



**PRSSA BATEMAN COMPETITION SPONSOR
REQUEST FOR PROPOSALS FORM**

Name: _____

Organization: _____

Mailing Address: _____

Telephone: _____ Email: _____

Member of PRSA? Yes No Former Member of PRSSA? Yes No

The Bateman Case Study Competition Sponsorship fee is \$30,000.

Can you provide this fee? Yes No

If another company has agreed to cover the sponsorship fee on your behalf, please provide contact information below.

Organization: _____ Contact: _____

Mailing Address: _____

Telephone: _____ Email: _____

Would you be interested in a multi-year sponsorship? Yes No

Would you be able to send at least two representatives to the following meetings? Yes No

- Initial Judging, April, Saturday–Sunday (date TBD)
PRSSA National Headquarters, New York City
- Final Judging, May, Thursday–Saturday (date TBD)
Location to be determined by PRSSA and the client/sponsor.

By signing this form, I certify that the information submitted is completed to the best of my ability and has not been falsified in any way. Unsigned forms will not be accepted.

Candidate's Name: _____

Candidate's Signature: _____

Date: _____

This signed form must be received at PRSSA Headquarters by **March 23, 2018** to Executive Director, PRSSA, 120 Wall Street, 21st Fl., New York, NY 10005

Bateman Case Study Proposal (500 words)
Briefly outline the project students will be addressing.

How will your proposal create opportunities for students to learn about and practice the four essential elements of a public relations campaign? (250 words)
Elements: Research, strategy and tactics, implementation and evaluation.

Please identify how this proposal and the project the students would undertake will strategically advance the goals and objectives of the organization. (100 words)

Please identify any charitable cause or social-responsibility issue addressed through this project. (150 words)