



UNIVERSITY OF
GEORGIA



2018 Sponsorship Opportunities

What is AdPR Academy?

- A new 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 Erwin Creates and 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 second class of 30 participants during Spring Break 2018 from March 12-17th.

How can my organization get involved?

Building from the seed investments provided by Erwin Creates and Moxie, the AdPR Academy seeks additional sponsors to support implementation costs for the program including but not limited to facilities, meals and beverages, course materials, networking mixers, and if resources allow, scholarship funds to off-set a portion of the program fees for high-quality students. We offer four levels of sponsorship:

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

- Be the event sponsor for 2018
- Be displayed prominently on all marketing collateral and receive full page ad on the inside cover of the program book
- Be granted up to three positions for representatives to serve as teaching staff and/or one lunch keynote speaker
- Have two representatives serve on the review committee to select the winning student team for the capstone project
- Be the exclusive host of Saturday morning private breakfast and meet and greet with the student cohort
- Have preferred seating and visibility at all networking mixers or seated events for 8-10 representatives
- Provide remarks at the opening session (Monday, March 12) and gala (Saturday, March 17)
- Present the award to the winning student team at the gala
- Provide input into the development of the program and selection of gala key note speaker
- Have the first right of refusal for the platinum event sponsorship for 2019

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

- Be represented on all marketing collateral and receive half-page ad on the inside back cover of the program book
- Be granted up to two positions for representatives to serve as teaching staff and/or have one representative serve on the review committee to select winning student team for the capstone project
- Have preferred seating and visibility at all networking mixers or seated events for up to 5 representatives
- Provide remarks at the gala (Saturday, March 17)
- Provide keynote speaker for one day of choice during lunch
- Have the first right of refusal for the gold event sponsorship for 2019

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

- Be referenced with name and logo in the program book
- Be the named sponsor for breakfast and breaks OR lunch for “on-campus” activities
- Be granted one position for a representative to serve as teaching staff
- Have preferred seating and visibility at all networking mixers or seated events for up to 2 representatives

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

- Be referenced with name and logo in the program book
- Be granted one position for a representative to serve as teaching staff
- Provide branded gifts for welcome bags

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 or **DeShele Dorsey Taylor**, Academy Director, at adpracademy@uga.edu.