



2021 PRSA Oregon Spotlight Awards Sponsorship Opportunities

ABOUT THE SPOTLIGHT AWARDS

Join the Public Relations Society of America Oregon Chapter for the premier awards virtual event of the year, the 2021 Spotlight Awards. The ceremony will be held on Thursday, Nov. 18, 2021 via webinar.

The PRSA Oregon Spotlight Awards recognize the campaigns and tactics that exemplify excellence and leadership in public relations, digital media and integrated communications throughout Oregon and Southwest Washington. The best and the brightest public relations initiatives from the past year will have a chance to be recognized and their creators applauded for their hard work, persistence and results.

The Spotlights are an ideal way to connect with key decision makers across Oregon and SW Washington and position your brand as an event sponsor for the next month leading up to the ceremony. We invite you to consider these sponsorship opportunities and get your company/client and message in front of a receptive audience.

Sponsorships

Our theme, "Silver Linings," offers a variety of opportunities to support the Spotlight Awards and to tell your story.

Benefits of Sponsorship

PLATINUM SPOTLIGHT SPONSOR

- Event promotion as "Platinum Sponsor" on all event program materials.
- Opportunity to introduce your brand and kick-off the awards presentation.
- Branded virtual breakout session.
- Verbal recognition during opening remarks.
- Verbal recognition as sponsor of the Spotlight Award winners prior to announcements.
- Logo featured on PRSA Oregon website, Spotlight Award event page, event program, logo featured in two PRSA Oregon e-blasts to more than 2,000 professionals.
- Mention in multiple social media posts.

GOLD MERIT SPONSOR

- Event promotion as “Gold Sponsor” on all materials.
- Verbal recognition during opening remarks.
- Verbal recognition as sponsor of the Spotlight Merit Award winners prior to announcements.
- Logo featured on PRSA Oregon website, Spotlight Award event page, event program, name featured in one PRSA Oregon e-blast to over 2,000 professionals.
- Mention in multiple social media posts.

SILVER SPONSOR

- Event promotion as “Silver Sponsor” on all materials.
- Verbal recognition during opening remarks.
- Logo featured on Spotlight Award event page in conference program.
- Mention in multiple social media posts.

BRONZE SPONSOR

- Event promotion as “Bronze Sponsor” on select materials including slide transitions.
- Verbal recognition during opening remarks.
- Name listed on Spotlight Award event page and in conference program

Sponsorship Levels

Monetary

Platinum \$1,000

Gold \$750

Silver \$500

Bronze \$250

In-Kind

Provide video production highlighting our Awards of Distinction winners.

Gold Sponsor: Trophies

Provide trophies to our award winners and include your logo and tagline (if you so choose).

Silver Sponsor: Postage and Mailing

Put your postage machine or mailing room to work sending out up to 100 padded envelopes full of swag. Use your organization's logo on the envelope.

Bronze Sponsor: Event Swag

We're considering putting together a small swag bag to help event attendees get the most out of the program. Do you or your client have non-perishable snacks, small notepads, pens or other fun things you'd like to share with Oregon PR pros?

Contact admin@prsaoregon.org for more information.