The Association of LGBTQ Journalists

2023 PARTNERSHIP PROSPECTUS

CONTACT:
Nick Clarksen
Development Director
nick@nlgja.org

WWW.NLGJA.ORG
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
ADVERTISING & BRANDING...............3
NATIONAL CONVENTION................... 4-6
STUDENT CONFERENCE.....................7
NATIONAL BENEFIT EVENTS.............8

Due to the nature of the ongoing 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 1, 2022
# Advertising & Branding Opportunities

Advertising is available at association events and throughout the year on our digital channels and print resources. Please contact the respective contact to inquire about advertising opportunities.

## Standard Branding & Advertising Opportunities

Please contact clare@nlgja.org to purchase standard advertising

<table>
<thead>
<tr>
<th>Weekly E-Newsletter</th>
<th>Social Media</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>(More than 1,100 subscribers, 55% avg open rate. Assets due 48 hours before Thursday release)</td>
<td>(Copy due 48 hours prior to posting)</td>
<td>(Available on <a href="http://www.nlgja.org">www.nlgja.org</a> homepage)</td>
</tr>
<tr>
<td><strong>Banner Ad:</strong></td>
<td><strong>Facebook/Insta:</strong> $250 per post</td>
<td><strong>Banner Ad:</strong> $2,000 per month</td>
</tr>
<tr>
<td>$300 per placement per week</td>
<td>FB: ~7,000 followers</td>
<td>One unique image + link</td>
</tr>
<tr>
<td>One unique image + link</td>
<td>1200 px by 630 px</td>
<td>970 px by 90 px</td>
</tr>
<tr>
<td>829 px by 90 px</td>
<td>up to 200 words</td>
<td></td>
</tr>
<tr>
<td><strong>Text Ad:</strong></td>
<td><strong>LinkedIn:</strong> $250 per post</td>
<td><strong>Sidebar Ad:</strong> $1,500 per month</td>
</tr>
<tr>
<td>$300 per placement per week</td>
<td>~1,000 followers</td>
<td>One unique image + link</td>
</tr>
<tr>
<td>Up to 200 words of linked text + 150 px by 150 px image</td>
<td>1200 px by 630 px</td>
<td>250 px by 250 px</td>
</tr>
<tr>
<td></td>
<td>up to 200 words</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Twitter:</strong> $250 per tweet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>~22,000 followers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1600 px by 900 px</td>
<td></td>
</tr>
<tr>
<td></td>
<td>up to 280 characters</td>
<td></td>
</tr>
</tbody>
</table>

## National Convention Branding & Advertising Opportunities

Please contact nick@nlgja.org to purchase National Convention advertising

<table>
<thead>
<tr>
<th>Convention Swag</th>
<th>Program Book</th>
<th>Convention Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>(One Corporate Logo Opportunity Available Per Material Type)</td>
<td>(Multiple Opportunities Available) <strong>Deadline: July 14, 2023</strong></td>
<td>(Multiple Opportunities Available, Dimensions Same as Above)</td>
</tr>
<tr>
<td><strong>Badge Lanyard Logo:</strong> $5,000</td>
<td><strong>Inside or Outside Cover:</strong> $3,500</td>
<td><strong>Homepage Banner:</strong> $2,000</td>
</tr>
<tr>
<td><strong>Attendee Bag Logo:</strong> $8,000</td>
<td><strong>Full Page:</strong> $2,000</td>
<td><strong>Homepage Button:</strong> $1,500</td>
</tr>
<tr>
<td><strong>Hotel Key Card Logo:</strong> $10,000</td>
<td><strong>Half Page:</strong> $1,500</td>
<td><strong>Subpage Banner:</strong> $1,500</td>
</tr>
<tr>
<td><strong>Attendee Bag Insert:</strong> $2,000</td>
<td><strong>Quarter Page:</strong> $1,000</td>
<td><strong>Subpage Button:</strong> $1,000</td>
</tr>
</tbody>
</table>

**Program Book Mechanical Specs:**
- All ads must be built at 100% of actual size
- Minimum resolution: 300dpi
- Color: CMYK or grayscale
- Ads should be submitted in PDF, EPS, or JPG.
- Please include crop marks
- All fonts must be rasterized, embedded, or outlined.

