



*Ocala Chapter*

**SPONSOR**  
**OPPORTUNITIES**

# RELATIONSHIP PROFESSIONALS

## WHAT IS FPRA?

The Florida Public Relations Association (FPRA) was the first public relations association in the United States when it was created 85 years ago.

Today there are 16 professional chapters and 14 student chapters across the state and more than 1,200 members who form a strong professional network, sharing knowledge in the ever-changing field of public relations.

## LOCAL IMPACT

Ranging from large corporations, local government, educational institutions, to hospitality and tourism, to small nonprofits with major impact, our members represent some of the region's greatest institutions.

The Ocala Chapter serves both Marion and Citrus Counties.





# OUR CHAPTER

The Ocala Chapter of the Florida Public Relations Association builds better public relations practitioners and communicators through professional development, networking opportunities and ethical practices. Formed in 1980, the chapter boasts a strong membership representing nearly every industry in the area, including: government, associations, nonprofit, education, healthcare, legal, corporate, retail, agencies and small business. Members are committed not only to the betterment of our profession, but also to our community through a number of community service projects held each year.

## PROFESSIONAL INVESTMENT

FPRA is a sound professional investment that opens the door to a world of opportunities for:

- Professional Development
- Networking with Peers
- Awards and Recognition for Excellence in Public Relations
- Accreditation and Certification Support
- Leadership Growth

## CHAPTER HISTORY

The FPRA Ocala Chapter boasts a rich history going back for decades. From its founding in 1980 to achievements such as the FPRA Chapter of the Year in 2018, the Ocala Chapter continues a legacy of enhancing its members professionally and personally.

# LOCAL AND STATEWIDE EXCELLENCE



## WE KNOW PR

Our sponsors receive a great deal of statewide and local exposure through FPRA Ocala events and communications because the chapter stands out for its engagement and member loyalty. We're known for our network!

Your partnership reaches the public relations, marketing, and communications professionals who are planning strategy for numerous corporations, nonprofits, agencies and professional organizations.





# ANNUAL SPONSOR OPPORTUNITIES

## **\$2,500 ANNUAL SPONSOR**

- Opportunity to present as a speaker at a Professional Development luncheon or webinar on an approved topic,
- Opportunity to host a Professional Development event or Member Social Mixer,
- Key logo/branding placement,
- COMMference sponsorship valued at \$1,000,
- Plus all the benefits of the \$1,500 Annual Sponsorship listed below.

## **\$1,500 ANNUAL SPONSOR**

- Exclusive sponsor for the year
- Logo featured with live URL on our chapter website and monthly e-newsletter
- Year-round social media promotion and recognition of sponsorship with logos, mentions, and links where appropriate
- Logo on all printed promotional materials including a quarter page feature in event programs
- One admission to each sponsored event, valued at more than \$300, with additional guest admission charged at the member rate
- Opportunity to distribute promotional materials at attendees' seats or registration table at all events
- Verbal and digital screen recognition at events when available
- Opportunity to speak about your company, products, and services at your choice of one major event: COMMference, Chapter Awards ceremony, or Board Installation





# EVENT SPONSOR OPPORTUNITIES

## **\$1,000 EVENT SPONSOR**

- Opportunity to host a Member Mixer
- Key logo/branding placement
- Plus, all benefits of the \$500 Event Sponsorship listed below.

## **\$500 EVENT SPONSOR**

- Exclusive sponsor for the event
- Feature with live URL on our website, social media event promotion and recognition of sponsorship with logos, mentions, and links where appropriate on all printed promotional materials including a quarter page feature in event programs
- One admission to the sponsored event, with additional guest admission charged at the member rate
- Opportunity to distribute promotional materials
- Verbal and digital screen recognition when available

## **\$250 EVENT SPONSOR**

- Exclusive sponsor for the event
- Feature with live URL on our website, social media event promotion and recognition of sponsorship with logos, mentions, and links where appropriate on all printed promotional materials including a quarter page feature in event programs
- Opportunity to distribute promotional materials
- Verbal and digital screen recognition



# FPRA OCALA CONNECT



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**LET'S GROW**  
**TOGETHER**