2020 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 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 fourth class of 25-30 participants during Spring Break 2020 from March 9th-13th.

How can my organization get involved?

Building from the seed investments provided by 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 travel stipends. We offer five levels of sponsorship:

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

- Be the event sponsor for 2020
- 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

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

93% plan to pursue careers in advertising or public relations
- Have preferred seating and visibility at all networking mixers or seated events for 8-10 representatives
- Provide remarks at the opening session (Monday, March 9th) and culmination luncheon (Saturday, March 13th)
- Present the award to the winning student team at the gala
- Provide input into the development of the program and selection of gala keynote speaker
- Provide branded gifts for welcome bags
- Have the first right of refusal for the platinum event sponsorship for 2021

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 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 culmination luncheon (Saturday, March 13th)
- Host dinner and agency tour with small group of students (Wednesday, March 11th)
- Provide branded gifts for welcome bags
- Have the first right of refusal for the gold event sponsorship for 2021

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

- Be referenced with logo in the program book and on website
- Be the named sponsor for breakfast and breaks OR lunch
- 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
- Host dinner and agency tour with small group of students (Wednesday, March 11th)
- Provide branded gifts for welcome bags

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

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

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

- Be referenced with name in the program book
- Be contributor to student travel stipend fund

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. We welcome the opportunity to customize a sponsorship that is mutually beneficial while impacting future leaders in AdPR.