



## SOUTHERN PUBLIC RELATIONS FEDERATION

### 2026 Annual and Conference Sponsorship Opportunities

#### Partnership Opportunities

##### ***Sustaining Partnership (Exclusive) -- \$5,000***

- Recognition as an SPRF Sustaining Partner on [sprf.org](http://sprf.org)
- Recognition on all communications as an SPRF partner, including newsletters
- Recognition on all events as an SPRF partner, including annual conference and any educational opportunities partnered by SPRF
- Two full conference registrations including Lantern Awards Dinner
- Recognition at all conference general sessions
- Sustaining size ad in conference program and conference website
- Partner's material on conference registration table and in registration packet
- "Partner Spotlight" opportunity to introduce a speaker at a general session
- Logo in program, website and on signage
- Booth location in central traffic area (electrical outlet available upon request)
- Link on conference website
- Specialty item included in registration packet
- "Welcome New Partners" message pre-conference via digital and social media and "Thank You Partners" message post-conference via digital and social media
- List of attendees following the conference upon request

### ***Patron Partnership -- \$3,000***

- Recognition as an SPRF Patron Partner on sprf.org
- Recognition on all communications as an SPRF partner, including newsletters
- Recognition on all events as an SPRF partner, including annual conference and any educational opportunities partnered by SPRF
- One full conference registration including Lantern Awards Dinner
- Patron size ad in conference program and conference website
- Partner materials on conference registration table and in registration packet
- “Partner Spotlight” opportunity to introduce a speaker at a breakout session
- Logo in program, website and on signage
- Booth location in central traffic area (available upon request)
- Link on conference website
- Specialty item included in registration packet
- “Welcome New Partners” message pre-conference via digital and social media and “Thank You Partners” message post-conference via digital and social media

### ***Supporter Partnership -- \$2,000***

- Recognition as an SPRF Supporter Partner on sprf.org
- Recognition on all communications as an SPRF partner, including newsletters
- Recognition on all events as an SPRF partner, including annual conference and any educational opportunities partnered by SPRF
- One full conference registration including Lantern Awards Dinner
- Supporter size ad in conference program and conference website
- Partner materials on conference registration table and in registration packet
- Logo in program, website and on signage
- Booth location in central traffic area (available upon request)
- Link on conference website
- Specialty item included in registration packet
- “Welcome New Partners” message pre-conference via digital and social media and “Thank You Partners” message post-conference via digital and social media

## **Conference Packages**

### **Friend of the SPRF -- \$100**

- Name in the conference program
- Name on the conference website

### **Bronze Sponsorship -- \$250**

- Name in the conference program
- Name on the conference website with link to your website
- Sponsor material (brochure/pamphlet) or specialty item included in the participant swag bag

### **Chrome Sponsorship -- \$500**

- One one-day registration not including Lantern Awards Dinner
- Logo in the conference program
- Logo on the website with link to your website
- Sponsor recognition during the conference
- Sponsor materials (brochure/pamphlet) and/or specialty items included in the participant swag bag

### **Silver Sponsorship -- \$1,000**

- One full conference registration including Lantern Awards Dinner
- Logo in the conference program
- Logo on the website with link to your website
- Sponsor recognition during the conference
- Sponsor materials (brochure/pamphlet) and/or specialty items included in the participant swag bag
- Sponsor "thank you" signage
- Mention in the pre-conference email
- Social media mentions
- ¼ page ad in the conference program

### **Gold Sponsorship -- \$1,750**

- Everything in Silver Sponsorship, plus
- Two additional tickets to Lantern Awards Dinner
- Recognition at Awards Luncheons and Lantern Awards Dinner
- ½ page ad in the conference program

### **Platinum Sponsorship -- \$2,500**

- Everything in Gold Sponsorship, plus
- One additional full conference registration including Lantern Awards Dinner (2 total)
- Reserved seating at general sessions and meal functions
- Recognition at all general sessions
- Full-page ad in the conference program
- Exhibit Booth location in central traffic area (electrical outlet available upon request)

## ***Exhibitor Packages***

### ***Exhibitor Sponsorship -- \$1000***

- One full conference registration including Lantern Awards Dinner
- Logo in the conference program
- Logo on the website with link to your website
- Booth location in central traffic area (electrical outlet available upon request)
- Specialty items included in the participant swag bag
- Social media mention
- Mention in the pre-conference email
- List of attendees following the conference upon request

### ***Exhibitor Workshop -- \$1500***

- Everything in Exhibitor Sponsorship, plus
- Workshop to showcase your product or service\*

## ***A La Carte Opportunities***

### ***In-kind Sponsorship (benefits based on dollar value)***

- A donation of products and/or services

### ***Session/Speaker Sponsor -- \$150***

- Cited in the program
- Included in signage
- Recognized during session

### ***Student Sponsorship -- \$450***

- One full registration fee for currently enrolled, SPRF student member
- Name in the conference program
- Name on the conference website with link to your website
- Sponsor material (brochure/pamphlet) or specialty item included in the participant swag bag

### ***Hall of Fame Luncheon Sponsor -- \$2500***

- Cited in the program
- Included in signage
- Recognized during luncheon
- Opportunity to address the attendees or show video

### ***Business Meeting Luncheon Sponsor -- \$2500***

- Cited in the program
- Included in signage
- Recognized during luncheon
- Opportunity to address the attendees or show video

