



The Inside Track

The PRSA Thoroughbred Conference



WHERE COMMUNICATIONS PROFESSIONALS
GAIN A COMPETITIVE EDGE



2026

PARTNERSHIP
PACKET

November 4-5, 2026 | Pam Miller Downtown Arts Center, Lexington, KY



Dear Potential Sponsor:

We are pleased to invite you to sponsor **The Inside Track: The PRSA Thoroughbred Chapter Conference**, to be held November 4-5, 2026, at the Pam Miller Downtown Arts Center in Lexington.

The event is brought to you by the Thoroughbred Chapter of the Public Relations Society of America (PRSA). PRSA is the world's largest professional organization for communications and PR professionals.

Conference attendees will be among the top communications, marketing and PR professionals from the region. National guest speakers will present on leadership, branding, AI, emerging trends, and more. In addition, there will be numerous networking opportunities.

Event sponsors will reach key opinion leaders, decision-makers and agencies who work with or for some of the top organizations across the state and beyond. In addition, your sponsorship will build brand awareness at a regional event and support Kentucky's economic growth and communications professionals.

Sponsorship opportunities have been provided for your review and consideration. We look forward to partnering with you to bring your brand to life.

Warmly,

Brant Welch

Brant Welch, APR

PRSA Thoroughbred Chapter Treasurer and Sponsorship Co-Chair
brant.welch@gmail.com

Katie Neal

Katie Neal, ACC

PRSA Thoroughbred Chapter Past President and Sponsorship Co-Chair
katie@katienealconsulting.com

About PRSA

The Public Relations Society of America (PRSA) is the leading professional organization serving the communications community through a network of more than 400 professional and student chapters globally.

Guided by its Code of Ethics, PRSA empowers its members to succeed at every stage of their careers through a wide breadth of premium professional development programs, exclusive networking events and leadership opportunities. For more information, visit www.prsa.org.



About PRSA Thoroughbred Chapter

Founded in 1984, the PRSA Thoroughbred Chapter has represented public relations and communications professionals from Lexington and Central/Eastern Kentucky for more than 40 years. The chapter is one of two PRSA organizations in Kentucky and our membership includes a number of regionally and nationally recognized practitioners.

The PRSA Thoroughbred Chapter has been repeatedly recognized for its strong and intentional commitment to advancing excellence in the profession through meaningful programming, professional recognition, and inclusive engagement. With more than 80 members regionally (and growing!), the chapter is proud to have received the distinguished PRSA East Central District PRominent Award every year since 2023.

Our Local Leadership, PRSA Thoroughbred Chapter		2026 Board of Directors
Lilli Dubler PR & Communications Specialist	Leigh Anne Hiatt Communications Specialist Association of Independent Kentucky Colleges and Universities	Brittney Kinison PR & Communications Specialist
Dan Koett (FOUNDER & PRINCIPAL) Affinity Media & Public Relations	Katie Neal, ACC (FOUNDER) Katie Neal Coaching & Consulting	Mallory Olson PR & Communications Specialist
Amy Preske, APR (FOUNDER) Booze PR	Risa Richardson, APR (PRESIDENT-ELECT) Communications Manager NiSource/Columbia Gas of Kentucky	Brant Welch, APR Chief Marketing Officer, Farmers National Bank/WealthSouth
Marc C. Whitt (PRESIDENT) Director of Media & Strategic Relations University of Kentucky	Holly Wiemers, MA, APR Communications Director University of Kentucky AG Equine Programs	

About the Conference

The Inside Track: The PRSA Thoroughbred Chapter Conference

ATTENDEE PROFILE:



Target Attendance:
75-100 Guests



Experience Level:
Students to Seasoned Professionals, all are welcome



Professions:
PR, Marketing, Communications, Advertising, and Events



Industries and Organizational Settings Represented:
Association / Non-profit, Corporate; Educational; Sports and Entertainment; Financial; Food and Beverage; Travel, Tourism and Hospitality; Healthcare; Public Affairs; Government / Military; PR and Creative Agencies; Independent Practitioners and Consultants.



Geography:
Primarily across the Commonwealth, though also from neighboring states, given Lexington is within a day's drive of two-thirds of the U.S. Members from Michigan to North Carolina have already expressed interest in attending.

2026 Inside Track Conference Committee

Julie Nelson Harris (CO-CHAIR) Communications Director, City of Somerset Triple Edge Creative, Founder & Creative Director	Megan Maloney (CO-CHAIR) Bluegrass Comms Collective Principal Consultant & Lead Strategist	Quincy Fuehne Strategic Communications & PR Manager Frontier Nursing University
Leigh Anne Hiatt Communications Specialist Association of Independent Kentucky Colleges and Universities	Katie Neal, ACC (FOUNDER) Katie Neal Coaching & Consulting	Sue Patrick, APR Kentucky Community & Technical College System (Retired)
Risa Richardson, APR Communications Manager NiSource/Columbia Gas of Kentucky	Crystal Sicard Executive Advisor Kentucky Cabinet for Health & Family Services	Ashley Tabb Senior Communications Specialist UK HealthCare
Brant Welch, APR Chief Marketing Officer Farmers National Bank/WealthSouth	Marc C. Whitt Director of Media & Strategic Relations University of Kentucky	Kristie Wooldridge Director of Communications Kentucky Tourism Department
Advisors:	Tom Harris, APR Harris + Cornett, Partner	Nancy Wiser, APR Wiser Strategies, Founder and President

SPONSORSHIP LEVELS

TRIPLE CROWN SPONSOR \$3,000 (One Available)

