2017 Induction Dinner Sponsorship Opportunities

Sponsorship Benefits
Depending on the level of commitment, sponsors will receive visibility through the College of Fellows and other Public Relations Society of America (PRSA) leaders as follows:
- Sponsors at the Medallion, Presenting, Diamond and Platinum levels may include logos in their recognition on dinner signage and in the dinner slide show.
- Sponsors' names will be included in the Induction Dinner program and displayed at the dinner in signage as well as in the dinner slide show, according to their level of sponsorship.
- If sponsorships are received in time, sponsor names will be listed according to level of sponsorship in pre-event emails distributed to PRSA leaders.

About the College
The College of Fellows is an organization within PRSA that was established to honor senior practitioners and educators who have made significant contributions to the public relations profession.

When PRSA established the College of Fellows in 1989, the commitment was to pay public tribute to these individuals. As a result, each year the College of Fellows adds to its roster some of the best and brightest practitioners and educators in Public Relations. It is now in its 28th year of “Leadership and Legacy.”

There are 350+ active members of the College of Fellows. This prestigious group includes members from a wide range of industries and organizations.
- About 175 are agency practitioners.
- About 20 work for associations.
- About 30 work at corporations.
- About 75 work for educational or health care institutions, associations or government agencies.
- About 20 are public relations consultants.

Among other distinguishing characteristics, PRSA Fellows:
- Have held or currently hold senior-level positions in their respective organizations.
- Are generally 40+ years of age and have worked at least 20 years as public relations professionals.
- Have been recognized with multiple awards – international, national, regional, statewide and local.
- Hold leadership positions in PRSA at the National, Section, District or Chapter level.
- Spend more than six hours weekly in service activities.
- Are dedicated to advancing the public relations profession and its practitioners.

To Sign up as a Sponsor
Please fill out the attached Sponsorship Form and return it by September 1, 2017 to Melissa Murray by fax 212-995-0757 or by mail to College of Fellows, Public Relations Society of America, 120 Wall Street, 21st Floor, New York, NY 10005.

Please e-mail a digital copy of your logo, if appropriate, by September 9, 2017 to Melissa Murray by e-mail at melissa.murray@prsa.org.

For additional information, please contact Melissa Murray at Melissa.murray@prsa.org or 212-460-1442.
2017 Induction Dinner Sponsorship Form

Sign me up to sponsor the PRSA College of Fellows Induction Ceremony at the following level:

- Medallion Sponsor $5,000+ (This category has been taken through the generosity of the inductee sponsor)
- Presenting Sponsor $3,500 - $5,000
- Diamond Sponsor $2,000 - $3,499
- Platinum Sponsor $1,000 - $1,999
- Gold Fellows Sponsor $500 - $999
- Silver Fellows Sponsor $250 - $499
- Fellows Friend $100 - $249

Please identify yourself or your organization as you would like to be listed in the program:

Name
Organization
Address
Phone
E-mail
Credit Card Type
Credit Card Number
Expiration Date
Security Code
Signature

If paying by check, please make your check payable to: PRSA and send to: PRSA, College of Fellows, 120 Wall Street, 21st Floor, New York, NY 10005.