

Independent Practitioners Alliance

(One of PRSA's fastest growing sections)

SPONSOR OPPORTUNITIES 2022 - 2023

PRSA Public
Relations
Society of
America

PRSA IPA MISSION STATEMENT

Created by <https://levitatevideo.com>

THE BRANDS WE TRUST ARE THE ONES THAT SHARE OUR



Reach 300+ Independent PR Entrepreneurs

Veteran storytellers, PR innovators, and mentors to tomorrow's PR trailblazers

MEMBER DEMOGRAPHICS

Experience & Work environment

- 95% have been practicing PR for over 20 years, approximately 10 years as an independent
- 90% work from home
- Almost one-third (30.9%) of respondents subcontract to others in a virtual agency model

Education & Certifications

- Vast majority of IPA members have a bachelor's degree in PR or Journalism
- 21% have graduate degrees in PR or Communications
- 90% of members participating in the survey have their Accreditation in Public Relations (APR) credential
- 90% of IPA members work from home
- Almost 20% are part of the PRSA College of Fellows which requires 20 years of professional practice
- Majority of members fall in the 35-64 age range
- Women are represented 3:1 over men in IPA, but 2020 saw a significant uptick in membership among male indies.

Geography: Evenly distributed across the country – most in urban, then suburban and 5% in rural.

Business Organization

- 50% LLC
- 46% Sole Proprietor
- 4% S Corp

Financial

- 85% contribute to a retirement plan with an average contribution of 12%
- Most popular savings vehicles: SEP IRA, ROTH IRA, 401K



Every Sponsor Gets A Lot Of Love And Visibility On Ipa Social!

When you sponsor an IPA program, small or large, all sponsors enjoy visibility across all of IPA's social media channels, another valuable return on your investment.

Facebook Public: 270 Followers, 237 Likes

Facebook Private: (IPA Members Only) 297 members

Twitter: 234 Followers

LinkedIn Group: 737 members. The PRSA Independent Practitioners Alliance provides resources and a virtual gathering place for independent practitioners, whether they work alone or in teams, from home, small or shared offices.

Blog Link: With 282 members, the IPA blog is accessible to not just members, but the general public which helps us build our community.

IPA Forum: (Behind the PRSA Members Only Firewall) – The IPA Forum is a peer to peer communication channel for members to reach out to one another for new business partnerships, PR tool questions, and general networking. IPA members can post on both the IPA member forum and the PRSA open forum; all IPA program activities are regularly promoted on both forums along with sponsor mentions.

SPONSORSHIP OPPORTUNITY OVERVIEW

Business Building Webinar Monthly	IPA E-Newsletter 4X/Year	IPA VirtuCon Annually, September
PRSA ICON Meetups & District Conferences		



Sponsorship Opportunity

Monthly Business Building Webinar Series

Designed by Indies for Indies

Our highly rated, monthly webinar series is designed specifically for independent professionals. These hour-long programs, held live and recorded for on demand replay, feature a variety of topics and subject matter experts focused on “the business of the business” to help you work ON the business not just IN it. Some of the many topics we cover include:

- Marketing your indie practice
- Filling your client pipeline
- Managing client relationships
- Boosting your productivity
- Contracts and billing practices
- **NEW:** Financial Health Series

Individual:	\$350
2-spot package:	\$650
3-Spot package:	\$900
Annual (11 Spots):	\$3,000

Sponsorship includes: Company introduction prior to presentation, brand logo displayed on intro slide, brand logo on webpage where on-demand recordings are housed. We also encourage to provide a “special offer” to PRSA members.

Residual Value: Program archive is available to members for a period of 1 year.

Ad Specs

400 x 300 pixels
72 dpi
JPG or PNG

The best thought-leadership opportunity is annual sponsorship.



Sponsorship Opportunity

IPA Member e-Newsletter

The IPA Newsletter is issued three times per year and is put together by the IPA Communications team. Content follows a consistent format with current content that can include member profiles, summaries of programs and links to recordings, upcoming program promos, opinion pieces and other items of interest to our members. Our IPA Newsletter open rate is 48% and click rate averages 25% which is very high.

Issued: 4X/Year

Advertising spots per Newsletter:


- Banner: \$700.00
- In-text spots: \$500 (each)

Exclusive sponsorship: includes prominent banner/logo at top of newsletter with 2 additional spots between sections for special messages/promotions throughout newsletter.

Sponsor an entire issue (Takeover): \$1,500.00
Takeover 2 issues: \$2,700.00 (10% off)
Exclusive sponsorship/all 4 issues: \$5,100.00 (15% off)

Ad Specs

400 x 300 pixels
72 dpi
JPG or PNG



*Best value is a
Newsletter Takeover*

Sponsorship Opportunity

PRSA IPA VirtuCon

Whether by force or by choice, becoming a solo professional or independent practitioner (“indie”) can be an extremely rewarding career move, but one also filled with trepidation and a LOT of questions. How do you get started? What are the basic tools you’ll need? What do you not know that you need to know to ensure a successful indie practice?

The IPA VirtuCon was created in 2017 as a way for indies to enjoy the benefits of a conference-like experience without the added burden of travel and lodging fees, as well as the intangible cost of “closing up shop” to attend. Designed specifically for the virtual setting, long before virtual was a trend (or need), this half-day conference features keynotes and sessions that focus on the business of the business; working ON the business, not just IN the business!

Sponsorship Includes:

Company introduction, brand logo displayed next to on-demand recording of the virtual conference, a brief overview of your company and promotion via IPA’s communication channels.

\$2,000 Sole Sponsor
\$750 3/Non-exclusive

If you wish to be a sole sponsor, we will work with you to customize your program sponsor approach to provide maximum benefit for both you and our audience!

Program archive is available to members for a period of one year.

PRSA
Independent Practitioners Alliance

6TH (2022) & 7TH (2023)
ANNUAL

VirtuCon

Held in September

SPONSOR VIRTUCON



Sponsorship Opportunity

ICON Meetup

The IPA meetup at PRSA International Conference is an opportunity for active IPA members to get together live and in person for high value networking and socializing. It's also an opportunity for us to invite potential new members to meet so we can introduce them to our section and invite them to join in an informal setting during ICON.

Sponsorship includes:

- Presentation to group during introductions
- Description of any special offers
- Brand logo and messaging on all pre-and post-email communications as well as event collateral.
\$2,500

Local District Conference: (where available, please inquire)

Sponsorship includes:

Prominent Company branding at intimate in-person event, pre-program sponsor overview, special thanks during introductory and closing remarks, logo, sponsorship description on IPA section events page.

\$500





Ready to Lock in Your Spot?

Contact Gina Milani, IPA Sponsorship Chair and immediate past IPA Section Chair, at gina@milanimarketing.com or call 650-325-5565

PRSA Public Relations Society of America

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