



# Sponsorship Opportunities

Partner with Us to Make an Impact  
2025-2026 Program Year



# FROM THE PRESIDENT

## **Dear Friends and Community Partners,**

On behalf of the FPRA Capital Chapter, I want to personally thank you for considering a sponsorship partnership with us. Founded in 1938, FPRA is the oldest public relations association in the United States, and our Capital Chapter has carried that legacy forward here in North Florida and South Georgia since 1956. For nearly seven decades, we have brought together public relations, marketing, and communications professionals to advance the profession and strengthen the communities we serve.

Your sponsorship directly supports the professional development programs, networking events, and educational opportunities that have defined our chapter for generations. Our sponsors are not just supporters. They are valued partners who gain meaningful visibility among the professionals who shape communication, brand, and public trust across our region.

We offer flexible sponsorship packages designed to align with your goals and budget. Whether you are looking to increase brand awareness, recruit top talent, or demonstrate community leadership, we have an opportunity for you.

I invite you to review the opportunities in this packet and reach out with any questions. Together, we can build on nearly 70 years of history and make a lasting impact for the years ahead.

With gratitude,

**Lauren Helm, APR, CPRC**

President, FPRA Capital Chapter

Owner, Lauren Helm PR

# MEMBERSHIP SNAPSHOT

Key facts about FPRA Capital Chapter



With more than **115 members**, we are the largest FPRA chapter statewide.

**86%**

member retention rate\*

**115+**

members in our chapter

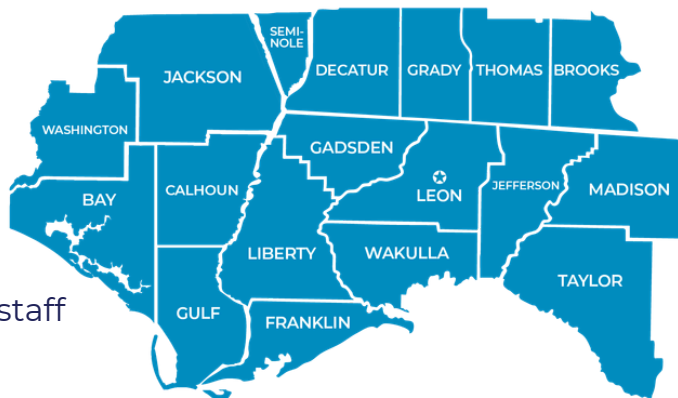
**12+**

programs, meetups and events hosted annually for members, non-members, and students

## WHO ARE OUR MEMBERS?

**Our members represent a diverse cross-section of communications, marketing, digital marketing, and creative professionals in North Florida and South Georgia.**

- Public relations specialists and managers
- Government communications directors
- Nonprofit marketing and outreach coordinators
- Corporate communications professionals
- Higher education PR and media relations staff
- PR and marketing agencies
- Digital marketing and creative professionals



**Members range from emerging professionals to seasoned executives, with many staying active members for a decade or more, creating a vibrant network for mentorship and collaboration.**

*\*Data is from July 2026*

# EXCELLENCE IN COMMUNICATIONS AWARDS & LEADERSHIP CELEBRATION

August 2026

The Annual Excellence in Communications Awards & Leadership Celebration is the Capital Chapter's marquee event, drawing an average of 45 and often more communications professionals, public officials, and community stakeholders. Attendees enjoy networking, welcome the incoming Board of Directors, celebrate the year's accomplishments, and hear remarks from the incoming FPRA State president and Capital Chapter president on priorities for the year ahead.

## SPONSORSHIP LEVELS

### Presenting Sponsor: \$1,000

*One Per Event*

- Logo featured on the event page, event promotion materials, and pre-event presentation slides.
- Recognition on social media and FPRA Capital Chapter Glue Up Group platforms.
- Speaking opportunity at the event, up to five minutes.
- Two complimentary registrations to the event.

### Food and Beverage Sponsor: \$400

*Two Per Event*

- Logo featured on the event page, event promotion materials, and pre-event presentation slides.
- Verbal recognition from the podium.
- One complimentary registration to the event.

### Awards Sponsor: \$250

*Two Per Event*

- Logo featured on the event page, event promotion materials, and pre-event presentation slides.
- Verbal recognition from the podium.

### In-Kind Donations

*Varies Based on Need*

- Logo featured on the event page, event promotion materials, and pre-event presentation slides.
- Additional sponsorship benefits based on value of in-kind donation.

Contact [presidenelect@fpra-capital.org](mailto:presidenelect@fpra-capital.org) for more information.

# ER FOR PR NON-PROFIT EVENT

September 2026

The FPRA Capital Chapter hosts ER for PR annually, providing nonprofits without full-time public relations or communications staff with complimentary counseling. The event begins with a 30-minute education session led by a keynote, followed by a one-on-one counseling session with a "PR medic." Ten nonprofit organizations and 20 communications professionals typically participate in this valuable community event.

