




wisconsin school  
public relations  
association

# EVENT SPONSORSHIP OPPORTUNITIES 2023-2024






Effective school communications, sincere community engagement and proactive public relations have never been more important for school districts. In recent years, school districts have experienced divided communities and emotionally charged topics that 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 nearly 300 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.

# 2023-2024 EVENTS

FALL

## FALL CONFERENCE

November 8-10, 2023

WINTER

## WSPRA VIRTUAL LUNCH BREAKS, ONLINE LEARNING SESSIONS & WSPRAGRAM E- NEWS

Monthly

SPRING

## SPRING WORKSHOP

April 2024

# 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 events.
- Fall and spring event registration list.

\$3,500

## NETWORKING SPONSOR

- Half-page recognition in the fall 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 or spring event.
- Logo included on promotional materials; including table signage and signage throughout fall and spring events.
- 2 complimentary registrations at fall event (approximate value \$1,400).
- Dedicated space in the resource area during events.
- Fall or 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 at fall event and 5 complimentary awards luncheon tickets (approximate value \$550).
- Dedicated space in the resource area during events.
- 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 events.
- 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:

- Debbie Brewster at [wsrapresident@gmail.com](mailto:wsprapresident@gmail.com), or
- Kevin Hickman at [khickman@nexussolutions.com](mailto:khickman@nexussolutions.com)

**Sponsorship commitments are due by September 1, 2023.**