

2022 NATIONAL PARTNERSHIP OPPORTUNITIES

ABOUT THE CANADIAN PUBLIC RELATIONS SOCIETY

The Canadian Public Relations Society (CPRS) is the premiere association for professionals who practice public relations in Canada. Our members work to maintain the highest standards and to share a uniquely Canadian experience in public relations.

CPRS is a federation of 13 Member Societies based in major cities or are organized province wide. All Member Societies adhere to the constitution of the National and Member Society.

In cooperation with its regional Member Societies and with like-minded organizations in other countries, CPRS works to advance the professional stature of public relations and regulates its practice for the benefit and protection of the public interest.

The Canadian Public Relations Society, as a distinct Canadian association, seeks:

- 1 To connect all public relations practitioners in Canada and to foster their professional growth and interests.
- 2 In cooperation with its regional Member Societies and with like-minded organizations in other countries, to advance the professional stature of public relations.
- 3 To regulate its practice for the benefit and protection of the public interest.
- 4 To serve the public interest by upholding a standard of proficiency and code of ethics, and by providing ongoing professional development to its members and public relations practitioners across Canada.

PARTNERING WITH CPRS

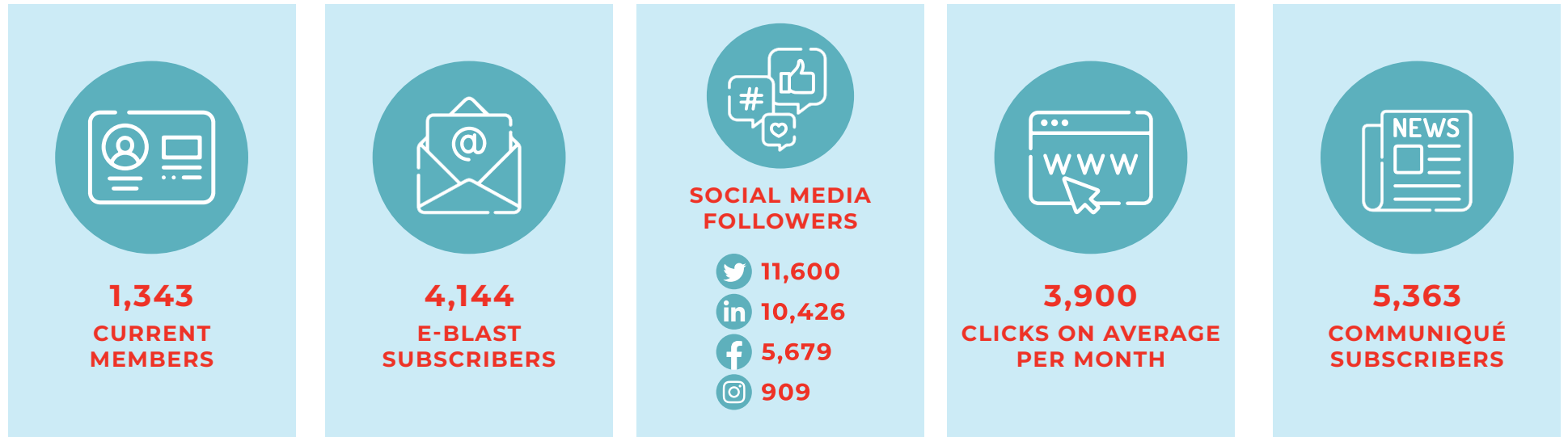
The Canadian Public Relations Society chooses to partner with organizations that share the CPRS values, vision and mission. Therefore, CPRS is looking to have mutual interests in building a collaborative relationship with the Society's initiatives that match its long-term perspective. They represent an array of organizations within, or adjacent to, the public relations and communication management professions. Partners may not only provide financial support for the advancement of the CPRS mission, but they may also contribute with essential thought leadership.

Depending on their area of interest, organizations can choose whether to partner with us to support all initiatives, or to focus their contributions on specific initiatives.

By becoming a CPRS Partner, you will give your business visibility and access to top decision makers and influencers.

