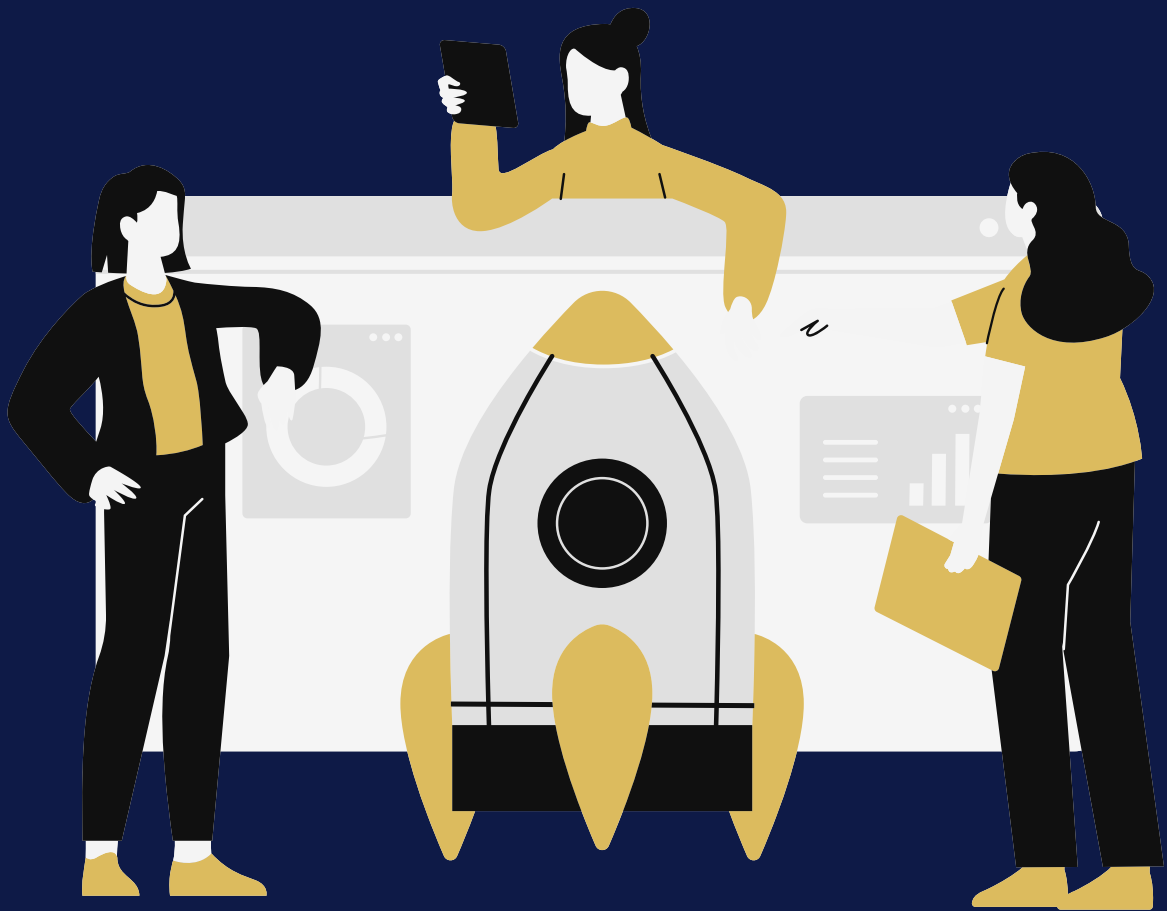




2023 - 2024 Sponsorship Opportunities

Create brand awareness and increase visibility among industry experts and decision-makers. Let's partner!



FPRA Orlando Area Chapter

The Orlando Area Chapter of Florida Public Relations Association (FPRA) is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Central Florida.



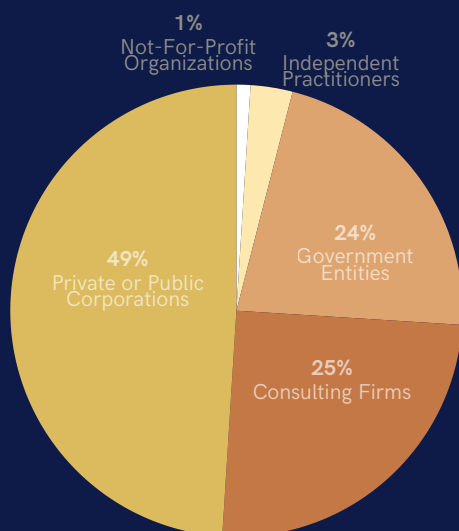
Partnership

Our chapter's sponsors and partners have their brand, products and services **reaching over 104 professionals** with personal and professional networks in diverse communities across Central Florida, and over 125 students at UCF.

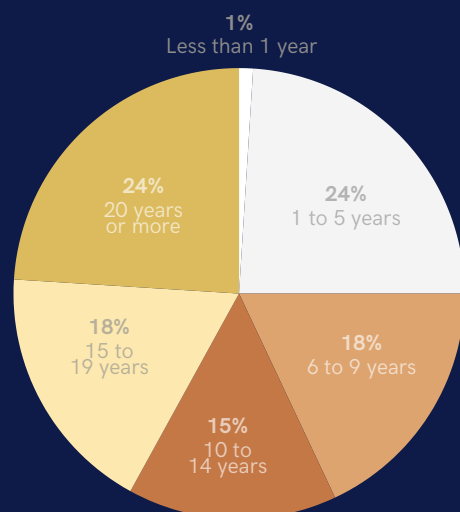
Reach The Right People.

By nature, public relations practitioners are among the most influential in their organizations, often reporting directly to the C-suite and executive **decision-makers**. Many manage departmental budgets, with buying power to purchase the tools and services that support strategic public relations and marketing communications goals.

Representing a mix of public and private corporations, government entities and nonprofits, our members collectively communicate every day with millions of stakeholders in Florida and beyond on behalf of their organizations.



49% of FPRA Orlando members work in the corporate setting. 25% are involved in consulting.



Over 57% of our members has at least one decade of experience in the field.

Amplify Your Story. Generate Leads.

By the numbers...

- **6,541 total followers** across social channels combined.
- Email marketing database of over **700 subscribers**. **25.68% open rate, which is above the 20.87% industry average open rate.**
- Private, member-only Facebook group with **75 participants** and an average of two posts per week.
- The website recorded over **5,500 unique visitors** (September 2022 to April 2023). Our digital job bank had more than 2,300 views.
- **Digital video content generated over 20,000 views.**
- **In 2023, social media averaged 45 new followers per month.**
- Social media **engagement rates averaging 8% to 10%** on each platform, above the 5% industry average.



Average monthly meeting attendance of 35 guests.



Average monthly email open rate of 25.68%



650 unique visitors to website on average.



6,541 total number of followers across social channels combined.

2023 - 2024 Sponsorships Packages

Your investment in the FPRA Orlando Area Chapter not only has the potential to generate greater awareness of your brand, but will also result in enhanced development of the region's professional communicators through information, resources, recognition and leadership opportunities.

The chapter offers many personalized and pre-made packages, a-la-carte offers, and in-kind sponsorship opportunities for you to reach the right people at the right time and start the conversation.

Pre-made packages

- A-La-Carte Sponsorships
- Featured Job Sponsorship Package
- Friend of FPRA Sponsor
- Sponsor a FPRA member

Personalized packages

- Annual sponsorships
- Event-related sponsorships

Let's Partner! Get in Touch.

Julia Amorim

VP of Partnerships



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