***Networking/Refreshment Break Sponsor (2 Opportunities)-- \$1000***

- Cited in the program
- Included in signage
- Recognized during preceding session

***Breakfast Sponsor (2 Opportunities) -- \$1500***

- Cited in the program
- Included in signage
- Recognized during networking breakfast
- Opportunity to address the attendees or show video

***Welcome Reception Sponsor -- \$750***

- Cited in the program
- Included in signage
- Recognized during reception
- Social media mention
- Logo on the website with link to your website

***Lanterns Cocktail Hour Sponsor -- \$750***

- Cited in the program
- Included in signage
- Recognized during ceremony
- Social media mention
- Logo on the website with link to your website

***Lanterns Dinner Sponsor -- \$3500***

- Cited in the program
- Included in signage
- Recognized during ceremony
- Social media mention
- Logo on the website with link to your website
- Recognized during ceremony
- Option to hand out awards during ceremony

***Photo Booth Sponsor - \$1000 Sold Out***

- Cited in the program
- Included in signage
- Logo incorporated into all photos at photo booth



SOUTHERN PUBLIC RELATIONS FEDERATION

**SOUTHERN PUBLIC RELATIONS FEDERATION  
2026 Corporate / Conference Sponsorship Commitment Form**

**Yes, I am interested in being a corporate partner and sponsoring the 2026 SPRF Conference at the level of:**

- \_\_\_\_\_ Sustaining Partnership \$5000
- \_\_\_\_\_ Patron Partnership \$3000
- \_\_\_\_\_ Supporter Partnership \$2000

**The primary goal of my corporate partnership and sponsorship is to:**

- Advertise my organization's products and/or services
- Promote my organization or event
- Support SPRF
- Other \_\_\_\_\_

**Invoicing information:**

COMPANY: \_\_\_\_\_  
CONTACT NAME: \_\_\_\_\_  
CONTACT TITLE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY, STATE, ZIP: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_

**Please email the commitment form to:**

**Lisa Frazier, APR  
lvdarnell@una.edu**

**\*An invoice will be sent after the form is received.**



SOUTHERN PUBLIC RELATIONS FEDERATION

**SOUTHERN PUBLIC RELATIONS FEDERATION  
2026 Conference Sponsorship Commitment Form**

**Yes, I am interested in sponsoring the 2026 SPRF Conference at the level of:**

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| _____ Friend of the SPRF \$100     | _____ Session/Speaker Sponsor \$150  |
| _____ Bronze Sponsorship \$250     | _____ Networking/Refreshment \$1000  |
| _____ Chrome Sponsorship \$500     | _____ Student Sponsorship \$450      |
| _____ Silver Sponsorship \$1,000   | _____ Breakfast Sponsor \$1500       |
| _____ Gold Sponsorship \$1,750     | _____ Welcome Reception \$750        |
| _____ Platinum Sponsorship \$2,500 | _____ Luncheon* Sponsor \$2500       |
| _____ Exhibitor Sponsorship \$1000 | _____ Lanterns Cocktail Hour \$750   |
| _____ Exhibitor Workshop \$1500    | _____ Lanterns Dinner Sponsor \$3000 |

\*Please specify which Luncheon you would like to sponsor.

\_\_\_\_\_

\_\_\_\_\_ In-Kind (Please furnish details and donation value below.)

Details: \_\_\_\_\_

Value: \_\_\_\_\_

**The primary goal of my sponsorship is to:**

- Advertise my organization's products and/or services
- Promote my organization or event
- Support SPRF
- Other \_\_\_\_\_

**Invoicing information:**

COMPANY: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

CONTACT TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_



**The primary goal of my corporate partnership and sponsorship is to:**

- Advertise my organization's products and/or services
- Promote my organization or event
- Support SPRF
- Other \_\_\_\_\_

**Invoicing information:**

COMPANY: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

CONTACT TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

**Please email the commitment form to:**

**Lisa Frazier, APR**

**lvdarnell@una.edu**

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SOUTHERN PUBLIC RELATIONS FEDERATION

## WHO IS THE SOUTHERN PUBLIC RELATIONS FEDERATION?

- SPRF is a 501-c (6) organization consisting of approximately **980** public relations professionals in 18 chapters in four states: the Public Relations Council of Alabama, Emerald Coast Public Relations Organization – Florida, Public Relations Association of Louisiana and the Public Relations Association of Mississippi;
- SPRF is, by far, ***the largest professional organization for public relations practitioners*** in Alabama, Louisiana, Mississippi and the Emerald Coast of Florida;
- Membership in SPRF by state is as follows: Alabama **545**, Mississippi **292**, Louisiana **117** and Emerald Coast **27**;
- Members are the ***communicators of our region***. Across a myriad of platforms including paid media, owned media, earned media, social media and news media, members set the agenda, drive discussions and influence public opinion;
- Members represent a wide spectrum of organizations including manufacturing, non-profits, tourism, government, associations, educational institutions, public relations, marketing and advertising firms and individual practitioners;
- Most members control budgets allocated to the purchase of a vast array of products and services as well as philanthropic expenditures;
- A significant portion of our membership produces ***special events*** with the budget for hiring outside resources as required;
- A significant portion of our members are ***social media experts*** who specialize in using the various platforms to educate, raise awareness and promote;
- The experience and expertise levels of the membership span the gamut of public relations practitioners ***from students to C-Suite executives***;
- SPRF has student members and student chapters at universities and colleges across the region.