Corporate Partners offer our members the latest products and services to support their success in the public relations and communications profession. University partners represent renowned educational institutions and provide strategic advancement in public relations and communications.

OUR AUDIENCE*



BILINGUAL CONTENT

CPRS is proud to serve a bilingual audience and encourages its partners to supply content in both of Canada's official languages. Please note, all translations remain the responsibility of the partner.

**As of March 2022*

PARTNERSHIP LEVELS

SOCIETY PARTNER - PLATINUM

\$20,000 (1 AVAILABLE)

As (exclusive) Platinum Partner of CPRS, your organization will be celebrated as the premier supporter of the association and play a key role in the pursuit of our mission of advocating for a higher level of excellence in public relations and communications management in Canada.

Your generous contributions will be acknowledged regularly throughout the year in our communications, as well as provide you with the following benefits:

- Be the exclusive supporter of the webpage of your choice on cprs.ca for 12 months - (Value \$7,000)
- One (1) sponsored webinar or four (4) branded webinars (Value \$1,000)
- Two (2) direct eblast to all members (Value \$1,000)
- Four (4) sponsored posts in the bi-weekly Communiqué (Value \$3,000)
- Five (5) full memberships including Local Society fees (Value of up to \$2,400)
- Five (5) job postings on National Job Board (Value \$1,975)
- Your organization will receive a free listing in the Our Partners section on cprs.ca (Value \$1,500)
- Your organization will receive logo recognition as a Partner in the CPRS National Annual Review; (Value \$500)
- Choice of either two (2) full In person registrations or six (6) virtual registrations to the 2022 CPRS National Conference (Value up to \$4,190)

TOTAL VALUE OF THIS PARTNERSHIP OPPORTUNITY IS APPROXIMATELY \$22,565

CERTIFICATION PARTNER – GOLD

\$15,000 (2 AVAILABLE)

Your company's logo will be placed on all certification marketing materials acknowledging your support of these important professional designations.

Choose between either of the following programs to support for up to 12 months: Public Relations Knowledge Exam (PRK) or Accredited in Public Relations (APR).

What's included:

- Logo, company description, link to website and contact information on Our Partners page (Value \$1,500)
- Recognition as a Gold Partner on the supported program's webpage (Value \$7,000)
- One (1) complimentary APR application* or 3 complimentary PRK exam applications* (Value up to \$495)
- One (1) direct eblast to all members (Value \$500)
- Candidate list provided electronically before the start of each cycle/exam date (Value \$1,500)
- Logo recognition on all emails supporting the program (Minimum 10 per partnership, valued at \$5000)
- Five (5) stand-alone posts on the CPRS National social media accounts of your choice, announcing you as a Gold Partner of the selected program (Value \$1,000)

*Subject to standard eligibility requirements

TOTAL VALUE OF THIS PARTNERSHIP OPPORTUNITY - \$16,995

***PD TOUR PARTNER – GOLD**

\$15,000 (2 AVAILABLE)

Opportunity to start mid-summer to early Fall 2022

Each year, CPRS National offers a cross country seminar tour to provide professional development at the Local Society level. As a PD Tour Partner, your logo will be included on all promotional materials and featured on onsite signage and collateral. You will also have the opportunity to introduce the speaker and will receive three complimentary tickets per location.

- Logo, company description, link to website and contact information on Our Partners page (Value \$1,500)
- Recognition as a Gold Partner on the event's webpage (Value \$3,500)
- Three (3) complimentary passes to each session (Minimum value \$900)
- Two (2) direct eblast to all members, and three (3) to the members of the host Local Society (Value \$2,500)
- Attendee list provided electronically before the start of session (Minimum value \$3,000)
- Logo recognition on all emails supporting the tour (Minimum 4 per tour, valued at \$2,000)
- Five (5) stand-alone posts on the CPRS National social media accounts of your choice, announcing you as a Gold Partner of the selected program (Value \$1,000)
- One (1) 24-hour social media takeover (Value \$2,500)
- One (1) sponsored Communiqué post (Value \$750)

MINIMUM TOTAL VALUE OF THIS PARTNERSHIP OPPORTUNITY - \$17,650

**Offer and pricing is annual based and subject to change with confirmed time period and offer. Please advise if interested.*

AWARDS OF EXCELLENCE PARTNER – SILVER

\$8,000 (2 AVAILABLE)

By helping to bring our annual Awards celebration to life, your company will be promoted to hundreds of public relations and communications professionals nationwide. Not only will your company's logo appear on all Awards of Excellence collateral acknowledging your support but in addition, your company will receive one complimentary table to the annual Awards Gala, where you will have the opportunity to present an award and receive recognition.

