



PRAL-BR RED STICK AWARDS
**SPONSORSHIPS AND
BENEFITS GUIDE**

Who is PRAL-BR?

The Baton Rouge Chapter of the Public Relations Association of Louisiana (PRAL-BR) is made up of public relations and communications professionals driven to advance the profession and grow each other's learning through rich programming, resource-sharing, mentorship and engaging in dynamic networking opportunities. PRAL-BR currently has more than 100 members.

Founded in 1972, our chapter is the largest and longest-standing PR organization in Louisiana. We strive to build value, understanding and demand for public relations professionals by providing professional development, awards opportunities, social events and more.

What is the Red Stick Awards Program?

The annual PRAL-BR Red Stick Awards Program recognizes the best public relations projects completed throughout the previous year. Categories include PR campaigns, media relations, digital media, special events and much more. Additionally, PRAL-BR recognizes four individuals who have made a mark in the communications field. These honors include Member of the Year, Practitioner of the Year, Communicator of the Year and the First Circle Award.

Why Should You Serve as a Sponsor?

As a sponsor of PRAL-BR, you would have an unparalleled opportunity to advertise your company's products and/or services with some of Baton Rouge's most well-connected communicators and PR industry professionals. Most of our members include seasoned professionals who serve in leadership roles within their organizations. Many serve on a variety of nonprofit boards and are engaged in community service.

Aside from the opportunity to gain new customers, your support for our organization will demonstrate your company's dedication to advancing our industry and your commitment to supporting Baton Rouge's next generation of PR and communications leaders.

Thank you for your consideration. PRAL-BR sponsors are critical to the success and continued growth of our organization. We know you will find your company's sponsorship to be a valuable opportunity and a great return on your investment.

PRAL-BR Red Stick Awards Sponsorship Opportunities

Premier Sponsor – \$1,200

- One reserved table for 10 guests
- Logo recognition on the event website
- Recognition during the awards program
- Acknowledgment on social media channels
- Inclusion in monthly newsletters and event email reminders
- Opportunity to introduce the keynote speaker
- Mention in post-event press release distributed to various media outlets

Table Sponsor – \$800

- One reserved table for 10 guests
- Recognition during the awards program
- Acknowledgment on social media channels

Supporting Sponsor – \$500

- One reserved table for 10 guests
- Recognition during the awards program

To reserve your sponsorship or learn more about these opportunities, please contact PRAL-BR at batonrougepral@gmail.com.