

PRSA

Minnesota Chapter

2026 SPONSORSHIP PACKAGES

Let's Work Together!



WELCOME



From Our President

Grete Lavrenz, MA, APR

Minnesota PRSA is growing — and so is our impact. We continue to lead the way in strengthening the public relations profession across our region as a premier network for communications professionals — delivering dynamic programming, embedding diversity and inclusion into everything we do, and nurturing the next generation of PR leaders.

This momentum is powered by partnership. Support at every level — from large organizations to independent practitioners — makes it possible for Minnesota PRSA to deliver meaningful value to our members and the communities we serve. **We invite you to be part of what's next**, and thank you for considering a partnership with Minnesota PRSA as we work toward a year of shared impact and success.

WHO WE ARE

The Public Relations Society of America (PRSA) is the nation's premier professional communication organization with a mission to “make communications professionals smarter, better prepared and more connected.”

Minnesota PRSA is a thriving professional chapter that has been active in Minnesota's communications community since 1953.

We offer:

- **Community:** We connect communicators across every industry and career stage — from students to the C-suite — fostering mentorship and collaboration.
- **Career Growth:** We help members stay ahead of the curve with training on emerging trends like AI, leadership and ethics — to advance and lead with confidence.
- **Relevance:** As part of PRSA, members join the nation's premier professional organization of communicators, upholding standards of excellence that strengthen the entire profession.

Minnesota PRSA is proud to lead the country in members accepted into the national College of Fellows, widely considered as the gold standard of public relations professionals.

Minnesota Chapter



Grete Lavrenz, MA, APR

Minnesota PRSA President



Kenny Devine

Director



Adrienne Foley, APR

Director



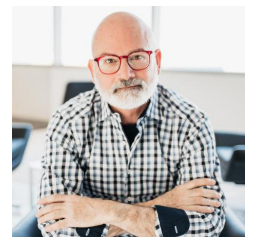
Emily Tackaberry, APR

Minnesota PRSA President-Elect



Amie Hoffner

Director



Dan Jasper

Director



Laura Hennen, MBA, APR

Minnesota PRSA Secretary/Treasurer



Betsy Anderson, Ph.D., APR

Minnesota PRSA Immediate Past President



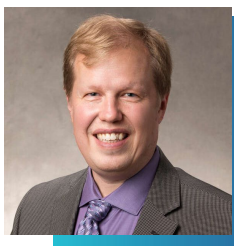
Jaylen Lyles

Director



Jeff McKito

Director



Brant Skogrand, APR, MBC, CPPM

Minnesota PRSA Ethics Officer



Meredith Moore

Director



Rico Paul Vallejos

Director



Sarah Bhimani

Minnesota PRSA Diversity, Equity and Inclusion Officer

HELPING YOU REACH

KEY BRANDS, INFLUENCERS, CUSTOMERS AND TALENT

Chapter members are in several Minnesota institutions in positions ranging from entry level to the C-suite. We are a diverse organization composed of locally and nationally recognized members who have developed award-winning strategic communication programs.

Minnesota PRSA membership has cross-sector representation spanning Fortune 500 companies to dozens of small and mid-sized organizations across corporate, nonprofit and government.

The Twin Cities market is also home to some of the industry's leading creative communication firms.

Benefits of partnership include:

- Driving brand awareness and engagement
- Creating visibility to enable new employee recruitment
- Demonstrating thought leadership to offer guidance, share perspectives and inspire innovation
- Establishing new connections and building your customer base via the communications industry's leading professional organization



SPONSORSHIP PACKAGES

WITH STANDARD AND CUSTOM OPTIONS

ANNUAL SPONSORSHIP OPPORTUNITIES

- Diamond
- Emerald
- Sapphire
- Custom A La Carte

INDEPENDENT PRACTITIONER OPPORTUNITIES

- Benefactor
- Patron
- Friend
- Custom A La Carte

SIGNATURE EVENT: PRSSA PR NORTH

- Platinum
- Gold
- Silver
- Custom A La Carte










SIGNATURE EVENT: CLASSICS AWARDS

- Platinum
- Gold
- Silver
- Custom A La Carte



Minnesota Chapter

Our Minnesota PRSA sponsors are featured prominently throughout the year in appreciation of the programming, education, connections and community these sponsors make possible.

ANNUAL SPONSOR	Diamond \$8,000	Emerald \$6,000	Sapphire \$4,000
Logo presence: website, The LINK newsletter, promotional materials and at chapter events			
Tagged in social media posts for Annual Meeting			
Event introduction, host or moderator opportunities			
Job Board posting (each active for 1 month)	4 listings	3 listings	2 listings
Thought leadership in Perspectives blog, with a one-time feature in The LINK newsletter	4 blog posts	3 blog posts	2 blog posts
Email to members	1 email		
Complimentary event tickets (can be used at Classics, DEI, Ethics, PR North)	6 tickets	4 tickets	2 tickets
Signature event discounts	20% off, Classics and PR North tickets/table	10% off Classics and PR North tickets/table	5% off Classics and PR North tickets/table

Looking for something else? A Minnesota PRSA representative can work with you on a CUSTOM option that fits your sponsorship level.