What's Included:

- Complimentary table at gala for 8 guests and the opportunity to present an award during the ceremony (Value \$1,000)
- Logo recognition on all emails supporting the Awards of Excellence program (Minimum 4 per year valued at \$2,000)
- Recognition as a Silver Partner on the CPRS National Awards website (Value \$3,500)
- One (1) direct eblast to all members (Value \$500)
- Logo recognition on the post event email, thanking delegates for attending the gala (Value \$500)
- Attendee list provided electronically in advance of gala (Value \$1,500)
- One (1) stand-alone post on the CPRS National social media accounts of your choice, announcing you as a Silver Partner (Value \$200)

MINIMUM TOTAL VALUE OF THIS OPPORTUNITY - \$9,200

**Monetary payments, in kind donations of equal value, or combination of the two will be considered for this opportunity.*

OPTIONAL ADD-ON

On top of the standard deliverables, we're pleased to offer Platinum, Gold and Silver partners the opportunities to purchase the following a la carte service:

SPONSORED E-BLAST (\$500)

Share your message or exclusive offer to our subscribers via direct email marketing.

A LA CARTE PARTNERSHIPS

COMMUNICATIONS PARTNER – BRONZE

\$5,000 (4 AVAILABLE)

- Your company's logo will appear in up to three issues of CPRS Communiqué which is distributed to more than 5,363 public relations and communications management professionals 24 times per year, and run one sponsored article as part of this recognition.
- Your company's logo, description and URL will be listed under the Our Partners page on the website with a statement acknowledging your company's support.
- Have your company featured in up to three (3) issues of the CPRS Communiqué (includes two instances of your logo identifying you as a partner, and one sponsored article.) (Value \$1,500)
- Logo and description featured on the cprs.ca website for up to 12 months (Value \$1,500)
- One social media post on four (4) CPRS National channels announcing your support as a partner (Value \$800)
- One (1) sponsored webinar or four (4) branded webinars (Value \$1,000)
- One (1) direct eblast to all members (Value \$500)

TOTAL APPROXIMATE VALUE OF THIS PARTNERSHIP OPPORTUNITY - \$5,300

**Monetary payments, in kind donations of equal value, or combination of the two will be considered for this opportunity.*

AWARD PARTNERSHIPS

MAJOR AWARD PARTNER (\$2,500)

- Sponsor the creation of a new Major Award to celebrate the achievements of a CPRS member based on specific criteria.

AWARD OF EXCELLENCE PRIZE PARTNER (\$1,500)

- Sponsor the creation of a new Award of Excellence prize category to celebrate a specific aspect of our profession for 2023.



WEBSITE PARTNERSHIPS

WEBSITE SUPPORTER (\$500)

- Support the annual maintenance of the CPRS website and have your logo and company identified as a generous supporter on the Our Partners page.

OFFICIAL PAGE PARTNER (\$7,000)

- As an Official Page Partner, your company and logo will be prominently featured for 12 months on one of our website sections, identifying you as the exclusive supporter of the page.

