



FPRA Capital Chapter 2024- 2025 Sponsorship Menu

The Florida Public Relations Association (FPRA) is a statewide organization with over 1,000 public relations and communications professionals dedicated to advancing the profession and enhancing members' professional development.

The FPRA Capital Chapter, the second-largest in Florida, has over 100 members from nearly every industry in the Florida panhandle. Our members represent sectors including government, associations, nonprofits, education, healthcare, legal, corporate, retail, agencies, and small businesses.

Our diverse membership includes students, recent graduates, and seasoned professionals. Thanks to our sponsors, this strong network offers support and education through programs, professional development seminars, and special events.

Please review this sponsorship menu for the available options. If you have any questions or require additional information, please email us at presidenelect@fpra-capital.org.

ANNUAL EXCELLENCE IN COMMUNICATIONS AWARDS & LEADERSHIP CELEBRATION

The Annual Excellence in Communications Awards & Leadership Celebration, the marquee event celebrating the outstanding achievements of local communications professionals, draws nearly 80 communications professionals, public officials, and key community stakeholders. This event provides a prime opportunity to network, welcome the incoming Board of Directors, and celebrate the accomplishments of the past year. Attendees will also hear from the incoming FPRA State President and Capital Chapter President as they outline the priorities for the year ahead.

The Annual Excellence in Communications Awards & Leadership Celebration event is typically held in August.

SPONSORSHIP & BENEFITS

Presenting Sponsor – \$1,000:

1 available

- Logo featured on the event page and in electronic communications
- Company promotion in the July and August e-newsletters
- Promotion across all social media platforms and website
- Opportunity to address the audience, up to 5 minutes
- Two complimentary registrations to the event
- Event signage

Food & Beverage Sponsor – \$400:

2 available

- Logo featured on the event page and in electronic communications
- Promotion across all social media platforms and website
- Verbal recognition from the podium
- One complimentary registration to the event
- Event signage

Awards Sponsor – \$250:

2 available

- Logo featured on the event page and in electronic communications
- Promotion across all social media platforms and website
- Verbal recognition from the podium
- Event signage

PROFESSIONAL DEVELOPMENT EVENTS

The Capital Chapter hosts in-person and virtual professional development events featuring distinguished leaders who offer insights into professional and personal growth. These programs provide attendees with valuable tools, strategies, and actionable takeaways in an informal, interactive setting. Held at various locations in Florida's Big Bend area, the events attract an average of nearly 40 public relations and communications professionals, creating a dynamic space for learning and networking.

The professional development events typically take place in the morning or lunchtime hours.

SPONSORSHIP & BENEFITS

Program Sponsor – \$250 per event:

1 available per event

- Logo featured on the event page and electronic communications
- Promotion across all social media platforms and website
- Opportunity to address the audience at each event, up to 5 minutes
- Opportunity to provide promotional items and information at each in-person event
- Two complimentary registrations at each event
- Event signage

Food & Beverage Sponsor – \$100 per event:

2 available per event

- Logo featured on the event page and electronic communications
- Promotion across all social media platforms and website
- Verbal recognition from the podium
- One complimentary registration at sponsored event
- Event signage

ANNUAL ER FOR PR EVENT

The FPRA Capital Chapter hosts *ER for PR* annually, providing nonprofits without full-time public relations or communications staff with 90 minutes of complimentary counseling. The event begins with a 30-minute education session led by a PR professional and a 90-minute one-on-one counseling session with a “PR medic.” On average, nearly 10 nonprofit organizations and 20 PR and communications professionals participate in this valuable community event, which is typically held in September.

SPONSORSHIP & BENEFITS

Presenting Sponsor – \$250:

1 available

- Logo featured on the event page and in electronic communication
- Company promotion in August and September e-newsletter
- Promotion across all social media platforms and website
- Opportunity to address the audience at the event, up to 5 minutes
- Opportunity to provide promotional items and information to event attendees
- Event signage

Food & Beverage Sponsor – \$100:

2 available

- Logo featured on the event page and in electronic communication
- Promotion across all social media platforms and website
- Verbal recognition from the podium
- Event signage

STUDENT CAPITAL CHAPTER SPONSORSHIP

The FPRA Student Capital Chapter connects students from Florida State University, Florida A&M University, and Tallahassee State College, offering them insights into the professional world of public relations, communications, and digital marketing. The student chapter hosts bi-weekly meetings, one field trip each semester, and various networking events around Tallahassee while promoting internship and career opportunities to its members.

