



**Join us as a sponsor of the 14th award-winning YouToo Social Media Conference, organized by the Akron Area Chapter of the Public Relations Society of America and the Kent State University Public Relations Student Society of America.**

**This year's VIRTUAL conference will be held Friday, November 5, 2021.**

### **About the Conference**

The YouToo Digital Strategy Conference is an award-winning, day-long conference for public relations pros and students. A PRSA Diamond Award winner, YouToo brings the best and brightest national and regional experts together for a full day of presentations and conversations about everything relating to digital strategy & social media.

### **Audience**

Our attendees are public relations, marketing and communications pros as well as the next generation of aspiring pros - students who have an interest in the digital space, and want to engage in conversations about issues, trends, platform evolution, opportunities, ethical issues, best practices and audience insights.

### **Why Sponsor?**

Sponsoring YouToo puts your company's name front and center to both current and future decision makers who may elect to utilize goods or services such as yours. Without our sponsors, this event would not be able to happen and especially not with such an amazing, successful track record.

If you're concerned that sponsoring a virtual conference this year would be a waste of your time and resources (hello, Zoom fatigue) we get it! However, this year's conference will be unlike any other virtual meeting our chapter has hosted.

This year, Akron PRSA will be using a new platform called Whova (pronounced HOO-va) for our YouToo conference. This virtual meeting platform will elevate not only the conference in general, but it gives SPONSORS a way to elevate their brand, logo and visibility throughout the entire conference, as well as before and after the event.

**Sponsorship benefits include:**

- A sponsor profile page on the Whova mobile and web app, where sponsors can easily set up their company descriptions, photos, coupons and even video presentations, either by attaching a livestream link or uploading videos.
- Depending on sponsorship level, your logo can appear on the event home screen, bottom of each session and in the attendee profiles.
- Sponsors can directly interact with attendees on the profile page with instant messages. This direct engagement can give attendees a strong idea of the advantages of your company and what you have to offer their audience.
- Depending on the level of sponsorship, sponsors can have a sponsor banner throughout the app. With the banner featured on every page of the web app, this gives sponsors even better visibility than they would have even gotten from an in-person event without this feature.
- Last, attendees can start using the Whova app in advance of the event for networking, which means they will be familiar with your brand well before the YouToo even starts.

Contact Christine Meeker, Sponsorship Chair, at [christine.meeker.lange@idea-dna.com](mailto:christine.meeker.lange@idea-dna.com) or by phone at 330.510.1107 with any questions.

## **Sponsorship Opportunities**

**Presenting Sponsor (1 available) - \$2750 (SOLD)**

- Four (4) online conference seats
- Online Banner and Personalized web presence on the Whova YouToo Event Website
- Virtual Exhibition Meet + Greet
- Your company name/logo listed as “Presenting Sponsor” in all marketing materials, event invites, announcements, press releases
- Your company name/logo on Akron PRSA Chapter website homepage carousel as “Presenting Sponsor”
- News release on Akron PRSA Chapter website announcing you as a sponsor
- Thank you mention during opening and closing remarks at the conference
- Thank you mention and link in all event-related attendee emails
- Social media posts announcing your sponsorship
- Persistent logo and link on the YouToo Social Media website and Akron PRSA website for one year
- Full page ad in online program
- Option to provide promotional take-away piece for virtual (coupons; white papers; thought leadership tip sheets etc.) or 3D goodie bags
- Opportunity to connect with attendees prior to the conference via the event management site Whova
- Opportunity to network with attendees throughout the conference with virtual meet & greet sessions in your own “room”
- Inclusion in the sponsor e-blast communication to Akron PRSA members, reaching 200 professionals representing more than 80 companies in more than 30 cities in Northeast Ohio and beyond
- Contact information for conference speakers, including social media information
- Contact information for conference attendees
- Contact information for conference co-chairs
- Sponsorship of one in-person PRSA Akron Chapter meeting and one complimentary ticket for an organization representative once we reconvene in-person meetings

### **Keynote Sponsors (2 available) - \$2,250**

- Four (4) online conference seats
- Online Banner and Personalized web presence on the Whova YouToo Event Website
- Virtual Exhibition Meet + Greet
- Your company name/logo listed as “Keynote Sponsor” in all marketing materials, event invites, announcements, press releases
- News release on Akron PRSA Chapter website announcing you as a sponsor
- Thank you mention during opening and closing remarks at the conference
- Thank you mention and link in all event-related attendee emails
- Social media posts announcing your sponsorship
- Persistent logo and link on the YouToo Social Media website and Akron PRSA website for one year
- Full page ad in online program
- Option to provide promotional take-away piece for virtual (coupons; white papers; thought leadership tip sheets etc.) or 3D goodie bags
- Opportunity to connect with attendees prior to the conference via the event management site Whova
- Opportunity to network with attendees throughout the conference with virtual meet & greet sessions in your own “room”
- Inclusion in the sponsor e-blast communication to Akron PRSA members, reaching 200 professionals representing more than 80 companies in more than 30 cities in Northeast Ohio and beyond
- Contact information for conference speakers, including social media information
- Contact information for conference attendees
- Contact information for conference co-chairs
- Sponsorship of one in-person PRSA Akron Chapter meeting and one complimentary ticket for an organization representative once we reconvene in-person meetings