DIGITAL MARKETING PARTNERSHIPS

COMMUNIQUÉ POST (\$750)

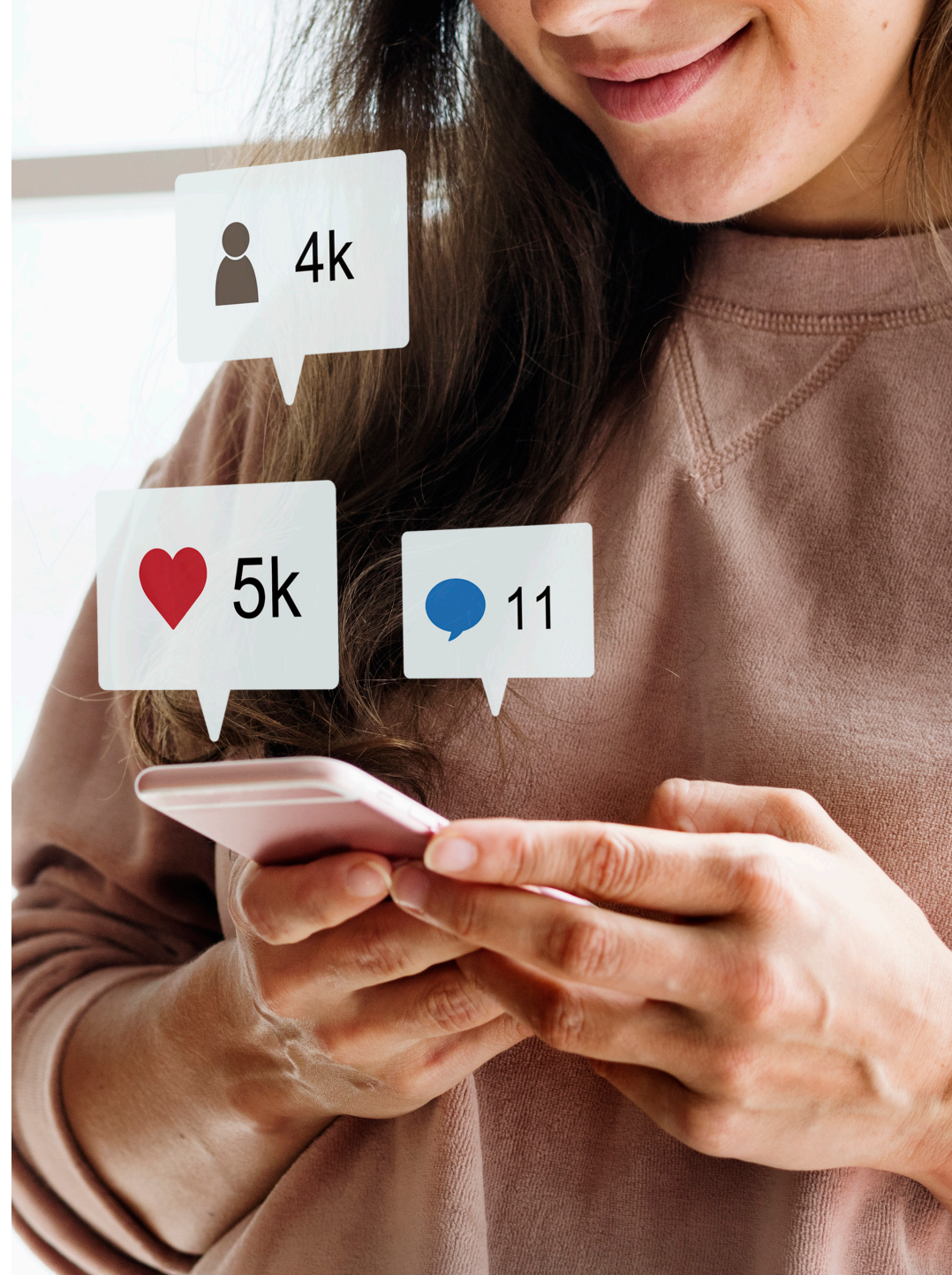
- Include a promotional message in CPRS' biweekly newsletter, powered by MultiView and distributed to more than 7,000 readers.