SOLD

- Exclusive Presenting Sponsor
- Prominent logo placement on event marketing materials and webpage
- Three (3) conference tickets + verbal recognition as Presenting Sponsor at the conference
- Three (3) reception tickets + verbal recognition as Presenting Sponsor at the reception
- Two (2) tickets to the chapter's annual awards celebration + verbal recognition as Presenting Sponsor (Thursday, September 26 at Carson's (Hamburg Location) in Lexington
- Recognition on chapter's social media accounts and in press announcements
- Opportunity to introduce keynote speaker
- Table in the Winner's Circle exhibitor hall
- Opportunity to include up to two (2) promotional items in swag bag

CHAMPIONS RECEPTION SPONSOR \$2,500 (One Available)

- Exclusive Champions Reception Sponsor on Wednesday evening, 11/4
- Reception will feature company logo and "Presented by [your company]"
- Two (2) conference tickets + verbal recognition as Champions Reception Sponsor at reception
- Two (2) reception tickets
- Opportunity to briefly address attendees to begin the Reception
- Opportunity to provide marketing materials at the reception (i.e., signature cocktail, branded napkins or drink tokens; brochures; table tents, etc.)
- Logo placement on event marketing materials and webpage
- Recognition on chapter's social media accounts
- Table in the Winner's Circle exhibit hall
- Opportunity to include two (2) promotional items in swag bag

GRANDSTAND SPEAKER SERIES SPONSOR \$2,000 (Three Available)

- Grandstand Speaker Series Presenting Sponsor
- Opportunity to introduce one or our keynote speakers (one sponsor each for Breakfast, Lunch, and Panel sponsors)
- Two (2) conference tickets + verbal recognition as Grandstand Speaker Series Sponsor at event
- Two (2) reception tickets
- Logo placement on event marketing materials and webpage
- Recognition on chapter's social media accounts and in press announcements
- Table in the Winner's Circle exhibitor hall
- Opportunity to include up to two (2) promotional items in swag bag

PACE SETTER BREAKFAST SPONSOR \$1,000 (One Available)**SOLD**

- Exclusive Winner's Circle Breakfast Sponsor on Thursday, 11/5
- Event breakfast will feature company logo and "Presented by [your company]"
- Two (2) conference tickets + verbal recognition as Breakfast Sponsor at breakfast
- Two (2) reception tickets
- Logo placement on event marketing materials and webpage
- Recognition on chapter's social media accounts
- Opportunity to include one (1) promotional item in swag bag

HOMESTRETCH SOCIAL SPONSOR \$1,000 (One Available)**SOLD**

- Exclusive Homestretch Social Sponsor on Thursday, 11/5
- Event will feature company logo and "Presented by [your company]"
- Two (2) conference tickets + verbal recognition at post-Lunch social gathering
- One (1) reception ticket
- Logo placement on event marketing materials and webpage
- Recognition on chapter's social media accounts
- Opportunity to include one (1) promotional item in swag bag

THOROUGHbred PARTNER \$500 (10 Available)

- Logo placement on event marketing materials and webpage
- Opportunity to include one (1) promotional item in swag bag
- One (1) conference ticket
- One (1) reception ticket
- Recognition on chapter's social media accounts

STARTING GATE SPONSOR \$250 (10 Available)

- Logo placement on event marketing materials and webpage
- Opportunity to include one (1) promotional item in swag bag
- One (1) conference ticket
- Recognition on chapter's social media accounts

WINNER'S CIRCLE TABLE EXHIBITOR \$250 (10 Available)

- Table in the Winner's Circle exhibitor hall on Thursday, 11/5
- Logo placement on event marketing materials and webpage
- Opportunity to include one (1) promotional item in swag bag
- One (1) conference ticket
- Recognition on chapter's social media accounts

EXCLUSIVE MEDIA SPONSOR \$2,000 (One Available)

- Prominent logo placement on event marketing materials and webpage
- Opportunity to include one (1) promotional item in swag bag
- Two (2) conference tickets + verbal recognition as Media Sponsor at conference
- Two (2) reception tickets
- Recognition on chapter's social media accounts

IN-KIND SPONSORSHIPS

- **Photography Sponsor** – Provides event photography and videography for 11/4-11/5 and (optional) headshots for attendees (event video recap)
- **Printing Sponsor** – Offers free or significantly discounted printing services for signage, program, and other needs
- **Inside Track Welcome Kit** – branded swag bags

In-Kind Sponsor Benefits	Photography Sponsor	Printing Sponsor	Inside Track Welcome Kit
Logo placement on event marketing materials and webpage	U	U	U
One (1) conference ticket	U	U	U
One (1) reception tickets	U	U	U
Recognition on chapter's social media accounts	U	U	U
Table in the Winner's Circle exhibitor hall on Thursday, 11/5 (optional)	U	U	U
Opportunity to include one (1) promotional item in swag bag	U	U	U

Custom Sponsorship Packages Available

All sponsors may donate a door prize to be awarded at the end of the day (or reception). Email Brant or Katie to receive your custom package.

Brant Welch

brant.welch@gmail.com

Katie Neal

katie@katienealconsulting.com

SPONSORSHIP FORM

Sponsor

Address

Primary Contact

Title/Position

Contact Phone

Contact Email

SPONSORSHIP SELECTION:

- ☐ Champions Reception Sponsor - \$2,500
- ☐ Grandstand Speaker Series Sponsor - \$2,000
- ☐ Thoroughbred Partner - \$500
- ☐ Starting Gate Sponsor - \$250
- ☐ Winner's Circle Table Exhibitor - \$250
- ☐ Media Sponsor

PAYMENT

A check made out to "**PRSA
Thoroughbred Chapter**" can be mailed to:

Brant Welch
509 Chinoe Road
Lexington, KY 40502

FOR MORE INFORMATION CONTACT

Brant Welch, Treasurer
Email: brant.welch@gmail.com
Cell: 859-806-3417