### **Platinum Sponsor (4 available) - \$1,750**

- Three (3) online conference seats
- Personalized web presence on the Whova YouToo Event Website
- Virtual Exhibition Meet + Greet
- Your company name/logo listed as “Platinum Sponsor” in all marketing materials, event invites, announcements, press releases
- News release on Akron PRSA Chapter website announcing you as a sponsor
- Thank you mention during opening and closing remarks at the conference
- Thank you mention and link in all event-related attendee emails
- Social media posts announcing your sponsorship
- Persistent logo and link on the YouToo Social Media website and Akron PRSA website for one year
- Full page ad in online program
- Option to provide promotional take-away piece for virtual (coupons; white papers; thought leadership tip sheets etc.) or 3D goodie bags
- Opportunity to connect with attendees prior to the conference via the event management site Whova
- Inclusion in the sponsor e-blast communication to Akron PRSA members, reaching 200 professionals representing more than 80 companies in more than 30 cities in Northeast Ohio and beyond
- Contact information for conference attendees
- Contact information for conference co-chairs
- Sponsorship of one in-person PRSA Akron Chapter meeting and one complimentary ticket for an organization representative once we reconvene in-person meetings

### **Gold Session Sponsor (4 available) - \$995**

- Three (3) online conference seats
- Personalized web presence on the Whova YouToo Event Website
- Your company name/logo listed as “Gold Sponsor” in all marketing materials, event invites, announcements, press releases
- News release on Akron PRSA Chapter website announcing you as a sponsor
- Thank you mention during opening and closing remarks at the conference
- Thank you mention and link in all event-related attendee emails
- Social media posts announcing your sponsorship
- Persistent logo and link on the YouToo Social Media website and Akron PRSA website for one year
- Half page ad in online program
- Option to provide promotional take-away piece for virtual (coupons; white papers; thought leadership tip sheets etc.) or 3D goodie bags
- Opportunity to connect with attendees prior to the conference via the event management site Whova
- Inclusion in the sponsor e-blast communication to Akron PRSA members, reaching 200 professionals representing more than 80 companies in more than 30 cities in Northeast Ohio and beyond
- Contact information for conference co-chairs  
One complimentary ticket for an organization representative once we reconvene in-person meetings

### **Silver Session Sponsor (12 available) - \$695**

- Two (2) online conference seats
- Personalized web presence on the Whova YouToo Event Website
- Your company name/logo listed as “Silver Sponsor” in all marketing materials, event invites, announcements, press releases
- News release on Akron PRSA Chapter website announcing you as a sponsor
- Thank you mention during opening and closing remarks at the conference
- Thank you mention and link in all event-related attendee emails
- Social media posts announcing your sponsorship
- Persistent logo and link on the YouToo Social Media website for one year
- Business card size ad in online program
- Option to provide promotional take-away piece for virtual (coupons; white papers; thought leadership tip sheets etc.) or 3D goodie bags
- Opportunity to connect with attendees prior to the conference via the event management site Whova
- Inclusion in the sponsor e-blast communication to Akron PRSA members, reaching 200 professionals representing more than 80 companies in more than 30 cities in Northeast Ohio and beyond
- Contact information for conference co-chairs

### **Breakfast Sponsor (1 available) - \$850**

- Two (2) online conference seats
- Your name on exclusive breakfast giveaway!
- Personalized web presence on the Whova YouToo Event Website
- Your company name/logo listed as “Breakfast Sponsor” in all marketing materials, event invites, announcements, press releases
- News release on Akron PRSA Chapter website announcing you as a sponsor

- Thank you mention during opening remarks at the conference
- Thank you mention and link in all event-related attendee emails
- Social media posts announcing your sponsorship
- Persistent logo and link on the YouToo Social Media website for one year
- Business card size ad in online program
- Option to provide promotional take-away piece for virtual (coupons; white papers; thought leadership tip sheets etc.) or 3D goodie bags
- Opportunity to connect with attendees prior to the conference via the event management site Whova
- Inclusion in the sponsor e-blast communication to Akron PRSA members, reaching 200 professionals representing more than 80 companies in more than 30 cities in Northeast Ohio and beyond
- Contact information for conference co-chairs

#### **Lunch Sponsor (1 available) - \$850**

- Two (2) online conference seats
- Your name on exclusive lunch giveaway!
- Personalized web presence on the Whova YouToo Event Website
- Your company name/logo listed as “Lunch Sponsor” in all marketing materials, event invites, announcements, press releases
- News release on Akron PRSA Chapter website announcing you as a sponsor
- Thank you mention during opening remarks at the conference
- Thank you mention and link in all event-related attendee emails
- Social media posts announcing your sponsorship
- Persistent logo and link on the YouToo Social Media website for one year
- Business card size ad in online program
- Option to provide promotional take-away piece for virtual (coupons; white papers; thought leadership tip sheets etc.) or 3D goodie bags
- Opportunity to connect with attendees prior to the conference via the event management site Whova
- Inclusion in the sponsor e-blast communication to Akron PRSA members, reaching 200 professionals representing more than 80 companies in more than 30 cities in Northeast Ohio and beyond
- Contact information for conference co-chairs

#### **Sponsor (12 available) - \$400**

- One (1) complimentary conference seat
- Your company name/logo listed as “Sponsor” in virtual event program
- Social media posts announcing your sponsorship
- Persistent logo and link on the YouToo Social Media website for one year
- Business card size ad in program\*
- Option to provide promotional take-away piece for goodie bags
- Inclusion in the sponsor e-blast communication to Akron PRSA members, reaching 200 professionals representing more than 80 companies in more than 30 cities in Northeast Ohio

#### **Ad (16 available) - \$250**

- Business card size ad in program\*

\*Ad creative/copy provided by the sponsor.