ABOUT NLGJA: THE ASSOCIATION OF LGBTQ JOURNALISTS

NLGJA: THE ASSOCIATION OF LGBTQ JOURNALISTS IS THE PREMIER NETWORK OF LGBTQ MEDIA PROFESSIONALS AND THOSE WHO SUPPORT THE HIGHEST JOURNALISTIC STANDARDS IN THE COVERAGE OF LGBTQ ISSUES. NLGJA: THE ASSOCIATION OF LGBTQ JOURNALISTS PROVIDES ITS MEMBERS WITH SKILL-BUILDING, EDUCATIONAL PROGRAMMING AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES. WE OFFER MEMBERS THE SPACE TO ENGAGE WITH OTHER PROFESSIONALS FOR CAREER ADVANCEMENT AND THE CHANCE TO EXPAND THEIR PERSONAL NETWORKS. THROUGH OUR COMMITMENT TO FAIR AND ACCURATE LGBTQ COVERAGE, NLGJA CREATES TOOLS FOR JOURNALISTS BY JOURNALISTS ON HOW TO COVER LGBTQ PEOPLE AND ISSUES.

MISSION STATEMENT
WE ARE A JOURNALIST-LED ASSOCIATION WORKING WITHIN THE NEWS MEDIA TO ADVANCE FAIR AND ACCURATE COVERAGE OF LGBTQ COMMUNITIES AND ISSUES. WE PROMOTE DIVERSE AND INCLUSIVE WORKPLACES BY HOLDING THE INDUSTRY ACCOUNTABLE AND PROVIDING EDUCATION, PROFESSIONAL DEVELOPMENT AND MENTORING.

VISION STATEMENT
WE ENVISION FAIR REPRESENTATION AND RESPECT OF DIVERSE LGBTQ COMMUNITIES IN NEWSROOMS AND NEWS COVERAGE.

IN 1990, LEROY F. AARONS FOUNDED NLGJA: THE ASSOCIATION OF LGBTQ JOURNALISTS AFTER CONDUCTING THE AMERICAN SOCIETY OF NEWSPAPER EDITORS’ (ASNE) FIRST SURVEY OF LGBTQ JOURNALISTS IN AMERICAN NEWSROOMS.

NLGJA: THE ASSOCIATION OF LGBTQ JOURNALISTS IS A 501(C)3 NONPROFIT ORGANIZATION. TAX ID: 91-3177380
# Convention Sponsorship Packages

*Custom packages may be available. Please contact Development & Marketing Manager Dillon Lewis.

Dillon@NLGJA.org

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<tr>
<th></th>
<th>Presenting Sponsor $25,000</th>
<th>Headliner Sponsor $20,000</th>
<th>Editorial Sponsor $15,000</th>
<th>Feature Sponsor $10,000</th>
<th>Trend Sponsor $7,500</th>
<th>News Brief Sponsor $5,000</th>
<th>News Source Sponsor $2,500</th>
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<td>Plenary Co-Sponsor</td>
<td>Breakout Exclusive Sponsor</td>
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CONVENTION ACTIVITY SPONSORSHIP & BRANDING OPPORTUNITIES

NETWORKING & SOCIAL EVENTS

EVENING SOCIAL EVENT
(Multiple Opportunities Available)
Exclusive: $10,000

MORNING MEET-UP
(Three Opportunities Available)
Exclusive: $7,500

CHAPTER CAUCUSES
(One Opportunity Available)
Exclusive: $5,000

DIGITAL BRANDING

CONVENTION WEBSITE
(Multiple Opportunities Available)
Homepage Banner: $1,500
Homepage Button: $1,000
Subpage Banner: $1,000
Subpage Button: $750

PROFESSIONAL DEVELOPMENT EVENTS

CAREER & COMMUNITY EXPO NAMING RIGHTS
(One Opportunity Available)
Exclusive: $20,000

PLENARY SESSION
(Limited Opportunities Available)
Exclusive: $15,000 / Co-Brand: $10,000

BREAKOUT SESSION
(Multiple Opportunities Available)
Exclusive: $7,500 / Co-Brand: $5,000

CAREER & COMMUNITY EXPO BOOTH
(Multiple Opportunities Available)
Corporate: $1,250 / Media: $1,000

FIRESIDE CHAT
(Multiple Opportunities Available)
Exclusive: $5,000

CONNECT: STUDENT JOURNALISM TRAINING PROJECT & STUDENT MINI-CONFERENCE

BANNER SPONSOR
(One Opportunity Available)
$25,000

DATELINE SPONSOR
(Three Opportunities Available)
$15,000

AFFILIATE SPONSOR
(Five Opportunities Available)
$7,500

NEWSFLASH SPONSOR
(Two Opportunities Available)
$20,000

ANCHOR SPONSOR
(Four Opportunities Available)
$10,000

BREAKOUT SPONSOR
(Seven Opportunities Available)
$5,000

2020 VIRTUAL CONVENTION BY THE NUMBERS

580 ATTENDEES
40+ SPONSORS AND EXHIBITORS
9 MORNING MEET-UPS
4 OPEN NETWORKING LOUNGES
2 BOOTCAMPS

100+ STUDENTS IN ATTENDANCE
36 BREAKOUT SESSIONS
5 PLENARY SESSIONS
3 FIRESIDE CHATS
1 DOCUMENTARY SCREENING

2020 SPONSORING ORGANIZATIONS

WE EXTEND A HUGE THANK YOU TO THE ORGANIZATIONS WHO SPONSORED THE 2020 VIRTUAL CONVENTION, INCLUDING:

AARP
CBS NEWS
CNN
COCA-COLA
DEMOCRACY FUND
JETBLUE
NBCUNIVERSAL
PRUDENTIAL
DISNEY MEDIA NETWORKS

PHRMA
FOX
BLOOMBERG
TOYOTA
KNIGHT FOUNDATION
TEGNA FOUNDATION
WALTON FAMILY FOUNDATION
AMERICAN MEDICAL ASSOCIATION
FACEBOOK JOURNALISM PROJECT

GOOGLE NEWS LAB
MCCLATCHY
THINK.PUBLIC.MEDIA
HEARST
AMIDA CARE
AXIOS
GANNETT
TEGNA
THE CARTER CENTER

HISTORIC CONVENTION ATTENDANCE

2020 – VIRTUAL CONVENTION – 580
2019 – NEW ORLEANS – 430
2018 – PALM SPRINGS – 450
2017 – PHILADELPHIA – 400
2016 – MIAMI – 350