



Don't miss your chance to showcase your organization's work – face-to-face – to nearly 130 of Northeast Ohio's top communication professionals, as well as to the next generation of communicators and leaders in the integrated marketing communications profession. Plus, publicity reaches thousands more via social media and other e-communication channels year-round!

Join us as a sponsor of the **13th 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 conference will be held Friday, March 13 (8 a.m. - 3:30 p.m.), at Kent State University's Franklin Hall.

About the Conference

The YouToo Social Media Conference is an award-winning, day-long conference for public relations pros and students. This year's event will be held on March 13, 2020, at Kent State University.

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 social media.

Audience

The more than 130 attendees are public relations, marketing and communications pros – and the next generation of aspiring pros, students – who have an interest in the social 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 more than 130 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. We are thrilled to be in our 13th year of bringing this social media conversation to our attendees. So, thank you in advance for helping us bring this amazing event to life, right here in Northeast Ohio!

There are many sponsorship opportunities available. If you do not see a package that fits your needs, please contact Christine Meeker Lange, Akron Area PRSA Sponsorship Chair, at christine.meeker.lange@idea-dna.com.

Sponsorship Opportunities

Exclusive Title Sponsor (1) - \$2,750

- Four (4) complimentary conference seats
- Your company name/logo listed as “Exclusive Title Sponsor” in all marketing materials, event invites, announcements, press releases
- Your company name/logo on Akron PRSA Chapter website homepage carousel as exclusive title 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 program*
- Option to provide promotional take-away piece for goodie bags
- Opportunity to network with attendees throughout the conference
- 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
- Contact information for conference speakers, including social media information
- Contact information for conference attendees
- Contact information for conference co-chairs

Platinum Sponsor (2) - \$1,295

- Three (3) complimentary conference seats
- Your company name/logo listed as “Platinum Sponsor” in event program
- Listed as sponsor of one of two keynote sessions
- Social media posts announcing your sponsorship
- Persistent logo and link on the YouToo Social Media website and Akron PRSA website for one year
- Thank you mention and link in all event-related attendee emails
- Half page ad in program*
- Option to provide promotional take-away piece for goodie bags
- Opportunity to network with attendees throughout the conference
- 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
- Contact information for conference speakers, including social media information
- Contact information for conference attendees
- Contact information for conference co-chairs

Gold Session Sponsor (2) - \$995

- Three (3) complimentary conference seats
- Your company name/logo listed as “Gold Session Sponsor” in event program
- Listed as co-sponsor of panel discussion
- Social media posts announcing your sponsorship
- Persistent logo and link on the YouToo Social Media website and Akron PRSA website for one year
- Quarter page ad in program*
- Option to provide promotional take-away piece for goodie bags
- Opportunity to network with attendees throughout the conference

- 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
- Contact information for conference speakers, including social media information
- Contact information for conference attendees
- Contact information for conference co-chairs

Silver Session Sponsor (12) - \$695

- Two (2) complimentary conference seats
- Your company name/logo listed as “Silver Session Sponsor” in event program
- Listed as co-sponsor of one breakout session of your choice as available
- Social media posts announcing your sponsorship
- Persistent logo and link on the YouToo Social Media website and Akron PRSA website for one year
- Business card size ad in program*
- Option to provide promotional take-away piece for goodie bags
- Opportunity to network with attendees throughout the conference
- 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
- Contact information for conference speakers, including social media information
- Contact information for conference attendees
- Contact information for conference co-chairs

Breakfast Sponsor (1) - \$650

- Two (2) complimentary conference seats
- Your company name/logo listed as “Breakfast Sponsor” in event program
- At-table recognition of sponsorship
- Social media posts announcing your sponsorship
- Persistent logo and link on the YouToo Social Media website and Akron PRSA website for one year
- Business card size ad in program*
- Option to provide promotional take-away piece for goodie bags
- Opportunity to network with attendees throughout the conference
- 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
- Contact information for conference speakers, including social media information
- Contact information for conference attendees
- Contact information for conference co-chairs

Dessert Sponsor (1) - \$650

- Two (2) complimentary conference seats
- Your company name/logo listed as “Dessert Sponsor” in event program
- At-table recognition of sponsorship
- Social media posts announcing your sponsorship
- Persistent logo and link on the YouToo Social Media website and Akron PRSA website for one year
- Business card size ad in program*

- Option to provide promotional take-away piece for goodie bags
- Opportunity to network with attendees throughout the conference
- 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
- Contact information for conference speakers, including social media information
- Contact information for conference attendees
- Contact information for conference co-chairs

Sponsor (12) - \$400

- One (1) complimentary conference seats
- Your company name/logo listed as "Sponsor" in event program
- Social media posts announcing your sponsorship
- Persistent logo and link on the YouToo Social Media website and Akron PRSA website for one year
- Business card size ad in program*
- Option to provide promotional take-away piece for goodie bags
- Opportunity to network with attendees throughout the conference
- 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
- Contact information for conference speakers, including social media information
- Contact information for conference attendees
- Contact information for conference co-chairs

Ad (16) - \$250

- Business card size ad in program*

See you there!

www.YouTooSM.com

**Ad creative/copy provided by the sponsor.*