SPONSORSHIP & BENEFITS

Student PR & Comms Summit Scholarship Sponsor – \$1,000:

1 available

- Sponsor two \$500 student scholarships for the FPRA PR & Comms Summit
- Promotion across social media platforms, media advisories, and press releases
- Photo opportunity with sponsor and scholarship recipients
- Opportunity for one company representative to serve as a scholarship panelist
- Opportunity to host exclusive student chapter networking event at sponsor's business location
- Opportunity to address student chapter members via two sponsored emails

Student Field Trip Sponsor – \$350:

2 available

- Logo featured on the student chapter event page and in electronic communications
- Promotion across social media platforms, media advisories, and press releases
- Opportunity to address student chapter members via one sponsored email

Student Professional Development Sponsor – \$150:

2 available

- Sponsor five \$30 scholarships for student members to attend FPRA Capital Chapter professional development events
- Promotion throughout social media outlets, media advisories, and press releases
- Company promotion in e-newsletter

WEBSITE AND SOCIAL MEDIA SPONSORSHIP

The Capital Chapter website offers an excellent opportunity to advertise to public relations and communications professionals across the Big Bend region.

SPONSORSHIP & BENEFITS

Website Sponsor (1 per Quarter)* - \$450:

1 available per quarter

- Business featured on the Capital Chapter homepage with a digital banner
- Banner linked to a website of the sponsor's choice
- One sponsored blog post, 250 words or less, promoting a company product, service, or area of expertise, subject to FPRA pre-approval

Website Job Board Sponsor (1 per Quarter)* - \$300:

1 available per quarter

- Business featured on the Capital Chapter's dedicated Job Board landing page
- Business featured on the Capital Chapter website with a digital banner
- Banner linked to a website of the sponsor's choice

Social Media Sponsor (1 per Month)* - \$200:

1 available per month

- Business featured on the Capital Chapter's social media channels
- One sponsor-provided post, 50 words or less, with an accompanying graphic or video (45 seconds or less) promoting a company product, service, or area of expertise, subject to FPRA pre-approval

**The FPRA - Capital Chapter offers a 10% discount if sponsoring for a 12-month or 4-quarter commitment.*

E-NEWSLETTER SPONSORSHIP

The Capital Chapter e-newsletter offers a valuable platform for advertising to public relations and communications professionals throughout the Big Bend region.

SPONSORSHIP & BENEFITS

E-Newsletter Written Sponsored Content (1 per Quarter)* - \$350:

1 available per quarter

- Sponsor-provided written content, 250 words or less, to promote a company product, service, or area of expertise in the newsletter, subject to FPRA approval
- Sponsored content linked to a website of the sponsor's choice

E-Newsletter Video Sponsored Content (1 per Quarter)* - \$350:

1 available per quarter

- Sponsor-provided video content, 45-seconds or less, to promote a company product, service, or area of expertise in the newsletter, subject to FPRA approval
- Video linked to a website of the sponsor's choice

E-Newsletter Sponsor (1 per Month)* - \$150:

1 available per month

- Banner ad (300 x 250 pixels) placed within the monthly e-newsletter
- Banner linked to a website of the sponsor's choice

**The FPRA - Capital Chapter offers a 10% discount if sponsoring for a 12-month or 4-quarter commitment.*

IN-KIND SPONSORSHIP

The Capital Chapter welcomes in-kind sponsorships related to venue space, food and beverage, printing, photography, videography, and signage.

If you have an idea, please email us at presidentelect@fpra-capital.org to discuss the details.



24- 25 Sponsorship Commitment Form

Please print clearly or type the requested information below, as it should appear on your sponsorship. Please email your completed form to presidentelect@fpra-capital.org. Full payment must be received at the time of invoice.

SPONSOR INFORMATION

Contact Name: _____ Title: _____

Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Email: _____ Website: _____

SPONSORSHIP AGREEMENT

Yes, my company would like to help sponsor the FPRA Capital Chapter at the following level:

	Sponsorship Type	Sponsorship Level	Amount
<input type="checkbox"/>	ANNUAL EXCELLENCE IN COMMUNICATIONS AWARDS & LEADERSHIP CELEBRATION	_____	
<input type="checkbox"/>	PROFESSIONAL DEVELOPMENT EVENT MONTH: _____	_____	
<input type="checkbox"/>	ANNUAL ER FOR PR	_____	
<input type="checkbox"/>	STUDENT CAPITAL CHAPTER	_____	
<input type="checkbox"/>	WEBSITE & SOCIAL MEDIA QUARTER/MONTH: _____	_____	
<input type="checkbox"/>	E-NEWSLETTER QUARTER/MONTH: _____	_____	
<input type="checkbox"/>	IN-KIND SPONSORSHIP	TYPE: _____	VALUE: _____

TOTAL COMMITMENT \$ _____

METHOD OF PAYMENT

Invoice Me Company Check Credit Card - *will incur a 4% convenience fee*

Card Number: _____ Visa MasterCard AMEX

Cardholder Name: _____ Billing Zip: _____ Expiration Date: _____ CCV: _____

Signature of Authorized Representative: _____ Date: _____