PRSSA
Sponsorship Opportunities

Who Is PRSSA?

The Public Relations Student Society of America (PRSSA) is made up of more than 11,000 students and advisers organized into 300-plus Chapters in the United States, Argentina, Colombia and Peru. We have a rich history of support from our parent organization, the Public Relations Society of America (PRSA), which offers professional development, networking opportunities and industry news. We are headquartered in New York City and led by a National Committee of PRSSA and PRSA members.

PRSSA seeks to advance the public relations profession by nurturing generations of future professionals. The Society advocates rigorous academic standards for public relations education, the highest ethical principles and diversity in the profession.

PRSSA helps students enhance their education, broaden their network and launch their career in public relations.

For more information, contact Jeneen Garcia at (212) 460-1466 or at jeneen.garcia@prsa.org.
National Conference

The PRSSA National Conference is the largest congregation of public relations college students in the country. Conference provides attendees with opportunities to learn about the multifaceted public relations industry while networking with peers and professionals. This event is always held in the fall, usually in October, and has about 1,200 attendees.

- Awards Ceremony and Dinner — is a night set aside to celebrate and honor our Society’s top members and Chapters for their hard work and dedication.
  Maximum six sponsors at $5,000 each
- Awards Ceremony and Dinner Program — provides a snapshot of what’s happening during the ceremony.
  Maximum three sponsors at $2,500 each
- Opening Night Social — launches the Conference and allows students, advisers and professionals to mingle in a fun environment.
  Maximum five sponsors at $4,000 each
- Conference Green Screen/Photo Booth — provides an opportunity to capture and record fun moments with fellow members.
  Maximum one sponsor at $2,500
- Smoothie Break — gives Conference attendees a moment to recharge with a refreshing and nutritious drink.
  Maximum one sponsor for each opportunity at $3,500 each
- Coffee Break — provides an opportunity for networking while sipping on a cup of coffee or tea.
  Maximum one sponsor for each opportunity at $3,000 each
- Conference Bag — will be the official bag of the Conference and will be handed to all attendees.
  Maximum two sponsors at $3,000 each
- Conference Lanyard — will be worn by all Conference attendees.
  Maximum one sponsor at $3,000
- Conference Badge Sticker — will be prominently displayed on all Conference badges.
  Maximum one sponsor at $2,000
- Professional Development Session — will provide relevant career information to students outside of the classroom.
  Maximum two sponsors per session at $2,500 each
- Conference Program — provides an overview of all the Conference events and sessions.
  Maximum two sponsors at $4,000 each
- Chapter Presidents’ Lunch — celebrates the dedication and work of all the Society’s Chapter presidents.
  Maximum two sponsors at $5,000 each
- Keynote Address — features a highly regarded public relations professional.
  Maximum five sponsors at $4,000 each

Leadership Rally

The Leadership Rally is a weekend of leadership training, networking and fun. This event is exclusively for incoming Chapter presidents and Nationally Affiliated Student-run Firm directors. This event is always held in the summer, usually in June, and has about 120 attendees.

- Welcome Reception — First event of the Rally; allows for attendees to network with students from different Chapters as well as with local professionals.
  Maximum one sponsor at $5,000

National Assembly

PRSSA members serving as delegates and non-delegates gather at the National Assembly to make influential, long-term decisions about the future of the Society, elect a new National Committee and review the National Bylaws. In addition, those who attend engage in leadership training and networking. This event is always held in the spring, usually in March, and has about 200 attendees.

- Day-of Competition — provides participants the opportunity to apply their public relations skills by preparing a campaign plan or an aspect of public relations for a client in one hour.
  Maximum one sponsor at $2,500
- Welcome Reception — launches the Assembly and allows attendees to network with students from different Chapters as well as with local professionals.
  Maximum two sponsors at $5,000 each

Bateman Case Study Competition

The Bateman Case Study Competition is PRSSA’s premier national case study competition for public relations students, giving participants the opportunity to apply their classroom education and internship experiences to create and implement a full public relations campaign. The Competition is announced in July. Typically about 70 teams participate.

- Sponsorship Fee — $30,000
  Maximum one client and up to two sponsors

Please note: All sponsorship opportunities offer benefits that vary; some items include logo on website and in print collateral, and speaking opportunities.