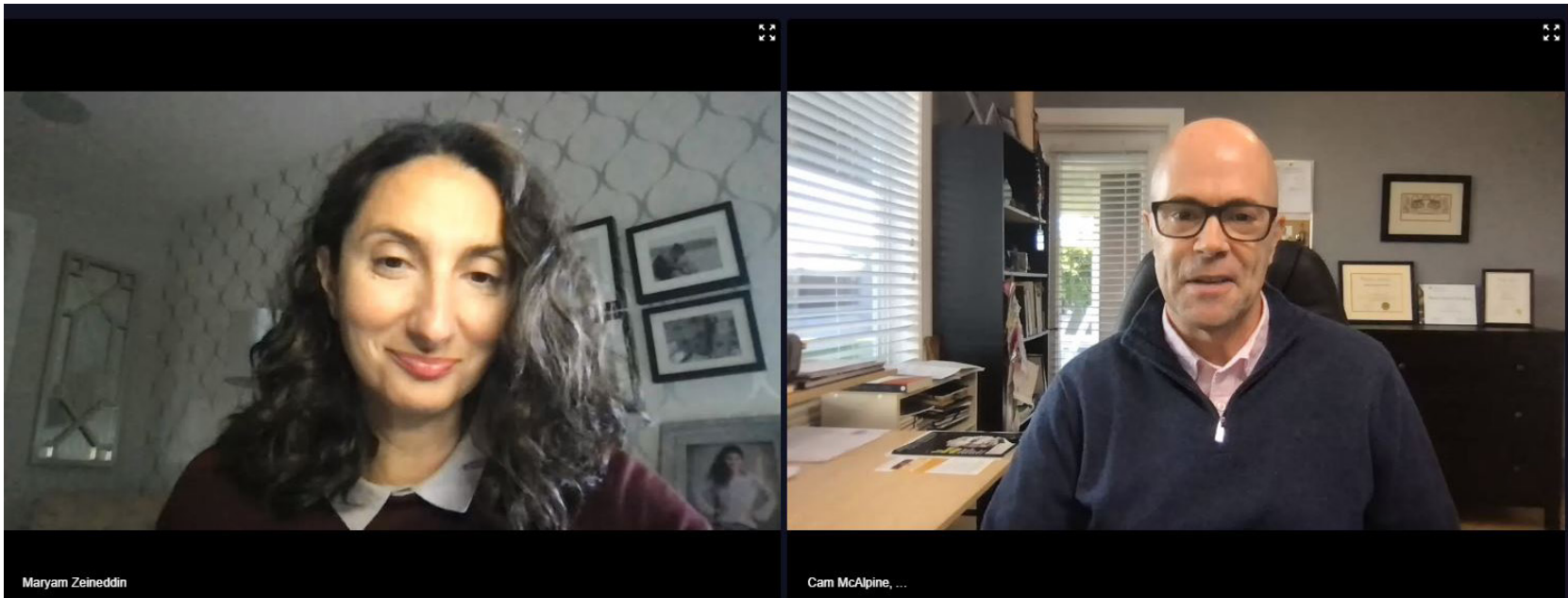
SPONSORED SOCIAL MEDIA POSTS (\$200/CHANNEL)

- Include a promotional message on one of CPRS' social channels to reach our audience of more than 40,000 followers.

SOCIAL MEDIA TAKE OVERS (\$1,500)

- Take over one of our online communities to share your company's messaging exclusively for 24 hours. One (1) direct eblast to all members (Value \$500)





WEBINAR PARTNERSHIPS

HOSTED WEBINAR (\$1,000)

Our hosted webinar sessions allow brands to introduce themselves to hundreds of professional communicators while demonstrating how they can assist them in reaching their goals. These one hour recorded sessions may include up to 50 per cent branded content, with the remaining portion dedicated to the professional development of viewers.

- To promote your webinar, CPRS National will create and distribute no fewer than:
- One (1) e-blast to all current members (Value \$500)

- Five (5) posts promoting your session on the CPRS National social media channels of your choosing. (Value \$1,000)

BRANDED WEBINAR (\$250)

- Branded webinars allow you to gain added exposure to hundreds of professional communicators by including your corporate branding and/or logo on one of our workshop presenter's materials, e.g. PowerPoint slides, or .pdf downloads.



FOR MORE INFORMATION OR TO PURCHASE ANNUAL PARTNERSHIP OPPORTUNITIES

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