



**PRSSA BATEMAN COMPETITION SPONSOR
REQUEST FOR PROPOSALS FORM**

Name: _____

Organization: _____

Mailing Address: _____

Telephone: _____ E-mail: _____

Member of PRSA? Yes No Former Member of PRSSA? Yes No

The Bateman Case Study Competition Sponsorship fee is \$25,000.

Can you provide this fee? Yes No

If another company has agreed to cover the sponsorship fee on your behalf, please provide contact information below.

Organization: _____

Contact: _____

Mailing Address: _____

Telephone: _____ E-mail: _____

Would you be interested in a multi-year sponsorship? Yes No

If selected, will you be able to send at least two representatives to all of the following meetings?

Yes No

- **Initial Judging**, April 2011, Saturday–Sunday (date TBD)
PRSSA National Headquarters, New York, N.Y.
- **Final Judging**, May 2011, Thursday–Saturday (date TBD)
Location TBD

By signing this form, I certify that the information submitted is completed to the best of my ability and has not been falsified in any way. Unsigned forms will not be accepted.

Candidate's Name: _____

Candidate's Signature: _____

Date: _____

This signed form must be received at PRSSA Headquarters by (insert date)
Director of Education, PRSSA, 33 Maiden Lane, 11th Fl., New York, NY 10038-5150

Bateman Case Study Proposal (500 words)

Briefly outline the project students will be addressing.

How will your proposal create opportunities for students to learn about and practice the four essential elements of a public relations campaign? (250 words)

Elements: Research, strategy and tactics, implementation and evaluation.

Please identify how this proposal and the project the students would undertake will strategically advance the goals and objectives of the organization. (100 words)

Please identify any charitable cause or social-responsibility issue addressed through this project. (150 words)