The Public Relations Student Society of America (PRSSA) is made up of more than 9,000 students and advisers organized into 300-plus Chapters in the United States, Argentina, Colombia and Peru. We have a rich history of support from our parent organization, the Public Relations Society of America (PRSA), which offers professional development, networking opportunities and industry news. We are headquartered in New York City and are led by a National Committee of PRSSA and PRSA members.

PRSSA seeks to advance the public relations profession by nurturing generations of future professionals. The Society advocates rigorous academic standards for public relations education, the highest ethical principles and diversity in the profession. As the future of the communications industry, our members are the perfect audience for your organization, company or agency.

The PRSSA mission is to provide exceptional service to our members by enhancing their education, broadening their professional network and helping launch their careers after graduation.

For more information, contact Jeneen Garcia at (212) 460-1466 or at jeneen.garcia@prsa.org.
The PRSSA International Conference is the largest congregation of public relations college students in the country. The Conference provides attendees with opportunities to learn about the multifaceted public relations industry while networking with peers and professionals. This event is always held in the fall, usually in October, and has about 1,000 attendees.

**Keynote Address** – features a highly regarded public relations professional.
Maximum three sponsors at $5,000 each

**PRSSA Opening Night Social** – launches the Conference and allows students, advisers and professionals to mingle in a fun environment.
Maximum five sponsors at $4,000 each

**Conference Green Screen/Photo Booth** – provides an opportunity to capture and record fun moments with fellow members.
Maximum one sponsor at $2,500

**Breakfast** – provides continental breakfast and networking for Conference attendees.
Maximum four sponsors for each opportunity at $6,000 each

**Smoothie Break** – gives Conference attendees a moment to recharge with a refreshing and nutritious drink.
Maximum one sponsor for each opportunity at $3,500 each

**Special Session** – provides knowledge from an experienced professional.
Maximum one sponsor at $3,000

**Awards Ceremony and Dinner** – is a night set aside to celebrate and honor our Society’s top members and Chapters for their hard work and dedication. Maximum six sponsors at $5,000 each

**Awards Ceremony and Dinner Program** – provides a snapshot of what’s happening during the ceremony.
Maximum three sponsors at $2,500 each

**Conference Bag** – will be the official bag of the Conference and will be handed to all attendees.
Maximum two sponsors at $3,500 each

**Conference Badge Sticker** – will be prominently displayed on all Conference badges.
Maximum one sponsor at $2,500

**Professional Development Session** – will provide relevant career information to students outside of the classroom.
Maximum one sponsor per session at $2,500

**Coffee Break** – provides an opportunity for networking while sipping on a cup of coffee or tea.
Maximum one sponsor for each opportunity at $3,000 each

**Conference Lanyard** – will be worn by all Conference attendees.
Maximum one sponsor at $3,000

**Leadership Recognition Lunch** – celebrates the dedication and work of all the Society’s Chapter presidents, Districts Ambassadors and Nationally Affiliated Student-run Firm directors.
Maximum two sponsors at $5,000 each

Please note: All sponsorship opportunities offer benefits that vary. Some items include logo on website and in print collateral, and speaking opportunities.

During the **Leadership Assembly**, PRSSA will gather to make influential, long-term decisions about the future of the Society by electing a new National Committee and reviewing the bylaws. In addition, attendees engage in leadership training and networking.

**Day-of Competition** – provides participants the opportunity to apply their public relations skills by preparing a campaign plan or an aspect of public relations for a client in one hour.
Maximum one sponsor at $2,500

**Welcome Reception** – launches the Assembly and allows attendees to network with students from different Chapters as well as with local professionals.
Maximum two sponsors at $5,000 each

**Keynote Address** – features a highly regarded public relations professional.
Maximum one sponsor at $3,500

**Professional Development Session** – will provide relevant career information to students outside of the classroom.
Maximum one sponsor per session at $3,000 each

**Conference Program** – provides an overview of all the Conference events and sessions.
Maximum two sponsors at $4,000 each

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