



# 2026 Sponsorship Opportunities

## Elevating the Public Relations Industry—Together

The Public Relations Society of America, Buffalo Niagara Chapter (PRSA Buffalo Niagara), is dedicated to sustaining a strong, connected community of communications professionals who play a vital role in helping organizations and Western New York succeed.

In 2026, our focus is on keeping our membership thriving by building stronger professional connections, amplifying diverse voices, and cultivating the next generation of public relations, marketing, and communications leaders.

This means:

- Sustaining a vibrant, engaged membership
- Strengthening meaningful professional relationships
- Investing in the future of the communications industry

Through in-person and virtual events, professional development opportunities, and signature programs, PRSA Buffalo/Niagara creates spaces for members to learn, grow, and lead. Sponsorship offers your organization the opportunity to be part of this mission gaining visibility, aligning with industry leaders, and supporting the professionals who help drive business, nonprofit, and institutional success across Western New York.

Your partnership directly supports the growth of our membership, the delivery of impactful programming, and the development of future communications leaders. All sponsorship opportunities can be tailored to align with your organization's goals.

Thank you for considering a partnership with PRSA Buffalo/Niagara.

In gratitude,

***Cassandra Kubiak***

Cassandra Kubiak

President, PRSA Buffalo Niagara (2026)

## Benefits of Sponsoring PRSA Buffalo Niagara

PRSA is the world's largest organization for public relations professionals, with more than **25,000 members globally, of those 8,000 PRSSA students**. Founded in 1963, PRSA Buffalo Niagara connects your organization with a vibrant and growing network of more than 100 local communications professionals ranging from emerging talent to seasoned industry experts.

- 1,000+ regional communications professionals in our prospect network
- Signature Excalibur Awards Gala attendance goal: 175 in 2026
- Expanded educational seminar and networking programming in 2026

Whether your goal is to **attract top talent, elevate your brand, or build long-term trust with the local companies/professionals**, sponsorship provides a meaningful platform to engage with the region's PR and marketing community.

### Why it makes sense:

- **Position your organization as a trusted thought leader** aligned with the highest standards of communication excellence across Western New York's marketing and communications community (30+ companies and growing).
- **Gain year-round visibility and event recognition** across our channels with speaking and brand activation opportunities that keep you front and center.
- **Build meaningful relationships** through complimentary event and networking tickets to connect directly with members, decision-makers, and rising talent.
- **Recruit top talent** by engaging emerging and experienced communications professionals within our network.
- **Expand your local footprint** with business development and networking opportunities that drive growth.
- **Receive a full 12 months of benefits**, regardless of when your sponsorship begins.
- **Give back while you grow** with 10% of every sponsorship supports the PRSA May C. Randazzo Scholarship Fund supporting upcoming communication leaders.

To learn more, please contact our Sponsorship Chair, Cassandra Kubiak, Chapter President at [sponsorship@prsabuffaloniagara.org](mailto:sponsorship@prsabuffaloniagara.org).

## 2026 Annual Corporate Partnerships

Annual partners receive consistent exposure across all programming, communications and chapter touchpoints.

Benefits	Premier Partner	Gold Partner	Silver Partner	Bronze Partner	Community Partner
Investment	\$6,000	\$4,000	\$2,500	\$1,250	\$500
Industry Exclusivity	✓ (1 per industry)	✓ (4 per industry)			
Excalibur Recognition	Presenting Sponsor	Gold Level	Bar or Dessert	Program Sponsor	Program Ad, Full page
Social Media Spotlights	12	6	3	1	
Networking Event Sponsor	Supporting Sponsor	Supporting Sponsor	Supporting Sponsor		
Complimentary Event Tickets*	10	8	4	2	
Exclusive Email Blasts	4	3	2	1	
Website Placement	Homepage banner	Homepage logo	Homepage logo	Homepage logo	Homepage logo
Job Board Credits	4	3	2	1	
Discount on Additional Event Sponsorships	20%	15%	10%	5%	

*\*Event tickets exclude Excalibur Awards Gala unless separately purchased OR included in an event-specific sponsorship.*

### Why Annual Partnership Makes Strategic Sense

Two to three individual event sponsorships often equal the cost of a Silver annual partnership **without** the year-round visibility, priority placement, email access, job board credits or event discounts.

## Signature Event: Excalibur Awards Gala

Attendance: 130 (2025) → Goal: 175 (2026)

The premier communications awards event in Western New York.

