



35TH ANNUAL EXCALIBUR AWARDS

A MIDSUMMER NIGHT'S MASQUERADE

Houston Chapter

PRSA

SPONSORSHIP OPPORTUNITIES

Greetings,

The Houston Chapter of the Public Relations Society of America (PRSA) invites you to participate in the 2020 Excalibur Awards on Thursday, June 25, 2020, at the House of Blues.

PRSA Houston's Excalibur Awards honor outstanding public relations professionals, programs and tactics. 2020 is particularly special for our chapter, as we're kicking off a yearlong celebration to commemorate 70 years in Houston. With that, we will acknowledge and cheers to those that accomplished great measures in 2019. One outstanding public relations team will receive the 35th Annual Grand Excalibur Award, an engraved steel sword symbolizing that the highest standards in the public relations profession have been achieved. The Excalibur Awards ceremony and gala provides attendees with the opportunity to network with Houston's top PR professionals while celebrating the best work of 2019 with food, fun and good times. At the same time, this is your chance to earn recognition for the outstanding work you do. Please take this opportunity to enter this year's Excalibur Awards.

Please join the Houston Chapter of PRSA in saluting public relations' finest and supporting future communicators at the 2020 Excalibur Awards.

Sincerely,

Lauren Preston
Co-Chair

Sheldra Brigham
Co-Chair

Laci Theriot
Co-Chair

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (EXCLUSIVE): \$5,000

PRIORITY TABLE FOR 10 WITH SIGNAGE
PRESENTATION OF THE GRAND EXCALIBUR AWARD
INCLUSION IN GALA INVITATION, IF PURCHASED PRIOR TO APRIL 10, 2020
INCLUSION IN THE DINNER PROGRAM IF PURCHASED BY MAY 15, 2020
RECOGNITION OF SPONSOR FROM THE PODIUM
BOTTLE OF CHAMPAGNE AT EXCALIBUR DINNER
LOGO PROJECTED ON A/V THROUGHOUT EVENT
FULL PAGE AD IN PROGRAM (INSIDE COVER)
FEATURED PROMINENTLY ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

CEO COMMUNICATOR OF THE YEAR SPONSOR (EXCLUSIVE): \$3,500

PRIORITY TABLE FOR TEN WITH SIGNAGE
PRESENTATION OF CEO COMMUNICATOR OF THE YEAR AWARD
INCLUSION IN GALA INVITATION, IF PURCHASED PRIOR TO APRIL 10, 2020
INCLUSION IN THE DINNER PROGRAM IF PURCHASED BY MAY 15, 2020
RECOGNITION OF SPONSOR FROM THE PODIUM
BOTTLE OF CHAMPAGNE AT EXCALIBUR DINNER
LOGO PROJECTED ON A/V THROUGHOUT EVENT
DISPLAY OF COMPANY LOGO DURING PRESENTATION OF CATEGORY AWARDS
FULL PAGE AD IN PROGRAM (OPPOSITE CEO COMMUNICATOR OF THE YEAR PROFILE)
FEATURED PROMINENTLY ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

SPONSORSHIP OPPORTUNITIES

GRAND ENTRANCE SPONSOR (EXCLUSIVE): \$3,000

PRIORITY TABLE FOR TEN WITH SIGNAGE
INCLUSION IN GALA INVITATION, IF PURCHASED PRIOR TO APRIL 10, 2020
INCLUSION IN THE DINNER PROGRAM IF PURCHASED BY MAY 15, 2020
RECOGNITION OF SPONSOR FROM THE PODIUM
LOGO PROJECTED ON A/V THROUGHOUT EVENT
BOTTLE OF CHAMPAGNE AT EXCALIBUR DINNER
FULL PAGE AD IN PROGRAM (INSIDE PAGE)
FEATURED PROMINENTLY ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE
COMPANY SIGNAGE AT RECEPTION

SIGNATURE DRINK SPONSOR (EXCLUSIVE): \$2,500

PRIORITY TABLE FOR 10 WITH SIGNAGE
INCLUSION IN GALA INVITATION, IF PURCHASED PRIOR TO APRIL 10, 2020
INCLUSION IN THE DINNER PROGRAM IF PURCHASED BY MAY 15, 2020
RECOGNITION OF SPONSOR FROM THE PODIUM
LOGO PROJECTED ON A/V THROUGHOUT EVENT
FULL PAGE AD IN PROGRAM (INSIDE PAGE)
FEATURED PROMINENTLY ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE
COMPANY SIGNAGE AT RECEPTION

