



PRSSA 2025 Student-run Firm Awards BEST CLIENT PROJECT

The PRSSA Student-run Firm Award for Best Client project recognizes the top public relations work done by Nationally Affiliated Student-run Firms during the academic year, May 1, 2024–April 30, 2025. Any work done by a Nationally Affiliated Student-run firm for a client is eligible. Applications are divided into two categories: Small Firm (20 members or less) and Large Firm (21 or more members.)

To be eligible, a client project must have been implemented at least in part between May 1, 2024 and April 30, 2025. Entries tend to have better chances of winning near their completion, when evaluation against initial objectives can be measured. For a Student-run Firm to be eligible, it must have current National Affiliation status. If your firm's National Affiliation application was recently submitted it must be approved before April 30, 2025.

To apply for a PRSSA Student-run Firm Award for best client project in either of the two categories, please submit the following:

- **Three-page Summary.** This concise summary is the most important part of your entry and should give the judges a thorough view of the complete project.

The summary should cover research, planning, execution and evaluation, and may include a situation analysis, research, goals, objectives, strategies, tactics and results.

- **Samples.** It will bolster your application to submit samples of work created to support the overall objectives of the project. Samples may include research data, collateral materials, schedules, photographs and videos.

If an element is online or a video, include screen shots in addition to links or video files. Do not assume judges will follow the link.

- **100-word Description.** Include a 100-word description of your program. The description will be used to explain your entry if it receives the award.
- **Application Form.** Your application form, on Page 2 of this document, must be typed.

Entries must be letter-size, with at least a 10-point font and 1" margins. Entries will be accepted in PDF format, with accompanying files attached at the end of the PDF.

All application materials must be included as attachments and sent via email to ben.castleman@prsa.org. All entries must be received by **April 30, 2025**. Winners will be announced at the PRSSA 2025 International Conference and receive a certificate.

Application Deadline: April 30, 2025

**PRSSA 2025 Student-run Firm Awards: Best Client Project
Application Form**

I am applying for (select one):

- ☐ Best Client Project: Small Firm (20 members or less)
- ☐ Best Client Project: Large Firm (21 or more members)

School: _____

Name of Student-run Firm: _____

Number of Staff Members: _____

Name of Client: _____

Firm Director (student): _____

Address: _____

Phone: _____

Email: _____

Firm Adviser: _____

Address: _____

Phone: _____

Email: _____

Chapter Faculty Adviser: _____

Address: _____

Phone: _____

Email: _____