



Arkansas PRSA

SPONSORSHIP OPPORTUNITIES

PROFESSIONAL DEVELOPMENT • NETWORKING • AWARDS

ARKANSAS PRSA

The Public Relations Society of America is the nation's largest professional organization serving the communications community with a mission to "make communications professionals smarter, better prepared and more connected through all stages of their career."

ABOUT ARKANSAS PRSA

Located in Little Rock, the Arkansas Chapter of PRSA is dedicated to developing and enriching the professional lives of public relations practitioners in our state. The chapter seeks to build an understanding and support for public relations throughout the business community and within the academic community for future practitioners. From monthly meetings and professional development seminars to awards competitions and promotion of the profession, the chapter provides a number of opportunities to enhance professional growth and network throughout the year.

Our chapter has more than 100 active members, ranging from recent graduates to mid- and senior-level executives to retirees. These members represent a cross section of industries in central Arkansas, including health care; government agencies; public relations firms; nonprofit organizations; educational institutions; and legal, financial and insurance corporations.

Involvement with Arkansas PRSA puts your company in front of key decision makers working for or on behalf of some of Arkansas' most well-known employers. We look forward to getting you plugged in with our chapter.



Arkansas PRSA
P.O. Box 7532
Little Rock, AR 72217
info@arkprsa.org

CHAPTER MEETINGS

Timeframe

Third Friday of each month (except September) during lunch (11:45 a.m.—1 p.m.)

Average Monthly Attendance

50

What

Monthly Chapter meetings feature regional and national speakers presenting case studies and best practices in public relations and communication. The luncheons may also feature a panel of industry-specific experts exploring topics of interest to public relations professionals. Meetings take place at the Little Rock Club on the 30th floor of 400 W. Capitol Avenue in downtown Little Rock.



CHAPTER MEETING SPONSORSHIP LEVELS	Presenting	Programming	Speaker	Membership	Speaker Gift
Logo placement on arkprsa.org	•	•	•	•	
Logo or name included in email communication and social media posts related to chapter meeting(s)	•	•	•		
Logo or name featured on chapter meeting registration page(s) at arkprsa.org	•	•	•	•	•
Name recognition during chapter meeting(s)	•	•	•	•	•
Opportunity to distribute promotional materials at chapter meeting(s)	•				
Opportunity to address audience at one chapter meeting agreed upon by sponsor and Arkansas PRSA board	•				
Opportunity to award a door prize at chapter meeting(s)	•	•	•	•	
Opportunity to introduce speaker at chapter meeting(s)		•	•		
Business-specific email-marketing campaign (up to three emails) sent to membership on sponsor's behalf	•				
Company representative invited to dinner with speaker (<i>applies to out-of-town guests</i>)	•	•	•		
10 business-specific posts on Arkansas PRSA's social media accounts	•				
Tickets to chapter meeting(s)	2 per meeting in calendar year	2 per meeting in calendar year	2 per sponsored meeting		
Tickets to ARcom Awards	2				
Option to pay sponsorship with in-kind goods and services agreed upon by sponsor and Arkansas PRSA board	•			•	•
First right of renewal	•	•		•	•
Number sold/Number available	0/1	0/1	0/9	1/1	0/1
Investment	\$5,000	\$3,500	\$600	\$550	\$450

DIAMOND/CRYSTAL AWARDS

Timeframe

First Quarter of the Year (during regular Chapter meeting time)

Attendance

60

What

The Diamond Award is an external award presented to a person who has, in the opinion of the judges, made significant contributions resulting in the enhancement of the image of Arkansas or who has performed outstanding service to the state in which the principles of public relations have played a part. The first Diamond Award was presented in 1989, and since then, 16 individuals have earned the award.

Since 1978, the Crystal Award has been given to a chapter member for service to the community or to the public relations profession. The recipient is selected by the Past Presidents' Council. Any member of the chapter may submit nominations.

Recent Diamond Award Recipients:

2007: Jimmy Moses
2009: Robert Phelps
2012: Bob Hupp
2013: Jonathan Bates, M.D.
2016: Philip Mann
2017: Gretchen Hall
2019: Craig O'Neill

Recent Crystal Award Recipients:

2008: Markham Howe, APR
2009: Amy Oliver Barnes, APR
2010: Dan McFadden, APR
2013: Susan Blair, APR
2015: Bruce Trimble, APR
2016: Natalie Ghidotti, APR
2018: Alison Melson, APR



DIAMOND/CRYSTAL AWARDS SPONSORSHIP LEVELS	Presenting	Table	Print	Design	Décor
Logo or name included in all email communication and social media posts related to Diamond/Crystal Awards	•	•			
Logo or name included in select email communication and social media posts related to Diamond/Crystal Awards			•	•	•
Logo or name featured on Diamond/Crystal Awards webpage at arkprsa.org	•	•	•	•	•
Name recognition during ceremony	•	•	•	•	•
Logo or name included on printed program	•	•	•	•	•
Signage recognition on table at ceremony	•	•			
Opportunity to distribute promotional materials at ceremony	•		•	•	•
Opportunity to welcome guests at ceremony	•				
Opportunity to award a door prize at ceremony	•				
Reserved table of eight (8) at ceremony	1	1			
Sponsorship paid with in-kind goods and services			•	•	•
First right of renewal	•	•	•	•	•
Number sold/Number available	0/1	0/5	0/1	0/1	0/1
Investment	\$1,000	\$500	\$250	\$250	\$250

ARCOM AWARDS

Timeframe

September

Attendance

100

What

The Arkansas Chapter of the Public Relations Society of America recognizes exceptional public relations programs and the skills of the state's practitioners, companies and organizations by presenting the annual ARcom Awards, formerly known as the Prism Awards.

In 2017, Arkansas PRSA teamed up with the Arkansas chapter of the International Association of Business Communicators and AdClub Little Rock to host a joint event to reflect the overall marketing and communications industry in central Arkansas.



ARCOM AWARDS SPONSORSHIP LEVELS	Presenting	Host	Reception	Table	Best in Show	Category	Print	Design	Décor
Logo or name included in all email communication and social media posts related to ARcom Awards	•	•							
Logo or name included in select email communication and social media posts related to ARcom Awards			•	•	•	•	•	•	•
Logo or name featured on ARcom Awards webpage at arkprsa.org	•	•	•	•	•	•	•	•	•
Name recognition during ceremony	•	•	•	•	•	•	•	•	•
Logo or name included on printed program	•	•	•	•	•	•	•	•	•
Logo or name displayed in audiovisual presentation at ceremony	•	•	•	•	•	•			
Signage recognition on table at ceremony	•			•					
Opportunity to distribute promotional materials at ceremony	•	•	•				•	•	•
Opportunity to address audience at ceremony	•	•							
Opportunity to address audience at reception			•						
Opportunity to announce Bob Sells Best in Show winner					•				
Opportunity to announce winner(s) of specific awards category						•			
Reserved table of eight (8) at ceremony	1			1					
Individual tickets to ceremony		4	4		4	2			
Sponsorship paid with in-kind goods and services		•					•	•	•
First right of renewal	•	•	•	•	•	•	•	•	•
Number sold/Number available	0/1	0/1	0/1	0/5	0/1	0/10	0/1	0/1	0/1
Investment	\$2,000	\$1,500	\$1,000	\$750	\$500	\$300	\$250	\$250	\$250