SPONSORSHIP OPPORTUNITIES

RECEPTION SPONSOR (EXCLUSIVE): \$2,000

PRIORITY TABLE FOR TEN WITH SIGNAGE
INCLUSION IN GALA INVITATION, IF PURCHASED PRIOR TO APRIL 10, 2020
INCLUSION IN THE DINNER PROGRAM IF PURCHASED BY MAY 15, 2020
RECOGNITION OF SPONSOR FROM THE PODIUM
HALF PAGE AD IN PROGRAM (INSIDE PAGE)
FEATURED PROMINENTLY ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE
COMPANY SIGNAGE AT RECEPTION

PUBLIC RELATIONS PROFESSIONAL OF THE YEAR (EXCLUSIVE): \$2,000

PRIORITY TABLE FOR TEN WITH SIGNAGE
PRESENTATION OF PUBLIC RELATIONS PROFESSIONAL OF THE YEAR AWARD
INCLUSION IN GALA INVITATION, IF PURCHASED PRIOR TO APRIL 10, 2020
INCLUSION IN THE DINNER PROGRAM IF PURCHASED BY MAY 15, 2020
RECOGNITION OF SPONSOR FROM THE PODIUM
LOGO PROJECTED ON SCREEN THROUGHOUT EVENT
DISPLAY OF COMPANY LOGO DURING PRESENTATION OF CATEGORY AWARDS
HALF PAGE AD IN PROGRAM (INSIDE PAGE)
FEATURED PROMINENTLY ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

SPONSORSHIP OPPORTUNITIES

YOUNG PUBLIC RELATIONS PROFESSIONAL OF THE YEAR SPONSOR (EXCLUSIVE): \$2,000

PRIORITY TABLE FOR TEN WITH SIGNAGE
PRESENTATION OF YOUNG PUBLIC RELATIONS PROFESSIONAL OF THE YEAR AWARD
INCLUSION IN GALA INVITATION, IF PURCHASED PRIOR TO APRIL 10, 2020
INCLUSION IN THE DINNER PROGRAM IF PURCHASED BY MAY 15, 2020
RECOGNITION OF SPONSOR FROM THE PODIUM
LOGO PROJECTED ON A/V THROUGHOUT EVENT
DISPLAY OF COMPANY LOGO DURING PRESENTATION OF CATEGORY AWARDS
HALF PAGE AD IN PROGRAM (INSIDE PAGE)
FEATURED PROMINENTLY ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

ENTERTAINMENT SPONSOR (EXCLUSIVE): \$2,000

PRIORITY TABLE FOR TEN WITH SIGNAGE
INCLUSION IN GALA INVITATION, IF PURCHASED PRIOR TO APRIL 10, 2020
INCLUSION IN THE DINNER PROGRAM IF PURCHASED BY MAY 15, 2020
RECOGNITION OF SPONSOR FROM THE PODIUM
LOGO PROJECTED ON A/V THROUGHOUT EVENT
DISPLAY OF COMPANY LOGO DURING AFTER PARTY
HALF PAGE AD IN PROGRAM (INSIDE PAGE)
FEATURED PROMINENTLY ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

SPONSORSHIP OPPORTUNITIES

ASSOCIATE SPONSOR ***\$1,500***

FOUR TICKETS TO THE EVENT
INCLUSION IN THE DINNER PROGRAM, IF PURCHASED BY MAY 15, 2020
LOGO PROJECTED ON A/V THROUGHOUT THE EVENT
LOGO FEATURED ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

SUPPORTING SPONSOR ***\$1,000***

TWO TICKETS TO THE EVENT
INCLUSION IN THE DINNER PROGRAM, IF PURCHASED BY MAY 15, 2020
LOGO PROJECTED ON A/V THROUGHOUT THE EVENT
LOGO FEATURED ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

IN-KIND SPONSORSHIP OPPORTUNITIES

KINDLY REQUESTING SUPPORT IN THE FOLLOWING:

