

# MARKETING OPPORTUNITIES

## Texas Public Relations Association

*the only statewide organization serving all Texas professional communicators*

823 Congress Avenue, Suite 230, Austin, Texas 78701 | 512.479.0425 | (f) 512.495.9031 | [www.tpra.com](http://www.tpra.com)

Here's your chance to reach public relations and marketing communications professionals throughout Texas. From year-long sponsorship opportunities to monthly listings for your product or service, the TPRA's marketing opportunities will help you maintain a presence with the only statewide organization serving all Texas professional communicators.'

### Year-round sponsor

Become a sponsor of the Texas Public Relations Association and we will provide you with year-long promotion to the membership, including at the leadership day & gala. You'll receive Web site exposure and will be included in all electronic and print communications.

Description	Amount
Big Hat Sponsor	\$7200 (\$600 per month)
Big Buckle Sponsor	\$4800 (\$400 per month)
City Slicker Sponsor	\$2400 (\$200 per month)

Details on each sponsorship can be found at [www.tpra.com](http://www.tpra.com) or by calling the TPRA office.

### Leadership day & gala sponsor

TPRA has been keeping communicators in Texas ahead of industry trends and developments for more than 50 years now. As in the past, professional communicators are turning to TPRA to help master new tools and evaluate new technologies. This presents a great opportunity for you to be highly visible at the leadership day & gala [March].

Description	Amount	Description	Amount
Friday luncheon	\$1000	Gala pre-party	\$1000
Pre-meeting party	\$1000	Hospitality suite	market price
SS/BOT Gala	\$1000	Major awards	\$1000-\$750
Keynote speaker	\$1000	Session breaks	\$500
President's reception	\$1250	Exhibitor	\$125
Gala wine	market price	Misc. opportunities*	\$250-\$100

Misc. opportunities include sponsorship availability with audio/visual, lanyards, signage, giveaways, meeting bags, briefcases, etc...Details on each sponsorship can be found at [www.tpra.com](http://www.tpra.com) or by calling the TPRA office. All sponsors receive their logo with a link to their web site on the leadership day web page. One sponsor will be featured each week on the home page.

### Web site advertising

[www.tpra.com](http://www.tpra.com) provides communication professionals with up-to-date information about the industry and educational programs we provide throughout the year, along with other benefits and advantages of belonging to TPRA.

Description	Size	Location	1 month	6 months	12 months
banner ad	150x300	homepage	\$100		
skyscraper ad	600x150	subpage	\$100		
box ad	150x150	homepage	\$75		
box ad	150x150	subpage	\$50		
logo & link		special section	<i>freelancer</i> \$25		
			<i>agencies</i> \$25	\$125	\$200
			<i>vendors</i> \$50	\$250	\$500
job posting		job bank	<i>member</i> free		
job posting		job bank	<i>non member</i> \$50		

All ads must be submitted in digital format JPEG, GIF, PNG at a minimum resolution of 72 dpi. Frequency rate by month.

### eBlast marketing

TPRA keeps its members updated through electronic communication regarding upcoming events, news, etc. We'll include your ad and link in all eBlasts for the month.

Description	Size	Location	1 month
banner ad	150x300	member alerts	\$250

All ads must be submitted in digital format JPEG, GIF, PNG at a minimum resolution of 72 dpi. Frequency rate by month.

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### Order form

Opportunity	Location/type	Size	Frequency	Fee
<input type="checkbox"/> Year-round sponsor	_____			_____
<input type="checkbox"/> Leadership Day sponsor	_____			_____
<input type="checkbox"/> Web site advertising	_____	_____	_____	_____
<input type="checkbox"/> eBlast marketing	_____	_____	_____	_____

### Contact information

first name \_\_\_\_\_ last name \_\_\_\_\_

company \_\_\_\_\_ title \_\_\_\_\_

mailing address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

phone \_\_\_\_\_ email \_\_\_\_\_ web site \_\_\_\_\_

### Payment information

check enclosed     Amex     Visa     Mastercard    **TOTAL: \$** \_\_\_\_\_

credit card # \_\_\_\_\_ expiration date \_\_\_\_\_ CVV2# (back of card) \_\_\_\_\_

cardholder name \_\_\_\_\_ authorized signature \_\_\_\_\_

billing address (if different from above) \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

Contact TPRA if you would like more information about marketing opportunities at 512-479-0425 or by email: [jgeorge@eami.com](mailto:jgeorge@eami.com). Information can also be found on the TPRA web site at [www.tpra.com](http://www.tpra.com).

Files should be submitted to Jennifer George in the TPRA office on a cd mailed to 823 Congress Ave., Ste. 230, Austin, TX 78701 or via email to [jgeorge@eami.com](mailto:jgeorge@eami.com).