PRSA 2026 ANNUAL SPONSORSHIP PACKAGES

Minnesota Chapter

INDEPENDENT PRACTITIONERS	Benefactor \$1,000	Patron \$500	Friend \$250
Logo presence: website, The LINK newsletter, promotional materials and at chapter events	●	●	●
A portion of the sponsorship goes to support PRSSA student fees and event registrations for job seekers and professionals in transition	●	●	●
Event introduction, host or moderator opportunities	●	●	
Thought leadership in Perspectives blog (1x)	●	●	
Tagged in social media posts for Annual Meeting	●		
Complimentary chapter event tickets (can be used at Classics, DEI, Ethics, PR North)	2 tickets	2 tickets	



Minnesota Chapter

MINNESOTA PRSA CLASSICS	Platinum \$4,000	Gold \$3,000	Silver \$2,000
Logo presence at venue and recognition during President's remarks	●	●	●
Tags in pre- and post-event social media	●	●	●
Recognition on Classics website	●	●	●
Opportunity to present an award	●	●	●
Digital program advertising	Full Page or 60 seconds	Half Page or 30 seconds	Quarter Page or 25 seconds
Complimentary Classics event tickets	8 tickets	6 tickets	4 tickets

PR NORTH	Platinum \$1,500	Gold \$1,000	Silver \$750
Logo presence at venue, recognition during opening remarks, logo on website	●	●	●
Internship/job posting and booth at job fair or gift bag item inclusion	●	●	●
Tags in pre- and post-event social media	●	●	●
Opportunity to present or moderate a panel	●	●	
Thought leadership in Perspectives blog (1x)	●		
Complimentary PR North event tickets	4 tickets	2 tickets	1 ticket

Minnesota Chapter

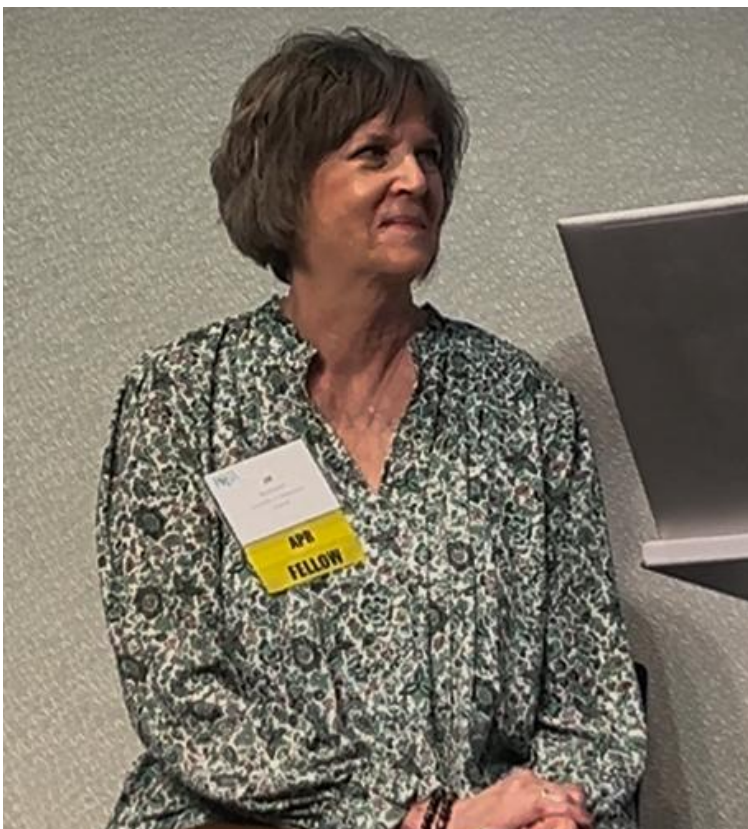
MIDWEST DISTRICT CONFERENCE (MDC) An opportunities to add on to an existing Minnesota PRSA sponsorship!	Minnetonka +\$4,000 Limited	Isles +\$2,000 Unlimited	Independent +\$400 Unlimited
Logo presence at venue and recognition throughout the conference	●	●	●
Logo presence on Midwest District website	●	●	●
Opportunity to introduce a speaker or panel	●		
One custom email ad to Midwest District Chapter members	●		
Vendor table	●	●	●
Complimentary MDC event tickets	4 tickets	2 tickets	1 ticket



Minnesota Chapter

Looking for something else? A representative can help create a package that could include:

- Annual Meeting, DEI Forum, Ethics Event
- Speaker honorarium
- Thought leadership/Perspectives blog
- Event or meeting space
- Event meals/catering
- Custom cocktail/food items
- Photo booth/photographer
- Headshots
- Accessibility
- Equipment
- Design/graphics/printing
- Gift bag
- Music/entertainment
- Job Board
- Student/professionals in transition registrations





PRSA

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MINNESOTA PRSA SPONSORSHIP CONTACTS:

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