CENTERPIECES/DECORATIONS

GRAPHIC DESIGN

ENTERTAINMENT

LIQUOR

PHOTOGRAPHY/VIDEOGRAPHY

PRINTING/SIGNAGE

IN-KIND SPONSORSHIP BENEFITS

TICKETS FOR TWO

INCLUSION IN THE DINNER PROGRAM IF SPONSORSHIP AGREEMENT

ARRANGED BY MAY 15, 2020

RECOGNITION OF SPONSOR FROM THE PODIUM

LOGO PROJECTED ON A/V THROUGHOUT EVENT

DISPLAY OF COMPANY LOGO DURING PRESENTATION OF CATEGORY AWARDS

RECOGNITION ON EXCALIBURAWARDS.ORG

RECOGNITION IN E-BLAST

RECOGNITION ON SOCIAL PLATFORMS

LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

PROGRAM ADS

PROGRAM ADS MAY BE PURCHASED BY AN ORGANIZATION OR INDIVIDUAL TO ADVERTISE A PRODUCT OR SERVICE, OR TO CONGRATULATE A NOMINEE OF AN AWARD. ALL ADS MUST BE SUBMITTED AND PAID FOR NO LATER THAN MAY 15, 2020. ALL AD FILES MUST BE SUBMITTED IN PRESS-READY PDF FORMAT TO ADMIN@PRSAHOUSTON.ORG

FULL PAGE ADS **\$500**

FINISHED SIZE	5.5W X 8.5H
LIVE AREA	5W X 8H

HALF PAGE ADS **\$250**

FINISHED SIZE	5.5W X 4.125H
LIVE AREA	5W X 3.625H

SILENT AUCTION

THE PUBLIC RELATIONS SOCIETY OF AMERICA HOUSTON CHAPTER'S SCHOLARSHIP COMMITTEE WAS ESTABLISHED TO SUPPORT THE GROWTH AND DEVELOPMENT OF THE PUBLIC RELATIONS PROFESSION. PRSA HOUSTON ANNUALLY AWARDS SCHOLARSHIPS TO COLLEGE STUDENTS AND OFFERS GRANTS TO EDUCATORS. THE SILENT AUCTION IS THE PRIMARY FUNDRAISER TO GENERATE FINANCIAL SUPPORT FOR THE SCHOLARSHIPS.

SILENT AUCTION UNDERWRITER (EXCLUSIVE): \$1,000

DISPLAY OF COMPANY LOGO DURING SILENT AUCTION
INCLUSION IN THE DINNER PROGRAM IF PURCHASED BY MAY 15, 2020
RECOGNITION ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS

SILENT AUCTION ITEM DONATIONS

IF YOU WOULD LIKE TO DONATE AN ITEM,
PLEASE CONTACT SILENT AUCTION CHAIR, SHELDRA BRIGHAM
AT SHELDRA.BRIGHAM@HOUSTONTX.GOV

TABLE & TICKET PACKAGES

TABLE PACKAGE #1

\$1,850

PRIORITY TABLE FOR TEN WITH SIGNAGE
INCLUSION IN THE DINNER PROGRAM IF PURCHASED BY MAY 15, 2020
RECOGNITION OF SPONSOR FROM THE PODIUM
HALF PAGE AD IN PROGRAM (INSIDE PAGE)
FEATURED PROMINENTLY ON EXALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

TABLE PACKAGE #2

\$1,350

PRIORITY TABLE FOR EIGHT WITH SIGNAGE
INCLUSION IN THE DINNER PROGRAM IF PURCHASED BY MAY 15, 2020
RECOGNITION OF SPONSOR FROM THE PODIUM
HALF PAGE AD IN PROGRAM (INSIDE PAGE)
FEATURED PROMINENTLY ON EXALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

TABLE PACKAGE #3

\$850

PRIORITY TABLE FOR FIVE WITH SIGNAGE
INCLUSION IN THE DINNER PROGRAM IF PURCHASED BY MAY 15, 2020
RECOGNITION OF SPONSOR FROM THE PODIUM
HALF PAGE AD IN PROGRAM (INSIDE PAGE)
FEATURED PROMINENTLY ON EXALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

VIP RECEPTION SPONSOR

\$250

INVITE FOR YOU AND A GUEST TO VIP RECEPTION
INCLUSION IN VIP RECEPTION INVITATION, IF PURCHASED PRIOR TO MAY 15, 2020
RECOGNITION DURING VIP RECEPTION
FEATURED ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON VIP RECEPTION SPONSOR SIGNAGE

EXCALIBUR GALA EVENT TICKETS

EARLY BIRD (MARCH 3 - MAY 15, 2020)

	\$85.00
Member	\$100.00
Non-Member	\$60.00
Student Non-Member	

STANDARD (MAY 16 - JUNE 24, 2020)

Member	\$100.00
Non-Member	\$120.00
Student Non-Member	\$65.00

AT THE DOOR

Member	\$125.00
Non-Member	\$135.00
Student Non-Member	\$75.00

HOUSE OF BLUES

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Houston Chapter
PRSA