**Program Book Ad Dimensions:**
- Covers (color with bleeds): 8.75”h x 11.25”w
- (Live Area: 8” x 10.5”)
- Full Page Inside (with bleeds): 8.75”h x 11.25”w
- (Live Area: 8” x 10.5”)
- Full-Page Inside (no bleeds): 8”h x 10.5”w
- Half-Page (no bleeds): 8”w x 5.25”h
- Quarter Page (no bleeds): 4”w x 5.25”h

Program book advertisements must be submitted to convention@nlgja.org no later than July 14, 2023.
The National Convention is the association’s hallmark annual event. More than 700 LGBTQ journalists, educators, communications professionals and students will gather from September 7-10 for four days of networking at the Loews Philadelphia Hotel. The event will feature more than 40 breakout and plenary sessions, as well as networking receptions and a Career & Community Expo. There may be a virtual experience to supplement the in-person convention at the Loews, however a decision has not yet been made. Updates will be announced as they become available. We look forward to coming together in September 2023.

**À LA CARTE CONVENTION ACTIVITY SPONSORSHIP & BRANDING OPPORTUNITIES**

**PROFESSIONAL DEVELOPMENT EVENTS**

- **Career & Community Expo Naming Rights**  
  (One Opportunity Available)  
  Exclusive: $35,000

- **Plenary Session**  
  (Limited Opportunities Available)  
  Exclusive: $20,000 / Co-Brand: $15,000

- **Breakout Session**  
  (Multiple Opportunities Available)  
  Exclusive: $10,000 / Co-Brand: $5,000

- **Career & Community Expo Booth**  
  (Multiple Opportunities Available)  
  Corp: $2,000 / Media: $1,500 / Nonprofit: $1,250

- **Fireside Chat**  
  (Multiple Opportunities Available)  
  Exclusive: $20,000

*Expo booths include one table and two chairs. A la carte expo booth purchases include one complimentary registration (does not include sponsorship packages). Shipping information for expo materials will be provided to registered exhibitors and sponsors.

**NETWORKING & SOCIAL EVENTS**

- **Evening Social Event**  
  (Multiple Opportunities Available)  
  Exclusive: $25,000

- **Morning Meet-Up**  
  (Three Opportunities Available)  
  Exclusive: $7,500

- **Chapter Caucuses**  
  (One Opportunity Available)  
  Exclusive: $7,500

**Important Dates & Deadlines**

For sponsor-organized breakout, plenary, fireside chat, and bootcamp sessions. Independently-organized session deadlines may differ.

- Session Title and Description Due: May 19, 2023
- Speaker Registration, Bio & Photo Due: June 2, 2023
- Program Book Ad + Bag Insert Due: July 14, 2023
- Expo Registration Deadline: FCFS, no later than August 18
- Sponsor Comp Registration Deadline: August 25, 2023

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

*Custom packages may be available. Please contact Development Director Nick Clarksen nick@nlgja.org*

*In the case of a necessary change, deliverables may be substituted with appropriate alternatives*

<table>
<thead>
<tr>
<th></th>
<th>Presenting Sponsor</th>
<th>Masthead Sponsor</th>
<th>Headliner Sponsor</th>
<th>Editorial Sponsor</th>
<th>Feature Sponsor</th>
<th>Trend Sponsor</th>
<th>News Brief Sponsor</th>
<th>News Source Sponsor</th>
<th>News Tip Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$50,000+</td>
<td>$35,000</td>
<td>$25,000</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recognition on Convention Website</th>
<th>By Linked Logo</th>
<th>By Linked Logo</th>
<th>By Linked Logo</th>
<th>By Linked Logo</th>
<th>By Logo</th>
<th>By Logo</th>
<th>By Logo</th>
<th>By Logo</th>
<th>By Name</th>
<th>By Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Convention Registrations</td>
<td>20</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Sponsor Signage Recognition</td>
<td>By Logo</td>
<td>By Logo</td>
<td>By Logo</td>
<td>By Logo</td>
<td>By Logo</td>
<td>By Logo</td>
<td>By Logo</td>
<td>By Name</td>
<td>By Name</td>
<td></td>
</tr>
<tr>
<td>Can Purchase Additional Discounted Registrations</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Complimentary Expo Booths</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Thank You E-Newsletter Recognition</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Program Book Ad Size</td>
<td>Full Page Cover</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Full Page</td>
<td>1/2 Page</td>
<td>1/2 Page</td>
<td>1/4 Page</td>
<td>1/4 Page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored Convention Activity</td>
<td>Plenary/Expo/Social Sponsor</td>
<td>Plenary/Expo/Social Sponsor</td>
<td>Plenary Exclusive Sponsor</td>
<td>Plenary Co-Sponsor</td>
<td>Plenary Co-Sponsor</td>
<td>Breakout Exclusive Sponsor</td>
<td>Breakout Co-Sponsor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo With Activity On Agenda</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Convention Bag Insert*</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Remarks at Sponsored Event</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Social Media Recognition</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
</tbody>
</table>

