

SUNY Plattsburgh Presents

# PR Day 2015

*In Honor of Mike Hildebran*

March 25, 2015

## *Help us Go Far with Medical PR*

SUNY Plattsburgh is holding their Third Annual PR Day in honor of Mike Hildebran. This year's focus is medical PR, a field in which Mike was very well immersed. We recognize the importance of Public Relations in the medical field; we now need you to help us promote the importance of PR on our campus.

With help from sponsors like you, we can put together an informative and interesting 2015 PR Day. Please look over our sponsorship levels below, and decide which best fits with you and your organization.

## *Our Mission*

The SUNY Plattsburgh PRSSA is the #1 Pre-Professional Organization on Campus. We have made it our mission to supply students with comprehensive PR skills that will prepare them for future internships, job opportunities and much more. By holding our annual PR Day, we are extending our knowledge in PR with the rest of campus and the local community. Our goal is to hold an interactive event that teaches students, faculty and community members about the importance of Medical PR, and with your help this will be possible.





## Sponsorship and In-Kind Donations PR Day 2015

### **\$50 Sponsorship Benefits**

- Name listed and link on PRSSA event sponsors web page
  - Name on sponsors sign in tabling area
  - Specialized Facebook or Twitter acknowledgement
- PRSSA member will compose a post for your blog about the event

#### ***Specific \$50 Sponsorship options – include benefits above plus - Welcome Sign Sponsor***

- Organizations name is placed on the top of our welcome signage
  - “Your Business” welcomes you...

#### ***Alumni Conference Room Sponsor***

- Organizations name is placed on the specific room welcome sign

#### ***Cardinal Lounge Room Sponsor***

- Organizations name is placed on the specific room welcome sign

### ***Program Underwriter Sponsor- \$75.***

- Your organization will sponsor the printing of our programs for PR Day 2015. Your logo and name will be featured in the program on a full size page.

\*\*Plus all the benefits listed in the \$50 sponsorship level

### ***Measurement Save Lives- Survey Sponsor -\$75.***

- Have your name on all program exit surveys that are placed on each chair in the room.
- Verbal mention of your business (and/or pre-determined message) at the end of each session when attendees are reminded to take the survey.
- Feel free to include a promotional item (pen, tissues, hand sanitizer) for each seat (65 needed), to help us track our progress and participation

\*\*Plus all the benefits listed in the \$50 sponsorship level



## Sponsorship and In-Kind Donations PR Day 2015

### **Invitational Lunch Sponsor \$150.**

**The annual Capital Region PRSA and SUNY PRSSA chapter meal, a time for parent chapter members to meet and discuss public relations over light fare.**

- Your organizations logo and/or advertisement will be placed on our invitation for lunch
  - A verbal thank you to your organization in the beginning of lunch
  - Opportunity to provide logoed napkins or other promotional items
    - Two invitations to lunch

**\*\*Plus all the benefits listed in the \$50 sponsorship level benefits**

### **Speaker Sponsor \$250.**

- Verbal mention (and/or predetermined message) at the beginning of the presentation by the moderator
- Slide on projector opening the presentation with logo, name and any other note (such as social media icons, web address, etc.)
  - Sign on the presenter table (name, logo)
- Opportunity to have logoed item and or promotional piece placed on every chair in the room (note number)
- A verbal thank you at the end of the presentation (prior to the Q&A) by the featured speaker

**\*\*Plus all the benefits listed in the \$50 sponsorship level**