

## More sponsors sought for PRISMS

The PRISMS, known as the 'Oscars' of the PR industry, has sponsorship categories still open for industry support.



International communication firm FleishmanHillard SA will be sponsoring the recently re-introduced 'Student Campaign of the Year' award and has put out a challenge to the rest of the industry, calling on it to show their support for the awards, by sponsoring one of the 35 categories for this year's Awards. The awards take place on Sunday 17 April 2016.

"We are delighted that FH is actively supporting this year's Awards and is challenging the rest of the industry to match – or even beat – its sponsorship," says PRISM awards convenor, Bridget von Holdt. "This is an opportunity for the public relations industry to demonstrate its support for our 19th Awards programme."

"Consultancies use the PRISM Awards to gain recognition for excellent campaigns, to benchmark their work against their competitors and to give them the competitive edge when competing for business. Winning awards is validating for consultancies, their teams, as well as their clients, as an award is evidence that they are doing great work. Sponsoring a category for this year offers brand exposure and networking opportunities – whilst demonstrating support for the PRISM Awards and the vital role it plays in showcasing our industry."

The following categories have already been sponsored:

- African Network of the Year – Vukani Fashions
- Best Large Public Relations Consultancy – ROI Africa
- Best Use of an Event to Build/Change Reputation – VonH Brand Provocateur
- Business-to-Business – GroundUp Media
- Corporate Communication – Zoom Photography
- Corporate Responsibility – Indaba Hotel
- Crisis Management - CliffCentral
- Environmental - Mango
- Financial Services – CIMA

- Lifetime Achievement Award – Bizcommunity
  - Media Relations – Mix FM
  - Publications – Blue Apple
  - Public Relations on a Shoestring – Media Update
  - Social Media for Public Relations - WeCollaborate
  - Technology – PEAR
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- Travel & Tourism – Jozi Maboneng Radio

For more details on sponsoring the PRISM Awards, call Catherine Larkin on +27 (0) 83 300 0331 or email [catherine@cvlc.co.za](mailto:catherine@cvlc.co.za). For more information, go to [www.prism-awards.co.za/sponsorship.php](http://www.prism-awards.co.za/sponsorship.php).

PRISM Awards 2016 media partners include Bizcommunity, CliffCentral, JoburgTodayTV, Jozi Maboneng Radio, Media Update, Mix FM and UNISA Radio.

For more, visit: <https://www.bizcommunity.com>