



2018 BIG APPLE AWARDS

BIG  MEANS BUSINESS



For more information, please e-mail bigappleawards@prsany.org
or phone 212.228.7228 to be directed to representative of the Sponsorship Committee.

Sponsor Level	Benefits
<p>Diamond \$10,000</p>	<ul style="list-style-type: none"> ▪ Announce category winners and speak about topic area you are sponsoring ▪ Ten (10) event tickets ▪ Video interview at event featured on PRSA-NY Social Channels ▪ Company logo featured in event programming, video presentation and signage ▪ On-site opportunities for recognition by and engagement with event attendees ▪ Collateral distribution (sponsor provided) in digital gift bags ▪ Company logo on Big Apple sponsor recognition webpage ▪ Four-month complimentary rotating banner ad on PRSA-NY website ▪ Four featured 50-word text ads in the weekly e-blast to PRSA-NY members
<p>Platinum \$7,500</p>	<ul style="list-style-type: none"> ▪ Announce category winners and speak about topic area you are sponsoring ▪ Six (6) event tickets ▪ Video interview at event featured on PRSA-NY Social Channels ▪ Company logo featured in event programming, video presentation and signage ▪ On-site opportunities for recognition by and engagement with event attendees ▪ Collateral distribution (sponsor provided) in digital gift bags ▪ Company logo on Big Apple sponsor recognition webpage ▪ Three-month complimentary rotating banner ad on PRSA-NY website ▪ Two featured 50-word text ads in the weekly e-blast to PRSA-NY members
<p>15 Under 35 Table Sponsorship \$7,500</p>	<ul style="list-style-type: none"> ▪ Provide Big Apple tickets to all 15 Under 35 winners (15 tickets) ▪ Receive two (2) complimentary tickets for sponsors ▪ Introduction to winners prior to 15 Under 35 photo during cocktail hour ▪ Dedicated marketing email to 15 Under 35 winners ▪ Priority opportunities to attend and sponsor other potential 15 Under 35 events ▪ Company logo highlighted in event programming, video presentation and signage ▪ On-site opportunities for recognition by and engagement with event attendees ▪ Collateral distribution (sponsor provided) in digital gift bags ▪ Company logo on Big Apple sponsor recognition webpage ▪ Two-month complimentary rotating banner ad on PRSA-NY website ▪ Two featured 50-word text ads in the weekly e-blast to PRSA-NY members

<p style="text-align: center;">Gold \$5,000</p>	<ul style="list-style-type: none"> ▪ Announce category winners ▪ Five (5) event tickets ▪ Company logo highlighted in event programming, video presentation and signage ▪ On-site opportunities for recognition by and engagement with event attendees ▪ Collateral distribution (sponsor provided) in digital gift bags ▪ Company logo on Big Apple sponsor recognition webpage ▪ Two-month complimentary rotating banner ad on PRSA-NY website ▪ Two featured 50-word text ads in the weekly e-blast to PRSA-NY members
<p style="text-align: center;">Silver \$3,500</p>	<ul style="list-style-type: none"> ▪ Three (3) event tickets ▪ Photo with media/celebrity presenters ▪ Company logo highlighted in event programming, video presentation and signage ▪ On-site opportunities for recognition by and engagement with event attendees ▪ Collateral distribution (sponsor provided) in digital gift bags ▪ Company logo on Big Apple sponsor recognition webpage ▪ One-month complimentary rotating banner ad on PRSA-NY website ▪ One featured 50-word text ad in the weekly e-blast to PRSA-NY members
<p style="text-align: center;">Bronze \$2,500</p>	<ul style="list-style-type: none"> ▪ Two (2) event tickets ▪ Photo with media/celebrity presenters ▪ Company logo included in event programming, video presentation and signage ▪ On-site opportunities for recognition by and engagement with event attendees ▪ Collateral distribution (sponsor provided) in digital gift bags ▪ Company logo on Big Apple sponsor recognition webpage ▪ One-month complimentary rotating banner ad on PRSA-NY website
<p style="text-align: center;">Benefactor \$1,500</p>	<p><i>Underwrites the cost of Big Apple entertainment, décor or other event element</i></p> <ul style="list-style-type: none"> ▪ One (1) event ticket ▪ Company logo included in event programming, video presentation and signage ▪ On-site opportunities for recognition by and engagement with event attendees ▪ Collateral distribution (sponsor provided) in digital gift bags ▪ Company logo on Big Apple sponsor recognition webpage ▪ One-month complimentary rotating banner ad on PRSA-NY website
<p style="text-align: center;">Public Relations Student Society of America (PRSSA) Champion \$1,000</p>	<p><i>Underwrites the cost of Big Apple event tickets for three (3) student members of PRSSA: The Association for PR and Communications Students*</i></p> <ul style="list-style-type: none"> ▪ Company logo or individual name in event programming, video presentation and signage; verbal recognition during award ceremony (scholarship presentation) ▪ Company logo or individual name on Big Apple sponsor recognition webpage
<p style="text-align: center;">PRSA-NY Ambassador <i>(formerly Chapter Leader)</i> \$500</p>	<p><i>An <u>individual</u> sponsorship designated for current and past board members and past presidents (no corporate recognition)</i></p> <ul style="list-style-type: none"> ▪ One (1) event ticket ▪ Name included in event programming and video presentation ▪ Name listed on website

Friends of Big Apple \$100	<i>General donation in support of the Big Apple Awards*</i> <ul style="list-style-type: none">▪ Name included in event programming and video presentation▪ Name listed on website
---------------------------------------	--

Media Partnerships are available upon request; contact bigappleawards@prsany.org for additional information.

**Does not include an awards event ticket for the sponsor*