



## 2021 Sponsorship Opportunities

### What is AdPR Academy?

- A scalable and strategic solution to aid in the advancement of diversity and minority leadership in advertising and public relations created by the AdPR Program at the University of Georgia, with founding support from Moxie.
- A week-long, career orientation and opportunity boot camp dedicated to building a pipeline of diverse talent with a passion for pursuing creative and managerial roles in the advertising and public relations industries.
- The boot camp is a power packed, hands-on professional development experience that provides interested upper undergraduate and first-year graduate students, primarily enrolled in Georgia's Historically Black Colleges and Universities (HBCUs), the opportunity to garner a deeper knowledge and awareness of the people, processes and career opportunities in advertising and public relations.
- The Academy will host its fifth session for a 30-member cohort and other students through a dynamic virtual training experience, March 6-13, 2021.

### How can my organization get involved?

Building from the seed investments provided by Moxie, AdPR Academy seeks additional sponsors to support implementation costs for a virtual experience in 2021. We offer five levels of sponsorship:

**Platinum (exclusive) - \$25,000 and your organization would have these opportunities, as you choose:**

- Designation as 2021 event sponsor
- Prominent display on all marketing collateral and website
- Full page ad on the front inside cover of the digital program book
- Three teaching and/or keynote speaker positions
- Two representatives for capstone project judging panel (Saturday, March 13<sup>th</sup>)
- Provide remarks at the opening session (Saturday, March 6<sup>th</sup>) and online culmination event (Saturday, March 13<sup>th</sup>)
- Present the award to the winning student team at the online culmination event
- Host two virtual breakfast sessions with 5-6 cohort members week of March 8<sup>th</sup>.
- 45-second promotion video and 4 featured social media spots during the week

### PROGRAM IMPACT

All students agree or strongly agree they:

- Had a clear understanding of the **career opportunities** in AdPR
- Are **more confident in their ability to succeed** as a future AdPR professional
- Plan to **recommend the Academy** to their fellow students and friends



**93% plan to pursue careers in advertising or public relations**

- Branded swag for welcome bag
- Provide input into the development of the program
- Have the first right of refusal for the platinum event sponsorship for 2022

**Gold (exclusive) - \$15,000 and your organization would have these opportunities, as you choose:**

- Featured display on all marketing collateral and website
- Full page ad on the inside back cover of the digital program book
- Two teaching and/or keynote speaker positions
- One representative for capstone project judging panel (Saturday, March 13<sup>th</sup>)
- Provide remarks at the online culmination luncheon (Saturday, March 13th)
- Host virtual breakfast with 5-6 cohort members week of March 8th
- 30 second promotional video to accompany online content (3 spots)
- Branded swag for mailed cohort welcome bag
- Have the first right of refusal for the gold event sponsorship for 2022

**Silver (2 spots) - \$10,000 and your organization would have these opportunities, as you choose:**

- Logo display on website and in digital program book
- One position for a representative to serve as teaching staff
- Host virtual breakfast with 5-6 cohort members week of March 8th
- Contribution to digital event bag with sponsor related content
- 30 second promotional video to accompany online content (2 spots).
- Branded swag for mailed cohort welcome bag

**Bronze (3 spots) - \$5,000 and your organization would have these opportunities, as you choose:**

- Logo display on website and in digital program book
- One position for a representative to serve as teaching staff
- Contribution to digital event bag with sponsor related content
- 15 second promotional video to accompany online content (1 spot)

**Copper (unlimited) - \$2,500 and your organization would have these opportunities, as you choose:**

- Logo display on website and in digital program book
- Contribution to digital event bag with sponsor related content
- 15 second promotional video to accompany online content (1 spot)

For additional information about sponsorships, multi-year investments, or in-kind contributions please contact **Bryan Reber**, Department Head, Ad/PR Department, Grady College at [reber@uga.edu](mailto:reber@uga.edu) or **DeShele Dorsey Taylor**, Academy Director, at [adpracademy@uga.edu](mailto:adpracademy@uga.edu). We welcome the opportunity to customize a sponsorship that is mutually beneficial while impacting future leaders in AdPR.