



## Support the NWFL Coast Chapter of FPRA in 2018-2019

The Florida Public Relations Association (FPRA) is dedicated to programs and activities that support the success of the public relations professional. FPRA NWFL Coast boasts one of the largest chapter memberships in the state comprised of over 50 public relations professionals from Okaloosa, Walton and Bay Counties. To further our programs and services, we are seeking sponsors for the 2018-2019 year. These sponsors will receive a great amount of exposure through our events and communications throughout the year with our sponsorship packages.

We are always open to other ways that your business can support this Chapter. To discuss these opportunities, please contact our Sponsorship Chair, Britt Matthews at [britt@beachybeach.com](mailto:britt@beachybeach.com).

### Annual Sponsorship Levels

#### **THE CAMPAIGN: \$2,500**

- Verbal recognition at all events
- Logo, link and 50-word company description on dedicated Sponsor Page of chapter website
- Business featured in one issue of monthly newsletter with an article of 500 words or less and a photo
- Linked logo on all e-newsletter issues

#### **INCLUDES EVENT SPONSORSHIP OF THE CHAPTER'S 4 ANNUAL EVENTS:**

- Holiday Toast on the Coast (December 2018)
- ER for PR (February 2019)
- Local Image Awards (April 2019)
- Prosecco with the Press (June 2019)

#### **Event sponsorship consists of:**

- Acknowledgment in news releases distributed regarding the event
- Logo on all printed and/or electronic promotional materials
- Opportunity to display materials at a special table at the event
- Opportunity to distribute promotional materials on attendees' seats at the event
- Two complementary admissions to each event – must register representatives online
- Opportunity to address attendees at each special event for three minutes
- Recognition on chapter social media with event promotion

#### **Includes sponsorship of 1 of 9 regularly scheduled monthly programs**

- Logo linked to sponsor's website on registration page for that particular meeting
- One ticket to the luncheon – must register representative online

- Sponsor remarks during luncheon (three minutes)
- Opportunity to display materials at a special table at the meeting
- Recognition and logo inclusion in meeting e-blast
- Verbal recognition at meeting by chapter
- Inclusion in pre and/or post event press releases
- Inclusion in social media promotion on chapter's profiles

#### **THE PRODUCT LAUNCH: \$2,000**

- Verbal recognition at all events
- Logo, link and 50-word company description on dedicated Sponsor Page of chapter website
- Business featured in one issue of monthly newsletter with an article of 500 words or less and a photo
- Linked logo on all e-newsletter issues

#### **INCLUDES EVENT SPONSORSHIP FOR 3 OF THE CHAPTER'S 4 ANNUAL EVENTS:**

- Holiday Toast on the Coast (December 2018)
- ER for PR (February 2019)
- Local Image Awards (April 2019)
- Prosecco with the Press (June 2019)

#### **Event sponsorship consists of:**

- Acknowledgment in news releases distributed regarding the event
- Logo on all printed and/or electronic promotional materials
- Opportunity to display materials at a special table at the event
- Opportunity to distribute promotional materials on attendees' seats at the event
- One complimentary admission to each event – must register representatives online
- Opportunity to address attendees at each special event for three minutes
- Recognition on chapter social media with event promotion

#### **Includes sponsorship of 1 of 9 regularly scheduled monthly programs**

- Logo linked to sponsor's website on registration page for that particular meeting
- One ticket to the luncheon – must register representative online
- Sponsor remarks during luncheon (three minutes)
- Opportunity to display materials at a special table at the meeting
- Recognition and logo inclusion in meeting e-blast
- Verbal recognition at meeting by chapter
- Inclusion in pre and/or post event press releases
- Inclusion in social media promotion on chapter's profiles

### **THE PRESS KIT: \$1,500**

- Verbal recognition at all events
- Logo, link and 50-word company description on dedicated Sponsor Page of chapter website
- Linked logo on all e-newsletter issues

#### **INCLUDES EVENT SPONSORSHIP FOR 2 OF THE CHAPTER'S 4 ANNUAL EVENTS:**

- Holiday Toast on the Coast (December 2018)
- ER for PR (February 2019)
- Local Image Awards (April 2019)
- Prosecco with the Press (June 2019)

