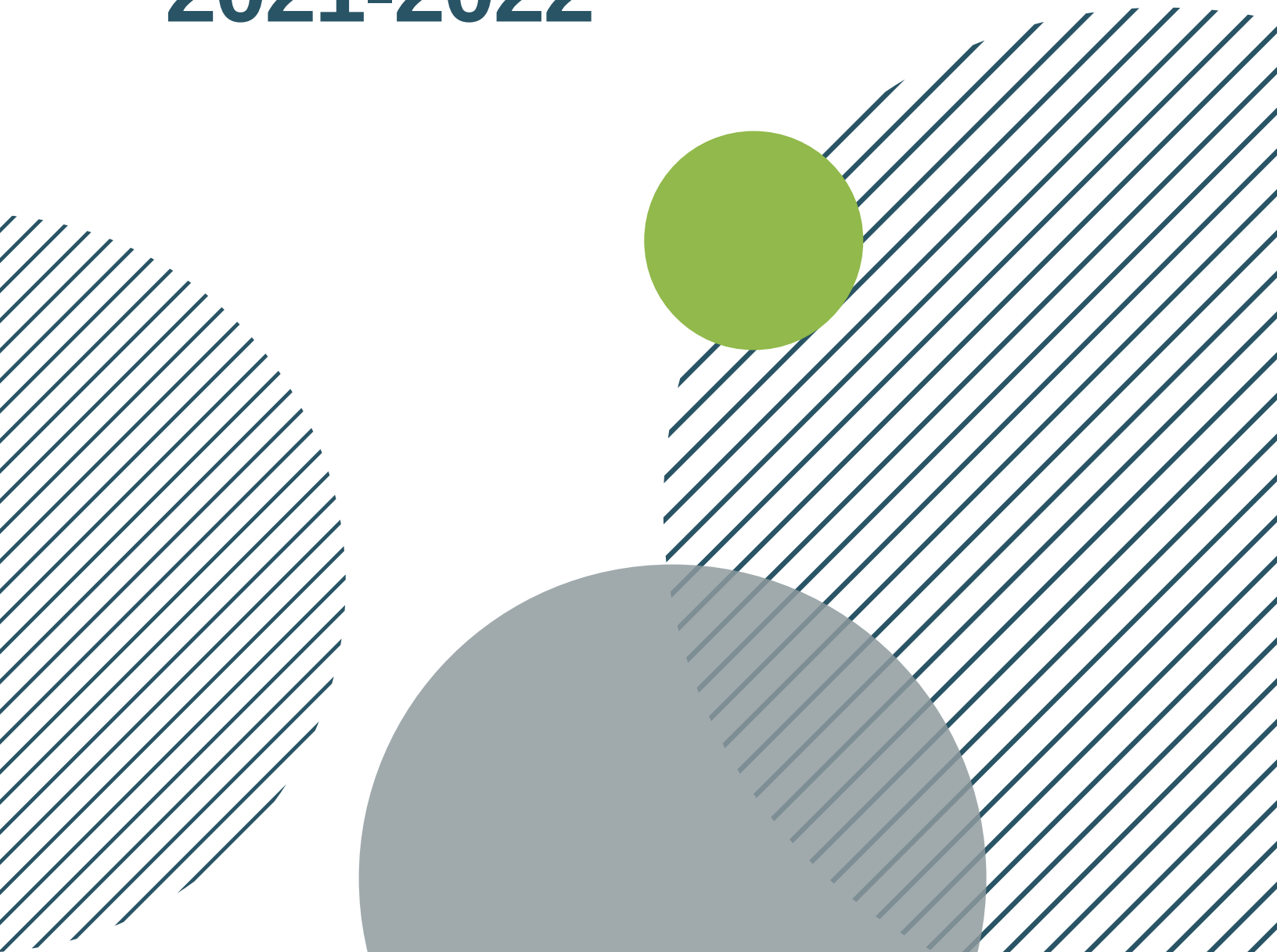





wisconsin school
public relations
association

EVENT SPONSORSHIP OPPORTUNITIES 2021-2022






Effective school communications, sincere community engagement and proactive public relations have never been more important for school districts. This past year with pressures from COVID-19, divided communities and emotionally charged topics have raised the stakes even higher for school communicators.

Founded in 1967, WSPRA started as a school district association primarily for school PR professionals. Over 50-years later, our membership has evolved to reflect the realities schools face in communicating and effectively engaging a wide variety of stakeholders.

Today our association is a diverse group of individuals and organizations that represent the full spectrum of "frontline" PR professionals. Our members include full or part time communications directors, district administrators, technology directors, administrative assistants, principals, school board members, and school communications consulting organizations. Communication is the responsibility of everyone!

WSPRA's 200+ members serve as trusted, experienced and strategic advisors. We work to advance the professional practice of Wisconsin school communicators and expand the network of resources to support the success of all students.



WSPRA invites you to partner with us in delivering high quality PR professional development.

2021-2022 EVENTS

FALL

FALL CONFERENCE

November 3-5, 2021

WINTER

WSPRA VIRTUAL LUNCH BREAKS & WSPRAGRAM E-NEWS

Monthly

SPRING

SPRING WORKSHOP

April 2022

SPONSORSHIP LEVELS

\$5,000

WSPRA PARTNER

- Recognized in fall, winter and spring events.
- Full-page recognition in fall and spring event program.
- Opportunity to address event participants prior to keynote presentations.
- Social media shoutout.
- Logo and link on the registration and sponsorship page starting six (6) weeks prior to event.
- Logo included on promotional materials; including table signage and signage throughout events and WSPRAgram newsletters.
- 3 complimentary registrations at fall and spring events (approximate value \$2,000).
- Opportunity to provide promotional item to those attending the events.
- Dedicated space in the resource area during event breaks (8 ft. table).
- Fall and spring event registration list.

\$3,500

NETWORKING SPONSOR

- Half-page recognition in the fall and spring event program
- Opportunity to address event participants prior to networking social hour.
- Social media shoutout.
- Logo and link on the registration and sponsorship page starting six (6) weeks prior to fall and spring event.
- Logo included on promotional materials; including table signage and signage throughout fall and spring events.
- 2 complimentary registrations (approximate value \$1,400)
- Dedicated space in the resource area during event breaks (8 ft. table).
- Fall and spring event registration registration list.

SPONSORSHIP LEVELS

\$2,500

AWARDS SPONSOR

- Opportunity to address event participants at fall Spectrum Award luncheon.
- Name listed in event program.
- Social media shoutout.
- Logo and link on the WSPRA website registration and sponsorship page.
- Logo included on promotional materials.
- 1 complimentary registration and 5 complimentary awards luncheon tickets (approximate value \$550).
- Dedicated space in the resource area during event breaks (8 ft. table).
- Event registration list

\$1,000

FRIEND OF WSPRA

- Name listed in fall and spring event program.
- Social media shoutout.
- Logo and link on WSPRA website registration and sponsorship page.
- Logo included on promotional materials.
- 1 complimentary registration (approximate value \$240)
- Dedicated space in the resource area during event breaks (8ft. table).
- Fall and spring event registration list.

If you would like to learn more about WSPRA or if you are interested in partnering with WSPRA as an event sponsor, please contact:

- **Kevin Hickman at khickman@nexussolutions.com OR**
- **Kit Dailey at kitd@eua.com**

Sponsorship commitments are due by September 30, 2021