35TH ANNUAL EXCALIBUR AWARDS

CELEBRATING THE MANY FACES OF PR

Houston Chapter

PRSA

SPONSORSHIP OPPORTUNITIES Greetings,

The Houston Chapter of the Public Relations Society of America (PRSA) invites you to sponsor the 2020 Excalibur Awards.

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

Sincerely,

Laci Theriot
Co-Chair

PRESENTING SPONSOR (EXCLUSIVE): \$5,000

PRESENTATION OF THE GRAND EXCLUSION AWARD
INCLUSION IN EVENT INVITATION, IF PURCHASE ORIGINATION AUGUST 1, 2020
INCLUSION IN THE EVENT PROGRAM IS TURCHASED BY AUGUST 31, 2020
RECOGNITION OF SPORTON URING THE EVENT
LOGOPHOJETED ROLLHOUT EVENT
FULL PAGE ALTERPOORAM (INSIDE COVER)
FEATURED TROMNENTLY ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

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

PRESENTATION OF PUBLIC RELATIONS PROFESSIONAL OF THE YEAR AWARD INCLUSION IN EVENT INVITATION, IF PURCHASED PAGE TO AUGUST 1, 2020 INCLUSION IN THE EVENT PROGRAM OF PURCHASED AUGUST 31, 2020 RECOGNITION OF SPONSOR DURING THE EVENT LOGO PROJECTED OF VOICE AUGUST STATEMENT OF COMPANY LOGO VIRING RESERVE FATION OF CATEGORY AWARDS FULL PAGE AUN PROGRAM (INSIDE PAGE)

FEATURED TROP INENTITY ON EXALIBURAWARDS.ORG

RECOGNITION IN E-BLAST

RECOGNITION ON SOCIAL PLATFORMS

LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

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

PRESENTATION OF YOUNG PUBLIC RELATIONS PROFESSIONAL OF THE YEAR AWARD INCLUSION IN EVENT INVITATION, IF PURCHAS R TO AUGUST 1, 2020 INCLUSION IN THE EVENT PROGRAM F PURC AUGUST 31, 2020 RECOGNITION OF SPON LOGO PROJECT ED O ROUGH JUT EVENT FATION OF CATEGORY AWARDS DISPLAY OF COMPANY LOGO JRIN N PROGRAM (INSIDE PAGE) FEATURED - KON NENTLY ON EXCALIBURAWARDS.ORG RECOGNITION IN E-BLAST RECOGNITION ON SOCIAL PLATFORMS LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

CEO COMMUNICATOR
OF THE YEAR SPONSOR
(EXCLUSIVE): \$1,500

PRESENTATION OF CEO COMMUNICATOR OF THE YEAR AWARD
INCLUSION IN EVENT INVITATION, IF PURCHASED PRIOR TO AUGUST 1, 2020
INCLUSION IN THE EVENT PROGRAM IF PURCHASED BY AUGUST 31, 2020
RECOGNITION OF SPONSOR DURING THE EVENT
LOGO PROJECTED 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 EXALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE

CELEBRATING THE MANY FACES OF PR SPONSOR (EXCLUSIVE): \$1,000

INCLUSION IN EVENT INVITATION, IF PURCHASED PRIOR TO AUGUST 1, 2020
INCLUSION IN THE EVENT PROGRAM IF PURCHASED BY AUGUST 31, 2020
RECOGNITION OF SPONSOR DURING THE EVENT
LOGO PROJECTED THROUGHOUT EVENT
COMPANY LOGO INCLUDED WITH MASQUERADE MASKS
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

COCKTAIL PARTY SPONSOR (EXCLUSIVE): \$1,000

INCLUSION IN EVENT INVITATION, IF PURCHASED PRIOR TO AUGUST 1, 2020
INCLUSION IN THE EVENT PROGRAM IF PURCHASED BY AUGUST 31, 2020
RECOGNITION OF SPONSOR DURING THE EVENT
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 (AWARDS PICK-UP EVENT)

GRAND ENTRANCE SPONSOR COCKTAIL PARTY (EXCLUSIVE): \$1,000

INCLUSION IN EVENT INVITATION, IF PURCHASED PRIOR TO AUGUST 1, 2020
INCLUSION IN THE EVENT PROGRAM IF PURCHASED BY AUGUST 31, 2020
RECOGNITION OF SPONSOR DURING THE EVENT
LOGO PROJECTED THROUGHOUT EVENT
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 (AWARDS PICK-UP EVENT)

SIGNATURE DRINK SPONSOR COCKTAIL PARTY (EXCLUSIVE): \$1,000

INCLUSION IN EVENT INVITATION, IF PURCHASED PRIOR TO AUGUST 1, 2020
INCLUSION IN THE EVENT PROGRAM IF PURCHASED BY AUGUST 31, 2020
RECOGNITION OF SPONSOR DURING THE EVENT
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 COCKTAIL PARTY (AWARDS PICK-UP EVENT)

ASSOCIATE SPONSOR \$150

INCLUSION IN THE EVENT PROGRAM, IF PURCHASED BY AUGUST 31, 2020
LOGO PROJECTED THROUGHOUT THE EVENT
LOGO FEATURED ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE DURING AWARD PICK UP

SUPPORTING SPONSOR \$100

INCLUSION IN THE EVENT PROGRAM, IF PURCHASED BY AUGUST 31, 2020
LOGO PROJECTED THROUGHOUT THE EVENT
LOGO FEATURED ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE DURING AWARD PICK UP

IN-KIND SPONSORSHIP OPPORTUNITIES

KINDLY REQUESTING SUPPORT IN THE FOLLOWING:

CENTERPIECES/DECORATIONS FOR RECEPTION
GRAPHIC DESIGN -SOLD
LIQUOR
PHOTOGRAPHY - SOLD
VIDEOGRAPHY - SOLD
PRINTING/SIGNAGE FOR RECEPTION

IN-KIND SPONSORSHIP BENEFITS

INCLUSION IN THE EVENT PROGRAM IF SPONSORSHIP AGREEMENT ARRANGED
BY AUGUST 31, 2020
RECOGNITION OF SPONSOR DURING THE EVENT
LOGO PROJECTED THROUGHOUT EVENT
DISPLAY OF COMPANY LOGO DURING PRESENTATION OF TACTICAL AWARDS
RECOGNITION ON EXCALIBURAWARDS.ORG
RECOGNITION IN E-BLAST
RECOGNITION ON SOCIAL PLATFORMS
LOGO INCLUDED ON PRSA SPONSOR SIGNAGE DURING AWARD PICK UP

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 AUGUST 31, 2020. ALL AD FILES MUST BE SUBMITTED IN PRESS-READY PDF FORMAT TO ADMIN@PRSAHOUSTON.ORG

FULL PAGE ADS \$200

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

> HALF PAGE ADS \$100

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
HALF PAGE AD IN PROGRAM (INSIDE PAGE)
INCLUSION IN THE EVENT PROGRAM IF PURCHASED BY AUGUST 31, 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,
P LEASE CONTACT SILENT AUCTION CHAIR, SHELDRA BRIGHAM
AT SHELDRA@ICLOUD.COM

35TH ANNUAL EXCALIBUR AWARDS

10.1.20



Houston Chapter

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

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

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



