

2020 PACE AWARDS

SPONSORSHIP OPPORTUNITIES

MSUFCU Headquarters

TITLE SPONSORSHIP (\$1,500 Investment) – Limit One

- Ten complimentary tickets to event and reserved front row table.
- Optional speaking opportunity at the PACE Awards with an average attendance of 125 mid-Michigan public relations professionals, clients and colleagues.
- Optional speaking opportunity at the annual CMPRSA Professional Development Workshop with an average attendance of 60 mid-Michigan public relations professionals.
- Your organization's logo and website will appear on the CMPRSA website.
- Logo recognition and featured sponsor for the Gallery of Entries.
- As all attendees vote in this room, this is the premiere logo placement.
- Featured logo, website link, and acknowledgement in all award-related publicity communications via email to CMPRSA's more than 150 members and social media platforms with a combined audience of more than 1,000.
- Event signage with your logo and verbal acknowledgement at the event.

NATIONAL SPONSORSHIP (\$1,000 Investment)

- Eight complimentary tickets to event and reserved table at the front.
- Optional speaking opportunity at the PACE Awards with an average attendance of 125 mid-Michigan PR professionals, clients and colleagues.
- Your organization's logo and linked website will appear on the CMPRSA PACE Awards website.
- Featured logo, website link, and acknowledgement in all award-related publicity communications via email to CMPRSA's more than 150 members and social media platforms with a combined audience of more than 1,000.
- Event signage with your logo and verbal acknowledgement at the event.
- Option for logo recognition on items. Secured on first come, first serve:
 - Lanyards
 - Name Tags
 - Drink Tickets
 - Event Bar(s)
 - Branded promotional items for each table (provided by sponsor)

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PINNACLE SPONSORSHIP (\$600 Investment)

- Four complimentary tickets and reserved seating at the awards ceremony.
- Two public relations students will attend the event as your sponsored guests. You may select the students or CMPRSA will do so for you.
- Your organization's logo and linked website will appear on the CMPRSA PACE Awards website.
- Featured logo, website link, and acknowledgement in all award-related publicity communications to CMPRSA's more than 150 members.
- Event signage with your logo and verbal acknowledgement at the event.

GOLD SPONSORSHIP (\$400 Investment)

- Two complimentary tickets to the awards ceremony.
- Two public relations students will attend the event as your sponsored guests. You may select the students or CMPRSA will do so for you.
- Your organization's logo and linked website will appear on the CMPRSA PACE Awards website.
- Featured logo, website link, and acknowledgement in all award-related publicity communications to CMPRSA's more than 150 members.
- Event signage with your logo and verbal acknowledgement at the event.

SILVER SPONSORSHIP (\$200 Investment)

- One complimentary ticket to the awards ceremony.
- One public relations student will attend the event as your sponsored guest. You may select the student or CMPRSA will do so for you.
- Your organization's logo and linked website will appear on the CMPRSA PACE Awards website.
- Featured logo, website link, and acknowledgement in at least six award-related publicity communications to CMPRSA's more than 150 members.
- Event signage with your logo and verbal acknowledgement at the event.

IN-KIND SPONSORSHIP (design, printing, photography, digital, other)

- Two complimentary tickets to the awards ceremony.
- Two public relations students will attend the event as your sponsored guests. You may select the students or CMPRSA will do so for you.
- Your organization's logo and linked website will appear on the CMPRSA PACE Awards website.
- Featured logo, website link, and acknowledgement in all award-related publicity communications to CMPRSA's more than 150 members.
- Event signage with your logo and verbal acknowledgement at the event.

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FOOD SPONSORSHIP (hors d'oeuvres, dinner, dessert)

- One complimentary ticket to the awards ceremony.
- Your organization's logo and linked website will appear on the CMPRSA PACE Awards website.
- Featured logo, website link, and acknowledgement in all award-related publicity communications to CMPRSA's more than 150 members.
- Event signage with your logo and verbal acknowledgement at the event.

NEW CMPRSA VENDOR DIRECTORY (\$150 Investment)

For the first time ever, the Central Michigan Public Relations Society of America is creating a vendor directory for distribution to the area's leading public relations professionals, agencies, teams and experts. The Directory will list vendors for professional services including graphic design, website, video, merchandise, printing, and more.

The Directory will be printed and distributed at the annual PACE Awards ceremony in April 2020 and will live electronically on the CMPRSA website for the full year (January-December 2020). The opportunity to be included in this directory is only available January-March 2020.

- Your organization's logo and linked website will appear on the CMPRSA website Vendor Directory page for the full calendar year (Jan.-Dec. 2020).
- Company listing, contact information, website link, and acknowledgement in printed Vendor Directory at the PACE Awards - distributed to all 125 attendees.

The DEADLINE to sponsor the 2020 PACE Awards is Friday, March 20, 2020.

Not seeing what you're looking for? Contact Angela Minicuci to discuss a customized sponsorship package to meet your company's needs at: angminicuci@gmail.com or 248-765-0558.

Thank you for supporting the Central Michigan Public Relations Society of America.