

REACHING HORIZONS, SUPPORTING COMMUNITY

SD25

CalSPRA Conference
March 5-8

SPONSORSHIPS
OPPORTUNITIES

For sponsorship inquiries, please contact karen@calspra.org



Thank you for your interest in sponsoring the upcoming 2025 CalSPRA Annual Conference, which will be centered around the theme "Reaching Horizons, Supporting Community." Your partnership embodies the essence of fostering growth and connectivity within the school PR community.

Whether you're a returning sponsor or considering joining us for the first time, your support means the world to us and will play a crucial role in making this event a huge success. We collected feedback from our 2024 sponsors and made changes to reflect the requests to offer more opportunities to connect with members, provide more support for prep and set-up, and new opportunities to spotlight sponsors. We've added additional opportunities throughout the year, so your contribution goes beyond the conference date. We've also added a sponsor concierge to help sponsors make personal connections with our members.

Thank you once again for your unwavering support and dedication to our shared mission. We look forward to collaborating with you and supporting the CalSPRA community.

If you have questions, please don't hesitate to reach out to us.

Warm regards,

Jacqueline Dillard, APR
CalSPRA President-Elect
CalSPRA Conference Chair





NEW

Exclusive Presenting Sponsor (\$25,000)

- Thursday general session sponsorship and 3-minute address from stage
- One-hour general conference session (with a CalSPRA member, no direct sales)
- Two 30-minute Corporate Spotlight Sessions (Can focus on a feature or benefit of your product/service)
- List of all conference attendees provided two weeks before the conference. May send one pre-conference email to attendees and up to three emails post-conference
- Full-page ad in the program
- VIP exhibitor space and location
- 10 social media mentions
- 5 full seminar registrations (includes seminar-provided meals, but NOT accommodation)

NEW BENEFITS THIS YEAR

- **Exclusive Presenting Sponsor designation and logo placement on all conference marketing materials, email blasts to members, web site, event signage, etc.**
- **Goldmine session table**
- **Game Night table/activity**
- **Pop-up Promotion**
- **Awards program sponsor designation and presentation of Communicator of the Year**
- **Logo placement on program cover & Whova App**

PLUS, ADDED VALUE

- **Two regional event or webinar sponsorships including 2-minute speaking opportunity at each**

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Level & Investment	Bronze* No Booth \$1,700 Booth \$2,000	Gold \$5,000	Platinum \$10,000	Diamond \$15,000
Fun Run Sponsorship				✓ First Come, First Served
30-min Corporate Spotlight Sessions			1	1
One premier event sponsorship with speaking opp.		✓ See page 3 for options	✓ See page 2 for options	✓ See page 2 for options
List of Conference Attendees	✓	✓	✓ Receive pre-conf	✓ Receive pre-conf
Exhibit Space* (6' table & 2 chairs)	✓	Optimal	Premium	VIP
Program Ad	1/8 page	1/4 page	1/2 page	Full Page
Social Media Mentions	2	3	5	8
Full Conference Registrations	1	2	2	3
Logo Listed in Whova Event App		✓	✓	✓
Logo Recognition on Selected Materials	✓	✓	✓	✓

*The Bronze package is offered with and without booth space. See page 4 for more information.



Diamond Level Benefits (\$15,000)

- One 30-minute Corporate Spotlight Sessions (Can focus on a feature or benefit of your product/service)
- One-hour general conference session (with a CalSPRA member, no overt sales)
- Sponsor designation for 5K Fun Run (Logo on race shirts, two-minute speech before the race, optional race medals at sponsor cost) **or** premier event sponsorship and 3-minute speech (**Friday General Session or webinar/regional event during the year**)
- List of all conference attendees. May send one pre-conference email to attendees and up to three emails post-conference
- 1 full-page ad in the program
- VIP exhibitor space and location
- 8 social media mentions
- 3 full seminar registrations (includes seminar-provided meals, but NOT accommodation)
- **NEW: One regional event or webinar sponsorship, including 2-minute speaking opportunity**
- **NEW: Logo placement in Whova App**
- **NEW: Game Night table/activity**

Platinum Level Benefits (\$10,000)

- One 30-minute Corporate Spotlight Session (Can focus on a feature or benefit of your product/service)
- One special event sponsorship (**Welcome night reception, Friday cocktail reception or webinar/regional event during the year**)
- List of all conference attendees. May send one pre-conference email to attendees and up to two emails post-conference
- ½ page ad in the program
- Premium exhibitor space and location
- 5 social media mentions
- 2 full seminar registrations (includes seminar-provided meals, but NOT accommodation)
- **NEW: Logo placement in Whova App**
- **NEW: Game Night table/activity**



Gold Level Benefits (\$5,000)

- One event sponsorship (**Pre-session 2-minute speech, Friday or Saturday breakfast sponsorship, wifi password sponsorship**)
- List of all conference attendees. May send up to two follow-up emails to attendees
- ¼ page ad in the program
- Optimal booth location
- 3 social media mentions
- 2 full seminar registrations (includes seminar-provided meals, but NOT accommodation)

Bronze Level Benefits (\$2,000)

- 1/8 page ad in program
- Exhibit space (6-foot table)
- List of all seminar attendees. May send one follow-up email to attendees
- 2 social media mentions
- 1 full seminar registration (includes seminar-provided meals, but NOT accommodation)

Bronze Level Benefits (no-booth) (\$1,700)

- 1/8 page ad in program
- No booth, table, or electronics.
- OPTIONAL: One retractable banner, max size 6'hx3'w
- List of all seminar attendees. May send one follow-up email to attendees
- 2 social media mentions
- 1 full seminar registration (includes seminar-provided meals, but NOT accommodation)



Additional Guidance

- \$250 cost for an additional representative (more than allotted above)
- Social media mentions begin upon payment **and** submission of logos
- Online payments will include a 3% credit card processing fee
- All payments should be made within 30 days of sponsorship agreement
- If you do not indicate the need for power when you sign up to sponsor, your organization will be responsible for paying for power at the hotel
- Set-up and take-down information will be provided at least 6 weeks in advance to the main contact listed in your registration.
- To make changes to your attendees, email karen@calspra.org.



Venue Map



