



## **Who is GKC-PRSA?**

The Greater Kansas City Chapter of the Public Relations Society of America (GKC-PRSA) is an organization that provides networking, education and hands-on learning opportunities for public relations professionals and students throughout the Kansas City area. We currently have more than 200 chapter members. Our mission is to be the professional resource and advocate for Kansas City's public relations and communications community, which we accomplish in partnership with our generous sponsors.

## **How does your support help GKC-PRSA and the KC communications community?**

Members of GKC-PRSA are the professionals responsible for communicating the exciting things occurring in Kansas City. With members who work in every industry, including finance, health, education, retail, restaurant, sports, government, agencies and a multitude of local non-profit organizations, we are the voices that help make Kansas City be heard loud and clear.

As much as our members advance the culture of Kansas City, our organization works to support the public relations industry as a whole. We help public relations and communications professionals further their careers, and the missions of their organizations, through professional development, networking and resource opportunities, while also helping other professionals understand the role of public relations in today's world. We are the local connection to the Accreditation in Public Relations (APR), a credential that recognizes practitioners who have mastered the knowledge, skills and abilities needed to develop and deliver strategic communications.

Our sponsors are from as varied industries as our members, and help us provide timely and unique professional development and digital content that is relevant to public relations and communications professionals throughout greater Kansas City.

## **What are the PRISM Awards?**

The GKC-PRSA chapter annually recognizes outstanding programs and materials created by public relations and communications professionals who practice in the greater Kansas City area or who have completed assignments for Kansas City-based clients.

The PRISM Awards are open for entry submission by both members and non-members. The awards gala is held each fall and is one of the longest-running and most celebrated public relations awards competitions in the area.

The PRISM Awards are also this chapter's largest fundraiser. This enables the chapter to provide robust professional development programming throughout the year, as it invests in the careers of current public relations and communications professionals and students from surrounding colleges and universities. Our sponsors enjoy a VIP reception, seats with preferred placement, complimentary PRISM Award entries and brand exposure on our website, social media, PRISM collateral pieces and throughout the gala itself.

For more information about becoming a 2016 GKC-PRSA sponsor, please contact VP – Business Opportunities Ciara O'Brien Murray at [Ciara.Murray@heart.org](mailto:Ciara.Murray@heart.org) or (563) 599-9557.

## **What is the PRSSA Summit?**

The GKC-PRSA chapter hosts a one-day public relations conference for university students studying public relations, marketing, advertising, or a related field. PRSSA Summit is our chapter's way of furthering the public relations field by bolstering the next wave of public relations and communication practitioners.

Sessions within the day are designed to teach the students not only about public relations topics, but also career development topics. Sessions will be a mix of individual speakers, panels and workshops. Students will also have the opportunity to network with current PR professionals and companies within the Greater Kansas City Metro that are looking for bright new talent.

Our PRSSA Day sponsors have the opportunity to represent their company and culture, and potentially recruit the best new communications professionals.