



## PRSA Phoenix Chapter Copper Anvils Awards Sponsorship Opportunities

### About the Copper Anvils

The Copper Anvils Awards, hosted annually by the Public Relations Society of America (PRSA) Phoenix Chapter, celebrate excellence in public relations across Arizona. This premier event brings together communications professionals, agency leaders, corporate teams, and students to recognize outstanding campaigns, strategies and results.

The evening includes an awards ceremony, networking reception, and silent auction—creating meaningful opportunities for sponsors to connect with a highly engaged and influential audience of Valley movers and shakers.

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### Why Sponsor the Copper Anvils

Sponsoring the Copper Anvils positions your organization alongside the region's top communications professionals and decision-makers. Benefits include:

- **Brand Visibility:** Exposure to a targeted audience of PR, marketing, and business leaders
  - **Credibility:** Association with a respected professional organization and prestigious awards program
  - **Engagement:** Opportunities to connect directly with attendees and potential clients
  - **Community Impact:** Support for professional development and recognition within Arizona's PR industry, including the distribution of scholarships to local students who are studying public relations.
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### Silver Sponsorship Level Package - \$500

- Company logo listed in printed event program
- Company logo and website link on the website event page
- Company logo and website link included in event email blasts
- ¼ page print program ad



- One complimentary ticket to Copper Anvil Awards event, including food and beverage
- Company logo featured on tabletop signs
- Verbal recognition during the event's program
- Company logo featured on general event signage

### **Gold Sponsorship Level Package - \$1,000**

- Company logo listed in printed event program
- Company logo and website link on the website event page
- Company logo and website link included in event email blasts
- Company logo featured on tabletop signs
- ½ page print program ad
- One social media post on PRSA Phoenix channels
- Two complimentary tickets to Copper Anvil Awards event, including food and beverage
- Verbal recognition during the event program
- Company logo to be featured on general event signage
- Product samples/collateral materials distributed at the event

### **Copper Sponsorship Package - \$2,000**

- Company logo listed in printed event program
- Company logo and website link on the website event page
- Company logo and website link included in event email blasts
- Full-page print program ad
- Two social media posts on PRSA Phoenix channels
- Company logo listed on PRSA Phoenix website footer and sponsor page through 2027
- One blog post published to PRSA Phoenix website and promoted through digital channels
- One dedicated email blast to event attendees post-event
- Four complimentary tickets to Copper Anvil Awards event, including food and beverage
- Verbal recognition during the event's program
- Company logo featured on tabletop signs
- Company logo featured on general event signage
- Product samples/collateral materials distributed at the event
- 2-minute welcome message to attendees



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## Flexible Sponsorship Opportunities

We offer customizable sponsorship packages designed to align with your organization's goals, values, and target audience. Our team will work with you to tailor benefits and placements that maximize your impact.

### 1. Category & Program Sponsorships

Align your brand with excellence by sponsoring a [specific award category](#) or portion of the program.

#### Examples of Benefits:

- Logo recognition tied to a specific award category
- On-stage recognition during category presentation
- Opportunity to present awards to winners
- Recognition in printed and digital event materials

### 2. Silent Auction Sponsorship

Support the event through curated auction contributions that showcase your brand in a unique and engaging way.

#### Options include:

- Donating products, services, or experiences for the silent auction
- Sponsoring the silent auction table or display area

#### Examples of Benefits:

- Brand visibility at the silent auction display
- Recognition in auction materials and signage
- Opportunity to include branded materials with donated items

### 3. Supporting Sponsorships (Cash Contributions)

Flexible cash sponsorships allow your organization to support the event at a level that fits your budget.

#### Examples of Benefits:

- Logo placement on event materials (scaled by contribution level)
- Recognition in digital promotions and event program
- Social media acknowledgment

### 4. Custom Sponsorship Experiences

We encourage creative partnerships that align with your brand and business objectives.

#### Examples include:



- Branded networking reception or cocktail hour
- Signature drink or hospitality sponsorship
- Photo booth or interactive experience
- Branded attendee gifts or materials
- Technology or media sponsorships

Our team is happy to collaborate on ideas that highlight your products or services in a way that resonates with attendees.

### **Customized Partnership Approach**

We recognize that every organization has unique goals. PRSA Phoenix is committed to building partnerships that deliver value by:

- Tailoring visibility and engagement opportunities
- Aligning sponsorship elements with your brand messaging
- Providing access to a highly relevant professional audience
- Offering scalable options to meet varying budgets

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### **Audience Profile**

Copper Anvils attendees (150-200 total guests):

- Public relations and communications professionals
- Marketing executives and agency leaders
- Corporate decision-makers
- Nonprofit and government communicators
- Emerging professionals and students

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### **Next Steps**

We would welcome the opportunity to discuss how your organization can be part of this signature event. Sponsorship packages are customizable and available on a first-come, first-served basis.

### **Contact:**

PRSA Phoenix Chapter  
Madeleine Budge, Fundraising Chair  
Madeleine@10to1pr.com