Level	Investment	Benefits
<b>Presenting Sponsor</b> (One for this event)	\$5,000	Event naming rights, 5-min remarks, one premium table (10 tickets), logo on screen throughout, & back cover full page ad
<b>Gold Sponsor</b>	\$3,000	Award section naming, recognition, ½ premium table (5 tickets), full page ad
<b>Bar Sponsor</b> (One for this event)	\$1,000	Bar signage, ½ page ad, 2 tickets & recognition
<b>Dessert Sponsor</b> (One for this event)	\$1,000	Bar signage, ½ page ad, 2 tickets & recognition
<b>Program Sponsor</b> (One for this event)	\$500	Logo on first page of program & 2 tickets
<b>Program Advertising</b>	\$150, \$300 \$500	Half, Full, 2-page spread

*Annual partners receive discounted pricing and priority selection.*

### Specs for Advertising Booklet:

**Half Page Ad:** 6" W × 4" H; keep text/logos at least 0.25" from edges.

**Full Page Ad:** 6" W × 8" H trim; 6.25" W × 8.25" H with 0.125" bleed; keep important content within 5.5" W × 7.5" H safe area.

**Full Spread Ad:** 12" W × 8" H trim; 12.25" W × 8.25" H with bleed; keep key elements 0.5" away from the center fold.

## Summer Seminar Series

**Attendance: 20 per session → Goal: 50 per session**

Three professional development workshops focused on emerging issues in communications, media, emerging trends and leadership.

Level	Investment	Benefits
<b>Series Presenting Sponsor</b> (One for this event)	\$2,500	Naming rights for full series, intro remarks at all 3 sessions, option to present, logo & 6 tickets per session
<b>Session Sponsor</b>	\$1,000	Recognition at one session, 4 tickets, option to present, logo
<b>Supporting Sponsor</b>	\$500	Logo + 2 tickets
<b>Community Sponsor</b>	\$250	Logo listing

## Networking Sponsorship Levels

**Attendance: 30 → Goal: 50**

Relationship-driven gatherings connecting regional communications leaders. Spring Happy Hour or Summer Buffalo Bison Game Happy Hour.

Level	Investment	Benefits
<b>Event Sponsor</b> (one per event)	\$1,750	Networking naming rights, opening remarks opportunity, event signage/swag, 6 tickets
<b>Supporting Sponsor</b>	\$1,000	Logo on signage & 4 tickets
<b>Activity Sponsor</b>	\$500	Branded activation (activity)
<b>Beverage Sponsor</b>	\$250	Bar signage + recognition

## In-Kind Partnerships

We proudly recognize contributions of space, catering, media, printing and production support.

### Recognition Structure

Fair Market Value	Recognition Level
\$2,500+	Gold Equivalent
\$1,000–\$2,499	Silver Equivalent
\$500–\$999	Bronze Equivalent

All in-kind partners receive:

- Equivalent promotional recognition on promotional material at event contributed
- Verbal recognition at event contributed
- Website and event visibility consistent with contribution level, if applicable

## A-La-Carte Add-Ons

Available to all sponsors or one off approved advertising requests. Approvals are made by the sponsorship committee. Note, Annual partners receive priority access and discounted pricing.

Opportunity	Investment
Dedicated Email Blast	\$300
Sponsored LinkedIn Post	\$150
Email Banner (Quarter)	\$250
Website Homepage Banner (Month)	\$400
Event Swag Insert	\$200

## PRSA Buffalo Niagara Job Board Rates

### Connect Directly with Regional Communications Talent

Our Job Board reaches:

- 100 active PRSA members
- 1,000+ communications professionals in our extended email network
- Career-driven practitioners across agency, corporate, nonprofit, higher education and public sectors

Each listing:

- Remains posted for 30 days
- Is shared in one (1) chapter-wide email distribution
- Is promoted on LinkedIn

Level	Investment	Benefits
Non-Member Bundle	\$400	5 job postings
Member Bundle	\$200	5 job postings
Non-Member Single	\$100	1 posting
Member Single	\$50	1 posting (30 days) +

### Next Steps: Sponsorship Commitment Form

Please fill out our [2026 Sponsorship Commitment Form](#) and make checks payable to:

**PRSA Buffalo Niagara Chapter**  
P.O. Box 1114  
Buffalo, NY 14225