

ADPR Connection 2021

WHAT'S NEW?

A longer, socially distant, in-person career fair on Tues, Oct 26th

Virtual Panels

New sponsor perks

New Partnership level

What is ADPR Connection?

- The major networking event for public relations and advertising students at the Grady College and the University of Georgia.
- The event brings students, professionals and ADPR faculty together for workshops, a luncheon, a career fair, and multiple networking opportunities
- In 2019, more than 400 students and more than 60 professionals attended the department's largest career fair

What makes this event unique?

- It is planned entirely by public relations and advertising majors.
- It is free to all participants thanks to generous corporate sponsorships.
- It allows our students to hone their networking skills without leaving campus.

How is the event funded?

- Last year, our **Platinum Level Sponsor** was **Nebo**; our **Gold Level Sponsor** was **The Creative Circus**. Our **Silver Level Sponsor** was **Publicis Health**. Our base level sponsors were **Hope Beckham** and **MELT Atlanta**.



	Base \$300	Bronze \$750	Silver \$1,800	Gold \$2,500	Platinum \$5,000
Speaking Opportunities		Panel Speaker	Panel Speakers Challenge Mentor	Panel Speakers Challenge Mentor	Challenge Mentor Keynote & Panel Speakers
Inclusion on Marketing Materials	• Website	• Website	• Website • Program • Swag Bag item inclusion	• Website • Program • Swag Bag item inclusion • All Materials	• Website • Program • Swag Bag item inclusion • All Materials
Career Fair Placement & Social Media Highlight	• Priority Placement • 15 sec promo	• Priority Placement • 15 sec promo	• Priority Placement • 30 sec promo	• Priority Placement • 30 sec promo	• Priority Placement • 30 sec promo
Receive the Student Leadership Directory			✓	✓	✓
Invitation to the Pre-event planning session				✓	✓
Named Event Sponsor					✓