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: The Association of LGBTQ Journalists creates tools for journalists to better 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.

TABLE OF CONTENTS:

- ABOUT US..................................................2
- NATIONAL CONVENTION..........................3-5
- STUDENT CONFERENCE..............................6
- NATIONAL BENEFIT EVENTS.........................7

Due to the nature of the COVID-19 pandemic, the shape and structure of our scheduled events are subject to change. We will update this document as additional information becomes available.

Last Updated: December 6, 2021
NATIONAL CONVENTION
THE DRAKE — CHICAGO, ILLINOIS
SEPTEMBER 8-11, 2022

The National Convention is the association’s hallmark annual event. More than 500 LGBTQ journalists, educators, communications professionals and students will gather from September 8-11 for four days of networking at the Drake Hotel in Chicago. The event will feature more than 40 breakout and plenary sessions, as well as networking receptions and a Career & Community Expo.

To make the event as accessible as possible, there will be a virtual component to supplement the in-person convention at The Drake. We look forward to coming together for what is sure to be a remarkable event.

À LA CARTE CONVENTION ACTIVITY SPONSORSHIP & BRANDING OPPORTUNITIES

NETWORKING & SOCIAL EVENTS

Evening Social Event
(Multiple Opportunities Available)
Exclusive: $15,000

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: $10,000

* SEE NEXT PAGE FOR SPONSORSHIP PACKAGES
# National Convention Sponsorship Packages

Custom packages may be available. Please contact Development & Marketing Director Dillon Lewis dillon@nlgja.org

<table>
<thead>
<tr>
<th><em>In the case of a necessary change, deliverables may be substituted with appropriate alternatives</em></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 Exclusive Sponsor</td>
<td>Plenary Co-Sponsor</td>
<td>Breakout Exclusive Sponsor</td>
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</tbody>
</table>

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605 Attendees
50 Sponsors and Exhibitors
12 Morning Meet-ups
5 Plenary Sessions
2 Fireside Chats

100+ Students in Attendance
35 Breakout Sessions
11 Networking Lounges
4 Bootcamps
1 Documentary Screening

2021 SPONSORING ORGANIZATIONS

We extend a huge thank you to the organizations who sponsored the 2021 Virtual Convention, including:

- AARP
- Disney Media Networks
- NBCUniversal
- The Points Guy
- CBS News
- JetBlue
- Coca-Cola
- WarnerMedia News & Sports
- Prudential
- Toyota
- Craig Newmark Philanthropies
- Gannett
- Knight Foundation
- Meredith
- MGM Resorts International
- American Medical Association
- CoinDesk
- FOX
- Human Rights Campaign
- PhRMA
- Spectrum Networks
- Walton Family Foundation
- Associated Press
- Google News Lab
- Hearst
- McClatchy
- NAB
- Pulitzer Center
- SAG-AFTRA
- TEGNA
- The New York Times
- The Wall Street Journal
- Think.Public.Media
- Amida Care
- Axios
- Poynter
- Scripps

HISTORIC CONVENTION ATTENDANCE

- 2021 – Virtual Convention – 605
- 2020 – Virtual Convention – 580
- 2019 – New Orleans – 430
- 2018 – Palm Springs – 450
- 2017 – Philadelphia – 400
- 2016 – Miami – 350
The Student Conference was launched in 2021 to provide training and resources to our student members. The two-day event includes an Internship & Career Fair, breakout sessions, networking opportunities, and affinity meet-ups. More than 100 students from across the United States participated in the inaugural Student Conference.

The 2022 event will be held on the Pathable virtual platform to ensure that all students have access to the event.

### STUDENT CONFERENCE SPONSORSHIP PACKAGES

<table>
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<tr>
<th>Sponsor Type</th>
<th>Opportunities Available</th>
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<td>Breakout Sponsor</td>
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All Student Conference Sponsorship Packages include an Internship & Career Fair Booth, listing by logo on sponsor page, and additional deliverables corresponding to National Convention packages of the same dollar amount. See National Convention Sponsorship Package page for details and contact dillon@nlgja.org with questions.
Traditionally, the association has hosted national benefits throughout the year in New York, Los Angeles, and Washington, DC. We hope to host the events in 2022, but they are dependent on local restrictions and availability. We will update this document as the events are scheduled. The events are:

**Headlines & Headliners** – New York, NY  
**L.A. Exclusive** – Los Angeles, CA  
**Dateline:DC** – Washington, DC

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**NATIONAL BENEFIT EVENT SPONSOR LEVELS**

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<th>Presenting Sponsor</th>
<th>Diamond Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
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<table>
<thead>
<tr>
<th></th>
<th>Complimentary Registrations</th>
<th>Listing on Website</th>
<th>Listing on Event Signage</th>
<th>Recognition in Thank-You E-Blast</th>
<th>Listing in Event Promo Materials</th>
<th>Verbal Recognition by event Hosts and Leaders</th>
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</table>

For information about deliverables, please contact dillon@nlgja.org.
CONTACT:
Dillon Lewis
Development and Marketing Director
dillon@nlgja.org

WWW.NLGJA.ORG