## SPONSORSHIP LEVELS

### Presenting Sponsor: \$250

*One Per Event*

- Logo featured on the event page, event promotion materials, and pre-event presentation slides.
- Recognition on social media and FPRA Capital Chapter Glue Up Group platforms.
- Speaking opportunity at the event, up to five minutes.
- Opportunity to provide promotional items or information for attendees.

### Food and Beverage Sponsor: \$100

*Two Per Event*

- Logo featured on the event page, event promotion materials, and pre-event presentation slides.
- Verbal recognition from the podium.

### In-Kind Donations

*Varies Based on Need*

- Logo featured on the event page, event promotion materials, and pre-event presentation slides.
- Additional sponsorship benefits based on value of in-kind donation.

## Request More Information

Contact [presidentelect@fpra-capital.org](mailto:presidentelect@fpra-capital.org) for more information.

# PROFESSIONAL DEVELOPMENT EVENTS

## Typically Monthly

The Capital Chapter hosts in-person and virtual professional development events featuring industry leaders who share insights on professional and personal growth. Held at various locations throughout Florida's Big Bend area, events typically draw 20-30 members, nonmembers, and students in communications and marketing. Virtual events also often attract marketing, communications, and creative professionals nationwide.

## SPONSORSHIP LEVELS

### Program Sponsor: \$250 per event

#### *One Per Event*

- Logo featured on the event page, event promotion materials, and pre-event presentation slides.
- Recognition on social media and FPRA Capital Chapter Glue Up Group platforms.
- Speaking opportunity at the event, up to five minutes.
- Two complimentary registrations to the event.
- Opportunity to provide promotional items or information for attendees.

### Food and Beverage Sponsor: \$150

#### *Two Per Event*

- Logo featured on the event page, event promotion materials, and pre-event presentation slides.
- Verbal recognition from the podium.
- One complimentary registration to the event.

### In-Kind Donations

#### *Varies Based on Need*

- Logo featured on the event page, event promotion materials, and pre-event presentation slides.
- Additional sponsorship benefits based on value of in-kind donation.

## Request More Information

Contact [presidentelect@fpra-capital.org](mailto:presidentelect@fpra-capital.org) for more information.

# FPRA STUDENT CAPITAL CHAPTER

## Year-Round Opportunities



The FPRA Student Capital Chapter connects students from **Florida State University, Florida A&M University, and Tallahassee State College**, offering insights into the professional world of public relations, communications, and digital marketing. The student chapter hosts meetings, field trips, and networking events throughout the year, while promoting internship and career opportunities to its members.

## SPONSORSHIPS

### FPRA PR & COMMS Summit Scholarship Sponsor: \$1,000

Sponsor two, \$500 student scholarships for the FPRA PR & Comms Summit  
*One Per Year*

- Recognition on FPRA Capital Chapter website student chapter and sponsorship pages, social media, and FPRA Capital Chapter Glue Up Group platforms.
- Photo opportunity with sponsor and scholarship recipient at FPRA Capital Chapter Annual Excellence in Communications Awards and Leadership Celebration in August 2026.
- Opportunity for one company representative to serve as a scholarship panelist.
- Opportunity to host exclusive student chapter networking event at sponsor's business location.

### Student Field Trip Sponsor: \$350 per event

*Two Per Year*

- Logo featured on the FPRA Capital Chapter website student chapter and sponsorship pages.
- Logo featured on FPRA Student Capital Chapter social media and promotional materials.

### Student Professional Development Sponsor: \$150

*Sponsor five, \$30 students to attend an FPRA Capital Chapter professional development event*

*Two Per Year*

- Logo featured on the FPRA Capital Chapter website student chapter and sponsorship pages.

## Request More Information

Contact [presidentelect@fpra-capital.org](mailto:presidentelect@fpra-capital.org) for more information.

# WEBSITE VENDOR DIRECTORY

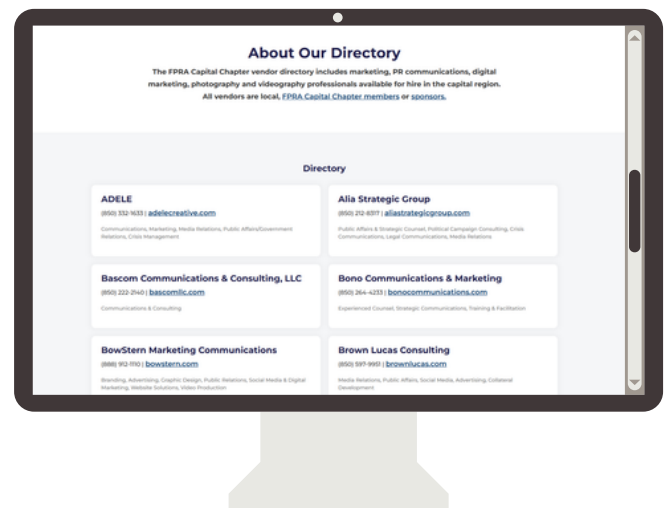
## Annual Sponsorship

The FPRA Capital Chapter Vendor Directory connects consultants, agencies, and professionals offering communications, marketing, digital marketing, photography, copywriting and videography services with organizations across North Florida and South Georgia seeking trusted, local expertise.

