



2016 NBPRS Sponsorship Opportunities

PowerPR: Playing to Win **Turn Up Your Power...Play to Win**

The nation's foremost organization for professional image-makers and strategists is hosting our annual conference **PowerPR: Playing to Win** on October 27-28, 2016 at the Mid-America Club in Chicago, IL. The conference will bring together the nation's top PR strategists, newsmakers and recruiters to share their winning playbooks to help you to go beyond just navigating your day-to-day challenges to turning up your power to win at every turn.

Here's what conferees will learn:

- How PR strategists help newsmakers to deliver quote-worthy messages
- Hiring secrets from top recruiters controlling the gateway between you and Fortune 500 companies
- Strategies for building successful PR consulting practices in niche markets
- Shifts being made by social media platforms that will energize your PR strategies and job hunt
- How crisis communicators strategically move their clients out of the line of fire
- Strategies used by top executives to navigate the political complexities of corporate and agency worlds and break through glass ceilings

This is learning and engagement for all levels. We're offering sessions for those entering your first job, transitioning from another profession or those at the mid- or senior-level communicator. The conference is designed to provide you with insights, skills and networking opportunities to take you to your next level.

As an added benefit, the resumes and bios of all attendees will be collected and given to the attending recruiters. Conferees will have an opportunity to sit with the recruiters—based on your level and interests—in small group settings. We want you to know them and most importantly, we want the recruiters to know you.

Community Workshop

There's also a daylong workshop on Thursday, October 27, to learn strategies for communicating during a crisis. Crises gaining national attention—such as Black Lives Matter, the Flint Water Crisis, the Orlando massacre, Dallas sniper

attacks—require organizations and community leaders to unite. What happens next is in your hands...how will you respond? Learn strategies to ensure you and your organization are called upon as an expert, your message is being heard, and the media gets it right.

Here's how you can partner with us:

\$25,000

Executive Partner Benefits

- ❖ Two-year corporate membership (subject to membership requirements).
- ❖ Sponsorship of two (2) webinars and/or podcasts in 2016.
- ❖ Four (4) complimentary full conference registrations.
- ❖ Invitation to President's Reception.
- ❖ Speaking opportunity/Remarks during designated sessions.
- ❖ VIP Seating during Network Awards Luncheon.
- ❖ Press release announcing your company as an Executive Partner of the NBPRS National Conference
- ❖ Full-page ad in NBPRS Conference Program & Guide.
- ❖ Distribution of promotional materials in conference bags, during awards luncheon and at conference registration desk.

\$15,000

Senior Partner Benefits

- ❖ One-year corporate membership (subject to membership requirements).
- ❖ Two (2) webinar or chapter event sponsorships.
- ❖ Logo acknowledgment on large screens at the sponsored event.
- ❖ Three (3) complimentary full registrations.
- ❖ Invitation to President's Reception.
- ❖ VIP Seating during Network Awards Luncheon.
- ❖ Logo on all on-site sponsorship signage and slides showcasing logo at General Sessions.
- ❖ Distribution of promotional materials in conference bag at conference registration.

\$10,000

Supporting Partner Benefits

- ❖ Two (2) complimentary full registrations.
- ❖ Invitation to President's Reception.
- ❖ VIP Seating during Network Awards Luncheon.
- ❖ Speaking opportunity during one of our panels.
- ❖ Press release announcing your company as a Supporting Sponsor of the NBPRS Conference.
- ❖ Full-page ad in NBPRS Conference Program & Guide.
- ❖ Logo on all on-site sponsorship signage and slides showcasing logo at General Sessions.
- ❖ Distribution of promotional materials in conference bag at conference registration.

\$5,000

Partner Benefits

- ❖ One complimentary full registration.
- ❖ Invitation to President's Reception.

- ❖ VIP Seating during Network Awards Luncheon.
- ❖ Press release announcing your company as a Supporting Sponsor of the NBPRS Conference.
- ❖ Half-page ad inside NBPRS Conference Program & Guide.
- ❖ Logo acknowledgment on large screens at the sponsored event.
- ❖ Distribution of promotional materials in conference bag at registration.

Additional Opportunities

National Conference Program Advertising: Resources Section

Full Page Ad: \$3,000

Half Page Ad: \$1,600

Quarter Page Ad: \$500

E-Blasts

\$1,000 per e-blast to full membership

Product Distribution

\$4,500 – Distribution to delegates' room

\$2,500 – Insertion in conference bags (per item)