

PRSA

Employee
Communications

prsa.org/connect25

Employee Communications
CONNECT25 Conference

STEPPING UP: Becoming an Internal Influencer

April 28-30 • St. Louis
Hyatt Regency St. Louis at The Arch

SPONSORSHIP OPPORTUNITIES



About the PRSA Employee Communications Section

Pick up any copy of Inc., Fortune or HBR and nearly every issue has an article about the importance of workplace culture, which directly ties to internal communications and employee engagement. As organizations see the correlation between how their employees act and feel and the company's safety numbers, employee turnover and ultimately profitability, they will continue to place emphasis and resources on internal audiences.

The Employee Communications Section offers opportunities to connect with practitioners who understand the issues and are willing to share solutions. Through in-person and virtual networking opportunities, newsletters and other resources, this Section helps practitioners develop public relations and management skills directly related to their professional environment.

Stepping Up: Becoming an Internal Influencer

The 2025 conference will be particularly relevant to the nation's communicators with the opportunity to gather, reconnect, and seek timely strategies, resources, and diverse perspectives to thrive and excel in the industry.

Presented by the PRSA Employee Communications Sections, this Conference will bring together over 150 communications experts to address topics affecting the profession today. Attendees will have opportunities for education and discussion of the best practices and latest issues facing communicators today. Attendees will seek new understanding, ideas and skills for planning and executing communications from leading experts. Attendees will also have several opportunities to network with fellow attendees and sponsors.

Reasons to sponsor this conference:

- Sponsors will be in front of internal communications pros.
- Insight into professional challenges and objectives: Sponsors are encouraged to attend Conference sessions to find out firsthand what target customers want.
- Ninety percent of Conference attendees are present at general session presentations, with speakers and panels that highlight internal communications issues of interest to the industry.
- Offered programming allows communications and PR pros to share best practices and strategies.
- The Conference presents extensive networking opportunities to enhance a professional's business contacts.

The Employee Communications uses Whova, a conference app that gives the opportunity for attendees to access your company website, chat directly with designated contact person and view your company profile.

Sponsor can customize their profile page with content, photos, videos and contesting and have the opportunity to send out push notifications to all attendees.

CONFERENCE

SPONSORSHIP OPPORTUNITIES

Titanium Sponsor – \$15,000

(3 Available)

- Acknowledgement as primary sponsor of one keynote session
- Acknowledgement as sponsor at all networking sessions
- Opportunity for company representative to give a 2-minute address from the podium during the Conference
- 20-minute speaking opportunity (timing dependent on final agenda)
- Conference App Push Notifications: opportunity for up to (4) push notifications via the conference app - either before the Conference begins or during the Conference
- Access to the Conference attendees via up to (2) PRSA dedicated emails on your behalf
- (4) Conference registrations. Additional registrations are available at the discounted member rate (\$995)
- Brand logo displayed as a sponsor in Conference app, Conference website and social media campaigns. (Sponsor must provide logo in vector and png formats.)
- (1) 4x6 Exhibit Table in the designated sponsor area
- Opportunity to offer premium items or giveaways to Conference attendees, at sponsor's expense

Platinum Sponsor – \$12,500

(2 Available)

- Acknowledgement as primary sponsor of a breakout session
- Acknowledgement as sponsor at all keynote and networking sessions
- Opportunity for company representative to give a 2-minute address from the podium during the Conference
- Conference App Push Notifications: opportunity for up to (2) push notifications via the conference app - either before the Conference begins or during the Conference
- Access to the conference attendees via up to (1) PRSA dedicated emails on your behalf
- (2) Conference registrations. Additional registrations are available at the discounted member rate (\$995)
- Brand logo displayed as a sponsor in Conference app, Conference website and social media campaigns. (Sponsor must provide logo in vector and png formats.)
- (1) 4x6 Exhibit Table in the designated sponsor area
- Opportunity to offer premium items or giveaways to Conference attendees, at sponsor's expense

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Diamond Sponsor – \$10,000

(2 Available)

- Acknowledgement as sponsor at all keynote and networking sessions
- Conference App Push Notifications: opportunity for up to (1) push notifications via the Conference app - either before the Conference begins or during the conference
- Access to the conference attendees via (1) PRSA dedicated email on your behalf
- (1) Conference registration. Additional registrations are available at the discounted member rate (\$995)
- Brand logo displayed as a sponsor in Conference app, Conference website and social media campaigns. (Sponsor must provide logo in vector and png formats.)
- (1) 4x6 Exhibit Table in the designated sponsor area
- Opportunity to offer premium items or giveaways to Conference attendees, at sponsor's expense

Gold Sponsor – \$5,000

(4 Available)

- Acknowledgement as sponsor at all keynote sessions
- Brand logo displayed as a sponsor in Conference app, Conference website and social media campaigns. (Sponsor must provide logo in vector and png formats.)
- (1) 4x6 Exhibit Table in the designated sponsor area
- Opportunity to offer premium items or giveaways to conference attendees, at sponsor's expense

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Hospitality Hero - \$5,000

(1 Available)

- Acknowledgement as sponsor at all keynote sessions
- Opportunity to host meals, refreshment breaks, Conference related tools (at sponsor's expense).
- Brand logo displayed as a sponsor in Conference app, Conference website and social media campaigns. (Sponsor must provide logo in vector and png formats.)
- (1) 4x6 Exhibit Table in the designated sponsor area
- Opportunity to offer premium items or giveaways to conference attendees, at sponsor's expense

Participating Sponsor – \$2,500

- Acknowledgement as sponsor on Conference mobile app
- Brand logo displayed as a sponsor in Conference app, Conference website and social media campaigns. (Sponsor must provide logo in vector and png formats.)
- Opportunity to offer premium items or giveaways to conference attendees, at sponsor's expense

Additional opportunities available upon request.

For further details, contact Employee CommunicationsConnect24 Conference Chair:

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