

# YOUNG PEOPLE IN PR

*dmv*

WASHINGTON, DC | MARYLAND | VIRGINIA

THE SPONSORSHIP EXPERIENCE





Thanks for taking the time out to consider becoming a potential sponsor for our Young People in PR Summit in Washington, D.C. This is our third stop in our event series and we are super excited to bring such an explosive event to such a historic city. The YPPR DMV Summit will take place on Saturday, February 16th at 2 p.m. We chose such a vibrant and intimate space, located at 915 F Street NW, 3rd Floor in Washington, D.C. This is yet another opportunity to network with seasoned and budding public relations and media professionals.

Young People in Public Relations (YPPR) is an organization that aims to educate our up-and-coming young professionals in the PR industry. What we believe the public relations industry lacks is the effort and ability to educate about the actual career field and the hands-on process of working in the field. We should allow our young PR professionals the opportunity to work as a publicist before they begin their journey after high school and college. This will allow them to be better prepared and able to succeed in their internships and corporate careers.

YPPR allows PR professionals from all over to volunteer their knowledge and expertise to entry-level and budding PR, journalism, and media professionals. The goal is to share knowledge, resources and tools with interested candidates. These materials and messages are projected to be shared to the following:

- College students with a concentration in public relations, media relations, communications and/or journalism
- High school and middle school students interested in journalism and the media aspect
- Groups of budding professionals in the PR and Media Relations career path looking to learn as much as they can to be successful in their careers
- Professionals looking to start their own public relations and/or media relations business
- Media professionals who are looking to build their brand amongst millennials
- Public relations, media relations, communications and/or journalism students seeking internships, mentors, tutoring







## WHY WE CHOSE YOU:

We'd love for you to personally experience and benefit from what we have to offer. By doing so, we would absolutely LOVE to have your brand at the forefront of our success. We want to be represented by brands who believe in partnerships and team work. We've been watching how you work for a while now and we want to help bring more of our audience to yours. With your branding materials provided throughout our promotional efforts and the opportunity to promote who you are and what you do to fresh, new faces during our events - we would like to have you as a sponsor.

## THE BENEFITS:

As a sponsor, we want to offer you the opportunity to discuss your business and your services to our audience, via social media and during our event, we need your logo to post everywhere we post ours and to create a network that will help increase your revenue and relationships. We will also post, share, hashtag and record videos on Facebook, Instagram and Twitter with your products.

## WHAT WE NEED:

Well to be honest, we are a new spin to the PR industry - so we aren't working with a large budget. We could use just a bit of help with food and beverages, marketing materials and gift bag stuffers. We are absolutely grateful for whatever you're able to offer and we can't wait to say thank you in person.

## SO, WHAT DO YOU SAY?





## S P O N S O R S H I P   L E V E L S

### INTRO INTO PR

- LOGO ON EVENT WEBSITE
- BUSINESS CARD IN PR BAGS
- SOCIAL MEDIA POST WITH PRODUCTS
- ONE ENTRY TICKET

**\$175**

### NEXT LEVEL

- LOGO ON EVENT WEBSITE
- LOGO ON EVENT PROGRAM
- BUSINESS CARD IN PR BAGS
- TWO ENTRY TICKETS
- SOCIAL MEDIA POST WITH PRODUCTS
- INFO IN EMAIL BLAST (12K EMAILS)

**\$275**

### TOP NOTCH

- LOGO ON EVENT WEBSITE
- LOGO ON EVENT PROGRAM
- BUSINESS CARD IN PR BAGS
- MENTION IN PRESS RELEASE
- ADVERTISE BUSINESS ON ALL PROMOTIONAL MATERIALS
- THREE ENTRY TICKETS
- SOCIAL MEDIA POST WITH PRODUCTS
- EVENT T-SHIRT
- INFO IN EMAIL BLAST (12K EMAILS)

**\$475**

IN  
KIND  
PR

WE ARE IN NEED OF THE FOLLOWING TO MAKE THIS EVENT HAPPEN:

+FOOD +DRINKS +COFFEE +DESSERT TABLE +HORS D'OEUVRES  
+VIDEOGRAPHY +PHOTOGRAPHY +MEDIA FEATURES





## SPONSORSHIP AGREEMENT

Ready to make the commitment? We are elated to have you on-board! To get started, please fill out the form below and email it back to us. Once the form is completed, please send to [info@bmobileymediarelations.com](mailto:info@bmobileymediarelations.com) if you have any questions before completing this agreement, please contact us via email or phone at **(248) 215-2243** -Thank You! *The YPPR TEAM*

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

COMPANY'S NAME: \_\_\_\_\_ COMPANY'S WEBSITE: \_\_\_\_\_

### SPONSORSHIP SELECTION

☐ INTRO INTO PR (\$175)

☐ NEXT LEVEL (\$275)

☐ TOP NOTCH (\$475)

☐ IN-KIND PR

LOGO:

Please submit a high resolution transparent .png copy of your brand's logo to [info@bmobileymediarelations.com](mailto:info@bmobileymediarelations.com)

PAYMENT:

Payments are due on February 10, 2019 (Send payments to [bmobileypr@gmail.com](mailto:bmobileypr@gmail.com) via PayPal)

Signing this agreement confirms your sponsorship and full benefits of your selection once your balance is paid in full.

Name (Print) \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_