



UNIVERSITY OF  
GEORGIA



AMPLIFYING THE POWER OF DIVERSITY,  
EQUITY, AND INCLUSION WHILE INVESTING IN  
THE PIPELINE OF NEW LEADERS IN ADVERTISING  
AND PUBLIC RELATIONS CAREER PATHS.

### 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.
- A multi-day 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, with an emphasis on students enrolled in Historically Black Colleges and Universities (HBCUs), the opportunity to garner a deeper knowledge and awareness of the **networks, career paths, work-ready skills, and growth opportunities** in the advertising and public relations industries.
- The Academy **engages 30 diverse students as a cohort** to develop a peer network, train with professionals, and showcase their talents and teamwork skills in a case competition challenge. Each student is equipped with a professional headshot, resume analysis and online profile audit to enhance their attractiveness as future talent in advertising and public relations.
- To date, AdPR Academy has **certified 99 students from 21 universities including nine HBCUs**. Schools highlighted in image below.



## WHY SUPPORT ADPR ACADEMY?

AdPR Academy provides sponsors and partners the opportunity to:

- Inspire and **build the pipeline** of future advertising and public relations professionals and leaders.
- Underscore and **activate their commitments** to diversity, equity, and inclusion.
- Engage with a captured audience of highly trained students that mirrors **high priority talent recruitment segments** (i.e., women, BIPOC, etc.)
- **Deepen partnerships with multiple highly regarded universities and colleges** across the U.S., with an emphasis on the southeast.
- Access a **dedicated applicant pool** for internships and employment opportunities. All sponsors receive copies of the current cohort's resumes, which have been reviewed by industry peers.
- **Engage employees** as volunteers to train, mentor and/or coach emerging young professionals.

## HOW CAN MY COMPANY INVEST IN ADPR ACADEMY?

AdPR Academy seeks interested sponsors to support implementation costs and long-term investment in the program. We offer five giving opportunities:

**Diamond (exclusive) - \$100,000 over four years and your organization would have these opportunities, as you choose:**

- Designation as 2022-2025 Diamond event sponsor
- Provide diversity, equity, and inclusion training for cohort
- Curate case competition challenge from target stakeholder group (i.e., grantee, diversity supplier, business unit, or brand).
- Host 3-day externship program for five cohort members post Academy.
- Serve as host site for the Academy.
- Priority for cohort interviews for internships or FTE opportunities
- Prominent display on all marketing collateral and website
- Full page ad on the front inside cover of the program book
- Three teaching and/or keynote speaker positions
- Two representatives for capstone project judging panel
- Provide remarks at the opening session and culmination event
- Present awards to the winning case competition team at the culmination event
- Host two virtual breakfast sessions with 5-6 cohort members
- 60-second promotion video and 4 featured social media spots
- Branded swag for welcome bag
- Provide input into the development of the program
- Have the first right of refusal for renewal of commitment for 2026-2029

## 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



**85% plan to pursue careers in advertising or public relations.**

**Platinum (exclusive) - \$20,000 and your organization would have these opportunities, as you choose:**

- Designation as 2022 Platinum event sponsor
- Lead display on all marketing collateral and website
- Full page ad on the back cover of the program book
- One teaching position & one keynote speaker opportunity
- One representative for capstone project judging panel
- Provide extended remarks at the culmination event
- Present cohort leadership awards at the culmination event
- Host two virtual breakfast sessions with 5-6 cohort members
- 45-second promotion video and 3 featured social media spots
- Branded swag for cohort welcome bag
- Provide input into the development of the program
- Have the first right of refusal for the platinum event sponsorship for 2023

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

- Designation as 2022 Gold event sponsor
- Featured display on all marketing collateral
- Half page ad in the program book
- One position for a representative to serve as teaching staff
- One representative for capstone project judging panel
- Provide brief remarks at the culmination luncheon
- 45-second promotion video and 3 featured social media spots
- Branded swag for cohort welcome bag
- Have the first right of refusal for the gold event sponsorship for 2023

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

- Logo display on website and in program book
- One position for a representative to serve as teaching staff
- Host virtual breakfast with 5-6 cohort members week of Academy
- Branded swag for cohort welcome bag
- 30 second promotional video to accompany social content (1 spot).

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

- Logo display on website and in program book
- One position for a representative to serve as teaching staff
- Branded swag for cohort welcome bag

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

- Logo display on website and in program book
- Branded swag for cohort welcome bag

For additional information about sponsorships, multi-year investments, or in-kind contributions please contact **Juan Meng**, Department Head, Ad/PR Department, Grady College at [jmeng@uga.edu](mailto:jmeng@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.