



## PRSA San Antonio Del Oro Awards Frequently Asked Questions

**1. What are the Del Oro Awards?** The Del Oro Awards recognize the outstanding contributions of individuals in the public relations field as well as their excellent work. The awards are modeled after the national PRSA Silver and Bronze Anvil Awards.

**2. What types of entries can be submitted?** The Del Oro Awards include both public relations campaigns and tactics.

- [La Plata](#) (silver) Campaign Awards recognize achievements in public relations campaigns. Complete public relations campaigns/programs incorporate sound research, planning, implementation, and evaluation.
- [Campaign categories](#) recognized include community relations, content marketing, media relations, social media, crisis communications and more.
- [El Bronce](#) (bronze) Tactics Awards recognize outstanding public relations tactics – such as annual reports, newsletters, videos, PSAs, social media, news releases, and more. Tactics are part of an overall public relations campaign/program but can be individually submitted for El Bronce recognition.

**3. What are the Del Oro Individual Awards?** Del Oro (gold) Individual Awards recognize individuals who have made outstanding contributions to the PR profession in San Antonio and South Texas. Categories include the Tex Taylor Lifetime Achievement Award, Public Relations Professional of the Year, Public Relations Champion (a nonpractitioner or company that supports the profession), Community Service Award, Horizon Award, and Social Responsibility Champion Award. A committee of PRSA San Antonio members votes on these awards and members of the Del Oro committee are not eligible for nomination.

**4. What is the cost to enter Del Oro?** The organization or individual entering Del Oro pays the applicable member or non-member price. Please note: If you are an agency representing a nonprofit organization, you will pay the for-profit entry fee. La Plata and El Bronce entry fees:

- Not for Profit and Nonprofit organizations:
  - o \$60 for PRSA San Antonio members/\$90 for nonmembers.
- For-profit organizations:
  - o \$70 for PRSA San Antonio members/\$110 for nonmembers.
- Full-time PR students may enter for \$20 per entry.

**5. Is there a cost to nominate someone for the Del Oro Individual Awards?** There is no fee to nominate someone for individual recognition. There is no formal entry form – a simple letter outlining why you feel the individual is deserving of recognition is all that is needed. Supporting letters and material will be

accepted up to a total of four pages per nomination (including the nomination letter). Judges will consider only the first four pages submitted. PRSA membership is not required for submitters. Nominees for Professional of the Year, PR Champion, and Community Service categories do NOT require chapter membership. Nominees for the Tex Taylor Lifetime Achievement and Horizon categories MUST be PRSA San Antonio chapter members.

**6. When is the entry deadline?** The deadline for La Plata and El Bronce entries is February 13, 2026. The deadline for Del Oro Individual Awards is March 6, 2026.

**7. Who judges the La Plata and El Bronce entries?** PRSA San Antonio works with a sister PRSA chapter for submission judging. They judge our awards, and we judge another chapter's awards. La Plata judges are required to have their Accreditation in Public Relations (APR).

**8. When is the awards banquet?** The 24th Annual Del Oro Awards Ceremony will be held at The Witte on Thursday, May 7, 2026. Stay tuned for more information about purchasing tickets, tables, and sponsorship opportunities.