



PR Capital: Gateway to a Career as a Young Professional

Jan. 20, 2011

The Public Relations Student Society of America (PRSSA) is a pre-professional organization that connects students to PR professionals in an effort to provide experience and opportunities that will help prepare them for a career after graduation. This year, The Ohio State University's PRSSA chapter has the honor of hosting one of 11 nationally recognized regional activities. Regional activities are events that are specifically hosted for PRSSA members in that region.

Ohio State's regional activity, themed "PR Capital: Gateway to a Career as a Young Professional," is intended to provide students with a look into life after college, prepare students with the tools to deal with professional expectations and facilitate dialogue and conversation on the key topics of young professionalism.

PR Capital will take place Saturday, April 16, 2011 at the Ohio Union on Ohio State's Columbus campus. A total of 25 PRSSA chapters from Ohio and Michigan have been invited to attend.

To further generate awareness and raise support and funds for the event, we are hoping to gain sponsors who would like to be a part of this occasion in some way.

There are two ways in which sponsors can show their support for PR Capital:

- Donate a monetary amount to aid in our efforts to host a professional, educational and informative event for students. Please see the attached sponsorship opportunities insert for further details on the various levels of sponsorship.
- Donate items featuring your logo that we may use as giveaways at our event. Some example items include T-shirts, pens, reusable bags, notepads, etc.

We hope that you can support us in any way possible. This will be a great opportunity to promote your business to hundreds of students from Ohio and Michigan.

If you have any questions about the regional activity or sponsorship opportunities, please contact me at 740-475-8898 or ohiostatecomm@gmail.com.

Sincerely,

Jessica Henry OSU PRSSA Communication Associate



PRCAPITAL: Gateway to a Career as a Young Professional

Sponsorship Opportunities

Buckeye Package: \$1,000

- Signage featuring your name/company logo displayed on all promotional items including attendee letters, media releases, web site, event posters and banners
- Acknowledged as Honorary Chair at event with special on-stage recognition
- Inclusion in all print media event advertisements
- Recognition and your name/company logo displayed in promotional videos
- Name placement on event program
- Full page ad in event program
- Five complimentary event lunches during on-stage recognition
- Promotional table at event

Brutus Package: \$500

- Signage featuring your name/company logo displayed on all promotional items including attendee letters, media releases, web site, event posters and banners
- Acknowledged as Platinum Chair at event with special on-stage recognition
- Inclusion in all print media event advertisements
- Recognition and your name/company logo displayed in promotional videos
- Name placement on event program
- Half page ad in event program

Scarlet Package: \$250

- Signage featuring your name/company logo displayed on all promotional items including program, attendee letters, media releases, web site, event posters and banners
- Inclusion in all print media event advertisements
- Recognition and your name/company logo displayed in promotional videos

Gray Package: \$50

- Inclusion in all web media advertisements
- Name placement on event program