#### **Event sponsorship consists of:**

- Acknowledgment in news releases distributed regarding the event
- Logo on all printed and/or electronic promotional materials
- Opportunity to distribute promotional materials on attendees' seats at the event
- One complementary admission to each event – must register representatives online
- Recognition on social media with event promotion

#### **Includes sponsorship of 1 of 9 regularly scheduled monthly programs**

- Logo linked to sponsor's website on registration page for that particular meeting
- One ticket to the luncheon – must register representative online
- Sponsor remarks during luncheon (three minutes)
- Opportunity to display materials at a special table at the meeting
- Recognition and logo inclusion in meeting e-blast
- Verbal recognition at meeting by chapter
- Inclusion in pre and/or post event press releases
- Inclusion in social media promotion on chapter's profiles

### **THE FEATURE: \$1,000**

- Verbal recognition at all events
- Logo, link and 50-word company description on dedicated Sponsor Page of chapter website
- Linked logo on all e-newsletter issues

#### **INCLUDES EVENT SPONSORSHIP FOR 1 OF THE CHAPTER'S 4 ANNUAL EVENTS:**

- Holiday Toast on the Coast (December 2018)
- ER for PR (February 2019)
- Local Image Awards (April 2019)
- Prosecco with the Press (June 2019)

#### **Event sponsorship consists of:**

- Acknowledgment in news releases distributed regarding the event
- Logo on all printed and/or electronic promotional materials
- Opportunity to distribute promotional materials on attendees' seats at the event
- One complimentary admission to each event – must register representatives online
- Recognition on chapter social media with event promotion

**Includes sponsorship of one of 9 regularly scheduled monthly programs**

- Logo linked to sponsor's website on registration page for that particular meeting
- One ticket to the luncheon – must register representative online
- Sponsor remarks during luncheon (three minutes)
- Opportunity to display materials at a special table at the meeting
- Recognition and logo inclusion in meeting e-blast
- Verbal recognition at meeting by chapter
- Inclusion in pre and/or post event press releases
- Inclusion in social media promotion on chapter's profiles

**THE IMPRESSION: \$750**

Logo, link and 50-word company description on dedicated Sponsor Page of chapter website.

**Includes sponsorship of one of 9 regularly scheduled monthly programs**

- Logo linked to sponsor's website on registration page for that particular meeting
- One ticket to the luncheon – must register representative online
- Sponsor remarks during luncheon (three minutes)
- Opportunity to display materials at a special table at the event

**THE MENTION: \$250**

Sponsorship of a Professional Development Meeting (monthly program)

**Includes sponsorship of one of 9 regularly scheduled monthly programs**

- Logo linked to sponsor's website on registration page for that particular meeting
- One ticket to the luncheon – must register representative online
- Sponsor remarks during luncheon (three minutes)
- Opportunity to display materials at a special table at the meeting
- Recognition and logo inclusion in meeting e-blast
- Verbal recognition at meeting by chapter
- Inclusion in pre and/or post event press releases
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## SPONSOR AGREEMENT

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

**Company Name:** \_\_\_\_\_

**Point of Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Social Media:** \_\_\_\_\_

### SPONSOR PACKAGE:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> \$2,500 The Campaign | <input type="checkbox"/> \$2,000 The Product Launch | <input type="checkbox"/> \$1,500 The Press Kit |
| <input type="checkbox"/> \$1,000 The Feature  | <input type="checkbox"/> \$750 The Impression       | <input type="checkbox"/> \$250 The Mention     |

### Event(s) Sponsored:

- |   |  |
|---|--|
| <input type="checkbox"/> Holiday Toast on the Coast | <input type="checkbox"/> Local Image Awards      |
| <input type="checkbox"/> ER for PR                  | <input type="checkbox"/> Prosecco with the Press |

**Month of Sponsored Program:** \_\_\_\_\_

**Sponsor Signature:** \_\_\_\_\_

### PAYMENT INFORMATION:

Please return completed and signed form via email. Mail check to P.O. Box 9213, Miramar Beach, FL 32550 payable to Florida Public Relations Association.