

CPRS Calgary Value Proposition

As a member of the Canadian Public Relations Society (CPRS), CPRS Calgary works to advance the professional stature of public relations and ensure its ethical practice for the benefit of the public interest. CPRS Calgary represents skilled public relations practitioners and communications professionals in key sectors that drive local and regional economies

and boasts an active student membership and outreach at major Calgary universities and post-secondary institutions. Partnering with CPRS Calgary in any of our six sponsorship areas is an excellent opportunity to strategically share your brand and story with our membership of influencers, change-makers, and up-and-comers.

1.

CPRS Calgary Virtual Events

Becoming an event sponsor will put you front and centre with our network of public relations practitioners and communications professionals. Professional development and networking events appeal to students, skilled practitioners, and senior independent consultants. For the latest event listings, please visit [Events – CPRS Calgary](#).

Single Event Sponsor \$500

We host an outstanding schedule of professional development events September through June with something for every level and area of interest. Events include thought-provoking international speakers, informative national webinars, practical hands-on workshops, and career-building networking.

For your support, your company will receive the following:

- Logo (260 × 150 pixels max) placement on registration website
- Remarks about the company (1 min max)

Membership Sponsor \$400 per

Sponsor the cost of one free membership to be given away to a registered participant at eligible CPRS Calgary Society events
Acknowledgment on website, social media and at event



CPRS Calgary has embraced virtual events, even adding experiential elements such as beer tastings for our “PR by the Pint” event, and a DIY pancake breakfast to complement a presentation on 2020 Calgary Stampede communications.

2.

CPRS Calgary Website

Annual Investment

Gold Sponsor \$1,000

Home page sponsor (most visited page)

- Logo and link to corporate website
› 258 × 80 pixels [approx. 3.225 "]

Silver Sponsor \$500

Popular webpage excluding home page

- Logo (260 × 150 pixels max) placement on one of the following pages:
 - › Careers
 - › Events
 - › About
 - › Member Services

<https://cprscalgary.com>

Annual traffic:

4,185 users; 13K+ page views

Most popular pages:

- Home
- Careers
- Events
- About
- Member Services

3.

CPRS Calgary Newsletter

CPRS Calgary Communicator

Annual Investment

Gold Sponsor \$1,000

First page leaderboard placement

- Logo and link to corporate website
› 258 × 80 pixels [approx. 3.225 "]

Silver Sponsor \$500

Final page footer placement

- Logo (260 × 150 pixels max) placement on the final page

Content Contributor Opportunity \$250

Single issue commitment

This option allows for a single article about your business to appear in the newsletter and a promotional logo placement on the website. The provided content must tell a story about your business and be deemed to be of suitable interest for CPRS Calgary Society members.

CPRS Calgary Communicator
Monthly – 12 issues per year
Distribution direct email
average 230; website
Open rate 40-50%
Click rate 7-15 %

4.

Accreditation

\$1,500

Annual investment

The APR (Accredited in Public Relations) designation is a recognized credential available through CPRS. Seeking accreditation in public relations is a rigorous process for experienced practitioners seeking peer acknowledgement of their capabilities and is the ultimate professional development. Becoming an accreditation sponsor is a great way to demonstrate your commitment to further education while supporting public relations practitioners who are beginning their accreditation process.

Benefits include:

- Logo (260 × 150 pixels max) placement on CPRS Calgary website
- Logo (258 × 80 pixels) placement on APR information Session Registration Site and Invite
- Acknowledgment in announcement of successful APR's (sent to all members)
- Mention and quote in Benefits of Accreditation blog piece (posted to CPRS Calgary website)
- Acknowledgment on the website and social media, and at recipient announcement

5.

Students

CPRS Calgary is proud of its increasingly strong student membership, with increased participation on the board, attendance at professional development events targeted specifically for students as well as those for practicing professionals, and in the mentorship program. CPRS Calgary's members include students studying varying communications disciplines at Bow Valley College, Mount Royal University, SAIT, and the University of Calgary. If you're a post-secondary institution or department, or are looking to reach our student membership, this is a great opportunity to partner with CPRS Calgary and demonstrate your commitment to our students.

Mentorship Program Sponsor \$1,000

Annual investment

Support learning materials, strengthen and enhance mentor-mentee educational experience, program promotion

- Logo and acknowledgment on CPRS Calgary website, social media and at event
- Acknowledgment in all student event invites
- Logo placement on registration website for all student events

Scholarship Promotion Sponsor \$1,000

Annual Investment

Funds will be used to raise the profile of CPRS Calgary scholarship opportunities to eligible students through enhanced promotion and awareness: Susan Francis Prize, Calgary Legacy Scholarship, Torchia Scholarship

- Acknowledgment on the CPRS Calgary website and social media
- Acknowledgment at recipient announcement

Online Student Event Sponsor \$350

Funds will go towards ensuring speakers and presentations for student professional events

- Acknowledgment on social media and during event

Student Membership Sponsor \$75 per membership

Sponsor the cost of one (1) or more student membership to be given away to a registered participant at eligible CPRS Calgary Society events

- Acknowledgment on social media
- Acknowledgment at event during the recipient announcement

6.

In-kind Sponsorship

If you have a service or product that would contribute to the success of an event or some other aspect, CPRS Calgary is happy to discuss this with you. Recognition for gifts in-kind will be considered in relation to the cash value of the service or product.



For further information, please contact:
CPRS Calgary Sponsorship Chair sponsorship@cprscalgary.com

Reach Top Communications & PR Talent

The CPRS Calgary network is a great place to find top candidates for public relations and communications positions. Membership in CPRS ensures candidates are committed to professionalism and to adhering to the

CPRS Code of Ethics. The APR designation, a respected measure of experience and competence in the field of public relations, is another way members can demonstrate their commitment to the profession.

CPRS Calgary's job board is one of the most targeted websites in the Calgary market because it delivers results; employers report receiving up to 20 qualified responses to a posting.

Career postings are open to CPRS members and non-members. In addition to CPRS Calgary's website, job postings are also promoted through our member e-newsletter and social media channels.

Rates

CPRS Members \$100

2 Weeks

Employers with at least one CPRS member within your organization

Non-Members \$150

2 Weeks

Employers without a CPRS member on staff

Registered Charities and Volunteer Positions \$0

2 Weeks

Registered Canadian charitable organizations and volunteers in PR-related roles