



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.

PARTNERSHIP OPPORTUNITIES

WHAT is ADPR ACADEMY?

- AdPR Academy was **established in 2016** as an outreach initiative of the Department of Advertising and Public Relations at the University of Georgia and has since **certified 159 students from 25 universities including eleven Historically Black Colleges and Universities (HBCUs)**.
- A **scalable and strategic solution** dedicated to **building a pipeline of diverse talent** with a passion for pursuing creative and managerial roles in the advertising and public relations industries.
- A multi-day career orientation and training **packed with hands-on professional development** that provides interested upper undergraduate and first-year graduate students, the opportunity to garner a deeper knowledge and awareness of the **networks, career paths, work-ready skills, and growth opportunities** in advertising and public relations.
- The Academy **provides a roadmap** for participants to establish a **peer network, train with professionals, and showcase their talents and teamwork skills in a case competition**. 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.



WHY SUPPORT ADPR ACADEMY?

AdPR Academy provides 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 mirror **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 to 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 ORGANIZATION INVEST IN ADPR ACADEMY?

AdPR Academy seeks corporate partnerships to support annual implementation costs and long-term investments in the Academy's development and staffing.

We offer six giving levels with customizable benefits commiserate with each contribution amount including brand recognition and visibility, logo placement on collateral and website as well as mentoring, volunteering and teaching opportunities.

- **Diamond (exclusive) - \$25,000/year for four years (\$100,000 total)**
- **Platinum (exclusive) - \$20,000**
- **Gold (exclusive) - \$15,000**
- **Silver (2 spots) - \$10,000**
- **Bronze (3 spots) - \$5,000**
- **Copper (unlimited) - \$2,500**
- **Power Moves Fund - \$5,000 - \$20,000 value for in-kind corporate contributions to subsidize travel & lodging expenses for cohort members. \$1,500 minimum for individuals.**

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 or **DeShele Taylor**, Academy Director, at adpracademy@uga.edu. We welcome the opportunity to customize a sponsorship that is mutually beneficial while impacting future leaders in advertising and public relations.

2022 PROGRAM IMPACT

(n=27)

Most participants agree or strongly agree:

- Academy was a **worthwhile investment of personal time** (93%)
- They have a clear understanding of the **career opportunities** in AdPR (89%)
- They are **more confident in their ability to succeed** as a future AdPR professional (96%)
- Plan to **recommend the Academy** to their fellow students and friends (89%)

