through August.
- **One complimentary seat** at each chapter meeting. (\$250 value) Must register representative online.
- **Meet and welcome guest at chapter meetings**, including speaking opportunity at the beginning of the meeting twice a year. Guaranteed inclusion based on date sponsorship is executed through August.
- **Verbal recognition as a Premier Chapter sponsor at four meetings/event** with a one sentence description of your services and/or specials.
- **Promotional materials at check-in table** at (5) monthly professional development meetings September-August. Guaranteed inclusion in ALL meetings from date sponsorship is executed through August.

### **INCLUDES EVENT SPONSORSHIP OF THE CHAPTER'S TWO ANNUAL EVENTS**

- **Image Awards/Communicator of the Year**
- **Regional Professional Development Seminar**
  - **Platinum Level sponsor for each** event. (\$1,000 value)
  - **Company logo on all promotional print and/or electronic event materials** sent out to members within a 60 mile radius and to communication professionals throughout the state of Florida.
  - **Full page advertisement** in the Regional Professional Development Seminar program. (\$500 value)
  - **Logo** in the Image Awards/Communicator of the Year program. (\$250 value)
  - **Recognition on chapter and association social media promotion** of sponsorship leading up to the event.
  - **Recognition signage at both** events.
  - **One complimentary seat** at **each** event (\$125 value). Must register representatives online.

## **Professional Development Sponsor (\$1,000)**

- **Logo, link and a 50-word company description** on a dedicated Sponsor page of chapter website.
- **Logo on chapter meeting presentation deck** during networking at (10) monthly professional development meetings September-August. Guaranteed inclusion in ALL presentations from date sponsorship is executed through August.
- **One complimentary seat** at four chapter meetings. (\$100 value) Must register representative online.
- **Promotional materials at check-in table** at (5) monthly professional development meetings September-August. Guaranteed inclusion in ALL meetings from date sponsorship is executed through August.

### **INCLUDES EVENT SPONSORSHIP OF THE CHAPTER REGIONAL PROFESSIONAL DEVELOPMENT SEMINAR**

- **Gold Level sponsor** (\$500 value)
- **Company logo on all promotional print and/or electronic event materials** sent out to members within a 60 mile radius and to communication professionals throughout the state of Florida.
- **Full page advertisement** in the Regional Professional Development Seminar program. (\$500 value)
- **Verbal recognition** as a Professional Development Sponsor at event with a one sentence description of your services and/or specials.
- **Recognition on chapter and association social media promotion** of sponsorship leading up to the event.
- **Recognition signage** at event.
- **Two complimentary seats** at event (\$125 value). Must register representatives online.

### Leadership Sponsor (\$750)

- **Logo, link and a 50-word company description** on a dedicated Sponsor page of chapter website.
- **Logo on chapter meeting presentation deck** during networking at (4) monthly professional development meetings one each quarter between September-August. Guaranteed inclusion in ALL presentations from date sponsorship is executed through August.
- **One complimentary seat** at one chapter meeting each quarter. (\$100 value)
- **Promotional materials at check-in table** at (4-quarterly) monthly professional development meetings September-August. Guaranteed inclusion in ALL meetings from date sponsorship is executed through August.

### **INCLUDES EVENT SPONSORSHIP OF THE CHAPTER IMAGE AWARDS/ COMMUNICATOR OF THE YEAR**

- **Event Sponsor**
- **Company logo on all promotional printed and/or electronic event materials** sent out to members within a 60-mile radius.
- **Logo** in Image Awards/Communicator of the Year program.
- **Verbal recognition** as an Image Awards/Communicator of the Year Sponsor at event with a one sentence description of your services and/or specials.
- **Recognition signage** at event.
- **Recognition on chapter social media promotion** with event promotion.
- **Two complimentary seats** at Image Awards/Communicator of the Year (\$100 value) Must register representatives online.

### Event Sponsor Professional Development Seminar (\$500)

- Sponsor at the Chapter's Regional Professional Development Summit.
- **Company logo on all promotional printed and/or electronic event materials** sent out to members within a 60-mile radius and communication professionals throughout the state of Florida.
- **Half-page advertisement** in the Regional Professional Development Seminar program. (\$250 value)
- **Recognition signage** at event.
- **Recognition on chapter social media promotion** with event promotion.
- **Two complimentary seats** at the sponsoring event. (\$125 value) Must register representatives online.

### Event Sponsor Image Awards/Communicator of the Year (\$500)

- Sponsor at the Chapter's Image Awards/Communicator of the Year.
- **Company logo on all promotional printed and/or electronic event materials** sent out to members within a 60-mile radius.
- **Logo** in Image Awards/Communicator of the Year program. (\$250 value)
- **Recognition signage at event.**
- **Recognition on chapter social media promotion** with event promotion.
- **Two complimentary seats** at the sponsoring event. (\$125 value) Must register representatives online.

### Supporting Sponsor (\$250)

- **Verbal recognition** as a professional development meeting sponsor.
- **Opportunity to display promotional materials** at check-in table.
- **Linked logo** for inclusion in meeting e-blast.
- **One complimentary seat** at sponsoring lunch. (\$25 value) Must register representatives online.

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**SPONSORSHIP AGREEMENT**

Yes, I am interested in being a FPRA Ocala Chapter sponsor. I am interested in the following level:

- Presenting Chapter Sponsor (\$2,500)  Premier Chapter Sponsor (\$1,500)
 Professional Development Sponsor (\$1,000)  Leadership Sponsor (\$750)
 Event Sponsor (\$500)  Supporting Sponsor \$250

In accordance with the rules and regulations in this agreement, the organization below has entered into this contract with the Ocala Chapter of the Florida Public Relations Association for the services indicated below. Please sign and return along with your high-resolution logo.

Please bill me at:

Point of Contact \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Social Media Address(es) \_\_\_\_\_

- Event Sponsor (check one) (if applicable)
 Regional Professional Development
 Image Awards/Communicator of the Year

Supporting Sponsor (indicate Month) \_\_\_\_\_
(if applicable)

**PAYMENT INFORMATION**

Please return completed and signed via email. Make check payable to the Florida Public Relations Association, and mail to:

FPRA Ocala Chapter
PO Box 5575
Ocala, FL 34478

For more information contact, Katie Hunnicutt at 352-237-1223 or [Katie.Hunnicutt@washingtonprime.com](mailto:Katie.Hunnicutt@washingtonprime.com)

**Thank you for your support!**

FPRA Ocala Chapter PO Box 5575 Ocala, FL 34478