2022 NATIONAL CONVENTION BY THE NUMBERS

720 Attendees
28 Breakout Sessions
5 Plenary Sessions
2 Bootcamps
49 Sponsors and Exhibitors
10 Networking Events
3 Fireside Chats
1 Author’s Cafe

2022 SPONSORING ORGANIZATIONS

We extend our thanks to the organizations who sponsored the 2022 Convention:

- AARP
- Disney Media Networks
- NBCUniversal
- The Points Guy
- Warner Brothers Discovery
- Coca-Cola
- Ford Foundation
- JetBlue
- DotDash Meredith
- EqualPride
- FOX
- General Motors
- Toyota
- CBS News
- Craig Newmark Philanthropies
- Knight Foundation
- MGM Resorts International
- Stoli
- American Medical Association
- Axios
- CoinDesk
- Gannett
- McKinsey & Company
- PhRMA
- TEGNA
- VOX Media
- Conde Nast
- Google News Initiative
- McClatchy
- Spectrum Networks
- SAG-AFTRA
- SNPA Foundation
- Think.Public.Media
- The Washington Post
- Associated Press
- The Carter Center
- Graham Media Group
- Hearst Television
- Law360
- Northwestern Medill
- Pulitzer Center
- Scripps
- The Athletic
- The New York Times

HISTORIC CONVENTION ATTENDANCE

- 2022 – Chicago - 720
- 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. Since its inception, nearly 300 LGBTQ student journalists from across the United States have participated in the Student Conference.

The 2023 event will be held on a virtual platform to ensure that all students have access to the event.

**STUDENT CONFERENCE SPONSORSHIP PACKAGES**

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Opportunities Available</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Sponsor</td>
<td>(One Opportunity Available)</td>
<td>$25,000</td>
</tr>
<tr>
<td>NewsFlash Sponsor</td>
<td>(Two Opportunities Available)</td>
<td>$20,000</td>
</tr>
<tr>
<td>Dateline Sponsor</td>
<td>(Three Opportunities Available)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Anchor Sponsor</td>
<td>(Four Opportunities Available)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Affiliate Sponsor</td>
<td>(Five Opportunities Available)</td>
<td>$7,500</td>
</tr>
<tr>
<td>Breakout Sponsor</td>
<td>(Seven Opportunities Available)</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

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 nick@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 2023 and will update this document as the events are scheduled. The events are:

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

### NATIONAL BENEFIT EVENT SPONSOR LEVELS

<table>
<thead>
<tr>
<th><em>In the case of a necessary change, deliverables may be substituted with appropriate alternatives</em></th>
<th>Presenting Sponsor</th>
<th>Diamond Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Registrations</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>7</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Listing on Website</td>
<td>By Linked Logo</td>
<td>By Linked Logo</td>
<td>By Linked Logo</td>
<td>By Logo</td>
<td>By Logo</td>
<td>By Name</td>
</tr>
<tr>
<td>Listing on Event Signage</td>
<td>By Logo</td>
<td>By Logo</td>
<td>By Logo</td>
<td>By Logo</td>
<td>By Logo</td>
<td>By Name</td>
</tr>
<tr>
<td>Recognition in Thank-You E-Blast</td>
<td>By Linked Logo</td>
<td>By Linked Logo</td>
<td>By Name</td>
<td>By Name</td>
<td>By Name</td>
<td>By Name</td>
</tr>
<tr>
<td>Stage Recognition by Event Hosts and Leaders</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Listing in Event Promo Materials</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate Remarks During Event Program</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For information about deliverables, please contact nick@nlgja.org.
CONTACT:
Nick Clarksen
Development Director
nick@nlgja.org

WWW.NLGJA.ORG