



Tuesday, June 25, 2019

Verizon Media • 6:30pm–9pm
770 Broadway, N.Y.C. (between E. 8th Street and 9th/Wanamaker Place)

**PRSA FOUNDATION
2019
PALADIN AWARDS**

*Advancing Diversity and Inclusion
within Communications*



HONORING

**Torod
Neptune**

Chief Communications Officer
Lenovo

SPONSORSHIPS

**Hero of Diversity
\$25,000**

- 15 Guest Tickets
- Remarks during awards
- Marquee recognition on all printed and digital materials
- Marquee signage at event
- 1 full page, 4-color ad in event program (Premium Position)
- Company logo with link on PRSA Foundation website
- Recognition in all media and press releases and post-event communications
- Tax deductible amount: \$3,000*

**Champion of Diversity
\$15,000**

- 10 Guest Tickets
- Verbal recognition during awards
- Marquee recognition on all printed and digital materials
- Marquee signage at event
- 1 full page, 4-color ad in event program
- Company logo with link on PRSA Foundation website
- Recognition in all media and press releases and post-event communications
- Tax deductible amount: \$2,000*

**Guardian of Diversity
\$10,000**

- 8 Guest Tickets
- Verbal recognition during awards
- Prominent recognition on all printed and digital materials
- Prominent signage at event
- 1 full page, b/w ad in event program
- Company logo with link on PRSA Foundation website
- Recognition in all media and press releases and post-event communications
- Tax deductible amount: \$1,600*

**Advocate for Diversity
\$5,000**

- 5 Guest Tickets
- Recognition on all printed and digital materials
- Signage at event
- 1/2 page b/w ad in event program
- Recognition in all post-event communications
- Tax deductible amount: \$1,000*

Individual Tickets

**Paladin Preferred
Admission Ticket: \$350**

**PRSA Members
Admission Ticket \$250**

**Students & Young Professionals
Admission Ticket \$50**

(25 and under)

**PRSA
FOUNDATION**
Rising Talent. Raising Diversity.

BUSINESS/COCKTAIL ATTIRE

The PRSA Foundation is an independent, 501 (c) (3) charitable organization that is committed to driving diversity and inclusion in public relations, increasing opportunity for minorities and enabling the industry to authentically and resonantly address the needs of an increasingly multicultural world.

EVENT JOURNAL PROGRAM ADS

The deadline for program ads: **May 31, 2019**

\$3,000 Full Page Color • \$2,000 Full Page B/W • \$1,000 Half Page Color or B/W

Advertising Specs

Full Page Color or B/W (vertical)

5.5" wide x 8.5" high • Live area: 4.5" x 7.5"

Half Page Color or B/W (horizontal)

4.5" wide x 3.5" high; no bleed

If the ad bleeds, please include a bleed of 0.125" (1/8").

All art should be press resolution. Acceptable file formats: pdf, psd, tif, eps, or ai. For pdfs make sure all fonts are embedded and either CMYK or grayscale. For vector files, please make sure all type is outlined. For information, contact Lauryn McCarter: 212.460.1442.

Name

Title

Company

Address

City/State/Zip

Email

Preferred Phone

Mobile

Land

Please charge \$_____ to my credit card.

Visa Mastercard American Express

Account Number

Expiration Date

Name on Card

Signature

Enclosed is a check in the amount of \$_____ made payable to PRSA Foundation.

Please return completed form to:

Lauryn McCarter
PRSA Foundation
120 Wall Street, 21st Floor
New York, NY 10005

or email to:

Lauryn.McCarter@PRSA.org

To purchase sponsorships or tickets on line, go to:
<https://bit.ly/2TOvzAX>

For additional information please call 212.460.1442.