Every vendor listed is a Capital Chapter member or sponsor in good standing, giving businesses confidence they are working with vetted professionals who are active in the region's communications community.

### Listings Include:

- Company Name or Contact Name if Freelancer
- Phone Number
- Website
- List of Service Categories (Up to 10)



## VENDOR DIRECTORY LISTING

*One Per Company*

**Member: Free**

**Non-Member: \$125/year**

**Non-Member Students: \$55/year**

### BENEFITS

- Listing on the FPRA Capital Chapter Vendor Directory.
- Featured along with other vendors as part of the promotion of the FPRA Capital Chapter Vendor Directory on social media, the FPRA Capital Chapter website, email marketing to members, and through the FPRA Capital Chapter Glue Up group.

Visit the directory at  
[fpra-capital.org/directory](http://fpra-capital.org/directory).

## Request More Information

Contact [presidentelect@fpra-capital.org](mailto:presidentelect@fpra-capital.org) for more information.

# WEBSITE SPONSORSHIPS

## Quarterly

The FPRA Capital Chapter **website reaches more than 2,500 users a year from Florida and Georgia**, including local chapter members, employers, job seekers, and students, along with statewide FPRA members and non-members registering for virtual events. Our most visited pages are the home page, job board, events calendar, news posts, and member highlights. Ads are purchased on a quarterly or annual basis.

## SPONSORSHIPS

### Primary Sponsor: \$750/year

Ad Specification: Logo

*Three Per Year, Renewed in January*

- Company logo with link to your website is featured sitewide on all pages in the footer.
- Company logo is also featured on the home page as a featured sponsor and on the sponsorships page.

### Sitewide Content Sponsor: \$500/quarter

Ad Specification: 300 pixels x 250 pixels

*Up to Six Per Quarter (On Rotation)*

- Display ad with link to your website is featured throughout the website including visibility next to content on the job board, events, and news pages.
- Company logo with link to website is also featured on the FPRA Capital Chapter sponsorships page.

### Job Board Sponsor: \$200/quarter

Ad Specification: 728 pixels x 90 pixels

*Up to Four Per Quarter (On Rotation)*

- Display ad with link to your website is featured on the job board and job posting pages only.
- Company logo with link to website is also featured on the FPRA Capital Chapter sponsorships page.

## Request More Information

Contact [presidentelect@fpra-capital.org](mailto:presidentelect@fpra-capital.org) for more information.

# IN-KIND SPONSORSHIPS

## Year-Round Opportunities

Not every contribution to the Capital Chapter has to be a check. We welcome in-kind sponsorships that help bring our programs and events to life while connecting your business with the communications, marketing, digital marketing, and creative professionals we serve throughout North Florida and South Georgia.

In-kind support is a meaningful way to demonstrate your commitment to the profession and our community, while gaining visibility among the members, partners, and stakeholders who make up our network.

### **We welcome in-kind sponsorships in areas such as:**

- Venue space
- Food and beverage
- Printing
- Photography
- Videography
- Signage

Depending on the type and value of your in-kind contribution, additional sponsorship benefits may be available, similar to those offered through our monetary sponsorship levels.

### **If you have an idea for an in-kind partnership, we would love to hear it.**

Please email us at [presidentelect@fpra-capital.org](mailto:presidentelect@fpra-capital.org) to discuss the details and find an arrangement that works well for both your business and our chapter.

## **Request More Information**

Contact [presidentelect@fpra-capital.org](mailto:presidentelect@fpra-capital.org) for more information.

# SPONSORSHIP COMMITMENT

Please provide the requested information below, as it should appear on your sponsorship. Please email your completed form to [presidentelect@fpra-capital.org](mailto:presidentelect@fpra-capital.org). Full payment must be received at the time of invoice.

## SPONSOR INFORMATION

<b>Contact Name</b>	<input type="text"/>	<b>Job Title</b>	<input type="text"/>
<b>Organization</b>	<input type="text"/>		
<b>Mailing Address</b>	<input type="text"/>		
<b>Email Address</b>	<input type="text"/>	<b>Website</b>	<input type="text"/>

## AGREEMENT

**Sponsorship Type and Level (Include Quantity and Value Amount)**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Total Commitment Amount**

**For In-Kind Sponsorships Describe the Service and Value**

## METHOD OF PAYMENT

**Payment Type:**  Invoice  Company Check  Credit Card (Incurs a 4% Convenience Fee)

**Card Number**  **Card Type**

**Cardholder Name**  **Billing Zip**

**Expiration**  **CCV**

**Authorized Signature** \_\_\_\_\_ **Date** \_\_\_\_\_