



2026

PRSA Richmond Sponsorship Opportunities

Primary Sponsorships

Platinum

Gold

Silver

Bronze

Platinum

\$6,000



PLATINUM EVENT PERKS

- **Title Sponsor of the Virginia Public Relations Awards**
 - Company name incorporated into event name and included on all printed and electronic materials.
 - Event name never mentioned without company name.
 - Company representative provides introductory remarks at awards event.
 - Short company-branded video (<:90 seconds) shared during event.
 - Eight (8) complementary event tickets at reserved table.
- **Recognition at all monthly luncheons/programs**
 - Logo featured on welcome screen.
 - Company name included in President's remarks.

PLATINUM DIGITAL PERKS

- Logo with embedded link to company website included on PRSA Richmond website with recognition on home page.
- Logo and blurb included in all PRSA Richmond e-newsletters.

PLATINUM SOCIAL PERKS

- Four (4) promotional social posts about the sponsor per year.

Gold

\$4,500



GOLD EVENT PERKS

- Title Sponsorship of the following:
 - Excellence in Public Relations Award
 - Shooting Star Award
 - Rising Star Award
 - Best in Show Awards
- Six (6) complimentary tickets to the Virginia Public Relations Awards.
- Recognition at all monthly luncheon/programs.

GOLD DIGITAL PERKS

- Logo with embedded link to company website included on PRSA Richmond website with recognition on home page.
- Logo and blurb included in all PRSA Richmond e-newsletters.

GOLD SOCIAL PERKS

- Two (2) promotional social posts about the sponsor per year.

Silver

\$3,500



SILVER EVENTS

- Four (4) complementary Virginia Public Relations Awards tickets.
- Recognition at all monthly luncheon/programs.

SILVER DIGITAL

- Logo with embedded link on PRSA Richmond website and recognition on homepage.
- Logo included in six (6) PRSA Richmond e-newsletters

SILVER SOCIAL

- Two (2) promotional social posts about the sponsor per year.

Bronze

\$2,500



BRONZE EVENT PERKS

- Two (2) complementary Virginia Public Relations Awards.
- Recognition at all monthly luncheon/programs

BRONZE DIGITAL PERKS

- Logo with embedded link on PRSA Richmond website and recognition on homepage
- Logo included in three PRSA Richmond e-newsletters

BRONZE SOCIAL PERKS

- One (1) promotional social post about the sponsor per year.

A La Carte Sponsorships

Luncheon Title

Luncheon Coffee/Dessert

Professional Development
Workshop

Social/Happy Hour

Outreach

Virginia Public Relations Awards

LUNCHEON TITLE SPONSOR - \$900 per luncheon

- Table available at entrance during registration/networking
- Opportunity to:
 - Provide branded swag at one (1) luncheon
 - Place printed materials or promotional items on tables
 - Speak for two (2) minutes prior to program
 - Sit at the speaker's table
 - Collect business cards for raffle with prize/giveaway at conclusion of meeting



LUNCHEON COFFEE/DESSERT SPONSOR - \$400 per luncheon

- Table cards with sponsor acknowledgement
- Acknowledgement in President's remarks



PROFESSIONAL DEVELOPMENT WORKSHOP SPONSORSHIPS - \$500 each or \$1200 for full workshop sponsorship

- Food (breakfast or snacks)
- Coffee
- Speaker honorarium

Sponsors will receive:

- An introduction and thank you from PRSA Board/Committee member
- The opportunity to welcome attendees and speak about your business
- The opportunity to provide printed materials, giveaways and display signage



SOCIAL/HAPPY HOUR SPONSORSHIP - \$500

- Funds cover food and one (1) beverage per attendee

Sponsors will receive:

- An introduction and thank you from PRSA Board/Committee member
- The opportunity to welcome attendees and speak about your business
- An opportunity to provide printed materials, giveaways and display signage



OUTREACH SPONSORSHIPS

- One (1) social media highlight - **\$400**
- Practitioner of the Month (newsletter and social media) - **\$300**
- PRSSA Member of the Month (newsletter and social media) - **\$300**
- Member newsletter ad (logo and blurb about company) - **\$600**
- Member newsletter sponsored story - **\$1000**



VIRGINIA PUBLIC RELATIONS AWARDS - A LA CARTE SPONSORSHIPS

- Cocktail Hour - **\$600** (2 available)
- Dessert - **\$600** (2 available)
- Food - **\$1000** (5 available)
- Photo booth - **\$250** (2 available)
- Trophies - **\$800** (2 available)
- Excellence in PR Award Winner Video - **\$800** (2 available)
- Table (8 seats) - **\$800** (8 available)
- Photography - **\$800** (2 available)
- Excellence in PR Award Winner donation - **\$500** (2 available)

Awards sponsors will receive:

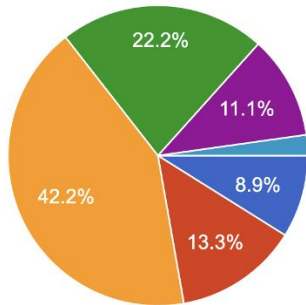
- Recognition in the president's remarks at the awards presentation
- Their logo featured in the awards presentation slide deck and on event materials relevant to their sponsorship.



About Our Chapter

295 members (as of Jan. 2026)

By age:

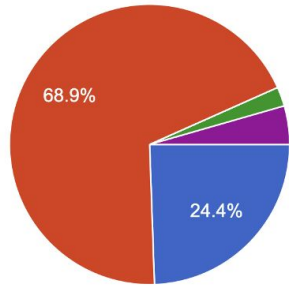


- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+



About Our Chapter

By gender identity:

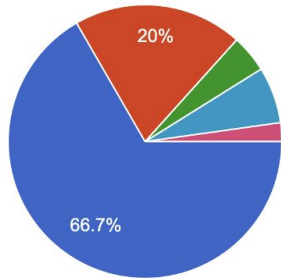


- Male
- Female
- Transgender
- Non-binary
- Prefer not to answer



About Our Chapter

By race:

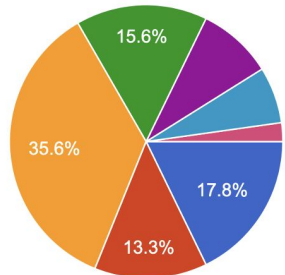


- White/Caucasian
- Black/African-American
- Hispanic/Latine
- Asian
- American Indian
- Prefer not to answer
- Two or more



About Our Chapter:

By industry:

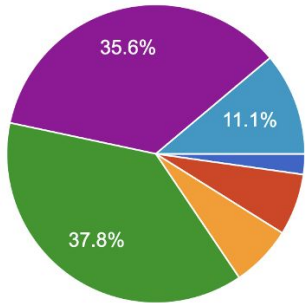


- Agency
- Corporate
- Government
- Higher education
- Independent practitioner
- Nonprofit
- Just graduated and looking for job



About Our Chapter

By length of career:



- Less than 2 years
- 2 to 5 years
- 6 to 10 years
- 10 to 20 years
- 20 to 30 years
- More than 30 years



Interested in a different sponsorship?

Get in touch! We'll work with you to put together the perfect fit.

Amy Steinmann

PRSA Richmond President-Elect

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LOOKING FORWARD TO CONNECTING AND GROWING TOGETHER IN

2026

