



## 2017-2018 Event Sponsorship Opportunities

Sponsorship opportunities are available for organizations interested in reaching communications professionals working in Washington State K-12 public schools. WSPRA professional development events for 2017-18 are:

- Fall Workshop: October 20, 2017 Spokane, Washington
- Winter Workshop: February 23, 2018 Renton, Washington
- Annual Conference: April 25-27, 2018 Leavenworth, Washington

### **Keynote Sponsor: \$6,000 (One per Workshop/Conference, 3 total available per year)**

- Keynote Sponsor at Fall or Winter Conference
  - Logo, acknowledgement and link displayed as the “Keynote Sponsor” on WSPRA website, marketing materials, emails and online communications
  - Opportunity to address the crowd and introduce speaker (5 minutes)
  - Acknowledgement in the introductory comments, opportunity to display booth with sponsor materials
  - Recognition in WSPRA event registration information
  - One full conference registration
  - Event registration list
- Opportunity to exhibit as an “Event Sponsor” at one of the workshops (Fall, Spring or Annual)
  - Logo and “Event Sponsor” level displayed in marketing and event materials, email and online communications
  - Acknowledgement in introductory comments, opportunity to address event participants for up to two minutes, provide attendee swag to each participant, and a location to set up display booth/banners
  - Logo, acknowledgment, and link displayed with event information on WSPRA website and online registration website
  - Recognition in WSPRA event registration information
  - One event registration for the sponsored event
  - Event registration list
- Three email blasts to WSPRA members (email sent from WSPRA on behalf of Keynote sponsor)
- Eight tweets on the WSPRA Twitter feed each year, Four posts on WSPRA Facebook page each year

### **Signature Sponsor: \$1,000 Level (Multiple per Workshop/Conference)**

- Logo and “Signature Sponsor” level prominently displayed in marketing and event materials, email and online communications
- Logo, acknowledgment, and link prominently displayed with event information on WSPRA website and online registration website
- Acknowledgement in introductory comments, opportunity to address event participants for up to five minutes, provide attendee swag to event participants, and a prominent location to set up display booth/banners
- Recognition in WPRSA event registration information
- One event registration for the sponsored event
- Event registration list

### **Event Sponsors: \$750 Level (Multiple per Workshop/Conference)**

- Logo and “Event Sponsor” Level displayed in marketing and event materials, email and online communications.
- Acknowledgement in introductory comments, opportunity to address event participants for up to two minutes, provide attendee swag to each participant, and a location to set up display booth/banners.
- Logo, acknowledgment, and link displayed with event information on WSPRA website and online registration website
- Recognition in WPRSA event registration information
- One event registration for the sponsored event
- Event registration list

**Awards Sponsor: \$1,000 Level (One at Annual Conference only)**

- This sponsorship is limited to one organization at the WSPRA Annual Conference and funds the WSPRA annual Learning & Liberty and Crystal Apple awards
- Acknowledgement in the introductory comments, opportunity to display booth with sponsor materials and involvement in presenting the two awards
- Logo, acknowledgment and link displayed with Awards information on WSPRA website
- Recognition in annual WSPRA Call for Nominations materials
- One registration at the annual awards dinner ceremony
- Event registration list

**Special WSPRA Chapter sponsorships, including in-kind gifts, are available.** Depending on the nature and value of the sponsorship or in-kind gift, appropriate recognition will be given. Examples include services (e.g., web hosting, printing, catering, equipment), gifts and giveaways. For more information, contact WSPRA President-Elect Melissa Laramie at [mlaramie@psed.org](mailto:mlaramie@psed.org) or (206) 290-3139. Visit [www.wspra.com](http://www.wspra.com) for more about WSPRA, sponsorship opportunities and more.