THE ASSOCIATION of LGBTQ+ JOURNALISTS
NLGJA since 1990.

2024 PARTNERSHIP PROSPECTUS

CONTACT:
CAITLIN DeLATTE, DEVELOPMENT AND PARTNERSHIPS DIRECTOR
CAITLIN@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.

WHAT WE OFFER
Exposure:
NLGJA: The Association of LGBTQ+ Journalists has over 1000 members and our 2023 convention had 730 attendees.

Visibility:
Interact face to face with our membership, meet LGBTQ+ journalists at our Career and Community Expo, and interact with upcoming LGBTQ+ journalism students.

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THE ASSOCIATION of LGBTQ+ JOURNALISTS
NLGJA since 1990.
NLGJA: The Association of LGBTQ+ Journalists is a 501(c)3 nonprofit organization.
Tax ID: 94-3177380
THANK YOU TO OUR 2023 NATIONAL CONVENTION SPONSORS

Masthead
Coca Cola
NBC Universal
Ford Foundation
General Motors

Headliner
ABC News/ESPN
WK Kellogg Foundation

Editorial
CBS News
CNN
Fox
Dotdash Meredith
Pride Media
Toyota

Trend
American Medical Association
Bloomberg
Google News Lab
Spectrum
Tegna
Vox Media
Visit Philadelphia
PHLCVB

Additional Sponsors
The Associated Press
The Athletic
Conde Nast
Dow Jones News Fund
Hearst
Law 360
McClatchy
The New York Times
Nexstar
SAG-AFTRA
Scripps
Stoli
Syracuse University
Think.Public.Media

ABOUT THE NATIONAL CONVENTION
First held in 1992, the national convention of NLGJA: The Association of LGBTQ+ Journalists is the organization’s hallmark annual event. It brings together journalists, media executives, public relations professionals, academics and journalism students — from every media discipline — for three days full of educational sessions, professional development and networking opportunities.

2023 NATIONAL CONVENTION BY THE NUMBERS
NLGJA: The Association of LGBTQ+ Journalists hosted its national convention at the Loews Philadelphia Hotel from September 7-10, 2023. The convention hosted:

730 attendees
39 Breakout Sessions
2 Fireside Chats

53 Sponsors and Exhibitors
5 Plenary Sessions
1 Bootcamp

Historic Convention Attendance
2023 – Philadelphia – 730
2022 – Chicago - 720
2021 – Virtual Convention – 605
2020 – Virtual Convention – 580
2019 – New Orleans – 430
2018 – Palm Springs – 450
2017 – Philadelphia – 400
2016 – Miami Beach – 350
Loews Hollywood Hotel | Los Angeles, California  
September 5-8, 2024  

The 2024 National Convention will feature more than 40 breakout and plenary sessions, as well as networking receptions and the annual Career & Community Expo. We look forward to seeing you in September 2024.

### 2024 NATIONAL CONVENTION SPONSOR PACKAGES

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

<table>
<thead>
<tr>
<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>
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</thead>
<tbody>
<tr>
<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>

**Recognition on Convention Website**
- By Linked Logo
- By Linked Logo
- By Linked Logo
- By Linked Logo
- By Logo
- By Logo
- By Logo
- By Logo
- By Logo
- By Logo

**Complimentary Convention Registrations**
- 20
- 10
- 8
- 6
- 4
- 3
- 2
- 1
- 1

**Sponsor Signage Recognition**
- By Logo
- By Logo
- By Logo
- By Logo
- By Logo
- By Logo
- By Logo
- By Name
- By Name

**Can Purchase Additional Discounted Registrations**
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

**Complimentary Expo Booths**
- 2
- 2
- 1
- 1
- 1
- 1
- 1
- 1
- 1
- 1

**Thank You E-Newsletter Recognition**
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

**Program Book Ad Size**
- Full Page
- Full Page
- Full Page
- Full Page
- 1/2 Page
- 1/2 Page
- 1/4 Page
- 1/4 Page

**Sponsored Convention Activity**
- Plenary/Expo/Social Sponsor
- Plenary/Expo/Social Sponsor
- Plenary Exclusive Sponsor
- Plenary Co-Sponsor
- Plenary Co-Sponsor
- Breakout Exclusive Sponsor
- Breakout Co-Sponsor

**Logo With Activity On Agenda**
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

**Convention Bag Insert***
- 2
- 1
- 1
- 1
- 1
- 1

**Remarks at Sponsored Event**
- ✓
- ✓
- ✓

**Social Media Recognition**
- ✓
- ✓

**Spend toward a la carte Sponsorship Opportunities**
- $10,000
Plenary Session - $25,000 Plenary Branded, $20,000 co-branded (Multiple Opportunities Available)
NLGJA: The Association of LGBTQ+ Journalists Plenaries are the premiere events of the conference.
• **$25,000 Branded Session**: You will receive a list of available plenary sessions to sponsor. You will be able to add your branding to the selected plenary, and will be able to make brief remarks at the event. You will be the only sponsor attached to this plenary session.
• **$20,000 Co-Branded Session**: You will receive a list of available plenary sessions to sponsor. You will be able to add your branding to the selected plenary, and will be able to make brief remarks at the event. Other Sponsors will be attached to this plenary session.

Breakout Session - $10,000 Branded, $7,500 co-branded (Multiple Opportunities Available)
Breakout Sessions at NLGJA: The Association of LGBTQ+ Journalists are 60-minute sessions. They take place concurrently with other breakout sessions.
• **$10,000 Branded Session**: Identify a topic area, title, and work with our team to line up speakers for your branded session. You will be able to make brief remarks (3-5 minutes) at the session.
• **$7,500 Co-Branded Session**: You will be provided a list of breakouts to choose from to add your branding. You will be able to make brief remarks (3-5 minutes) at the session.

Diversity Reception - $25,000 (1 Opportunity Available)
The Diversity Reception celebrates the diversity in newsrooms and America as a whole. We honor our partners in diversity who share our dedication to fair and accurate coverage of our communities and bring us together.

Opening Reception - $25,000 (1 opportunity Available)
The 2024 Opening Reception will kick off 2024's convention in Los Angeles. As the exclusive sponsor of the opening reception, you will be able to add your branding and make brief remarks at the event.

Closing Reception - $25,000 (1 Opportunity Available)
The 2024 Closing Reception will cap off 2024's convention in Los Angeles. As the exclusive sponsor of the closing reception, you will be able to add your branding and make brief remarks (3-5 minutes) at the event.

Fireside Chat - $25,000 (Multiple Opportunities Available)
Fireside Chats are structured as a Q&A session. As the exclusive sponsor of a fireside chat, you will be able to add your branding to the event and make brief remarks (3-5 minutes) at the event.

Women’s+ Networking Dinner - $10,000 (1 Opportunity Available)
The Women’s+ Networking Dinner is an opportunity for Convention attendees who identify as women, trans and nonbinary to gather for a dinner at the convention. The Women’s+ Networking Dinner is usually attended by 60-70 members a year.

Authors Cafe - $7,500 (1 Opportunity Available)
The association’s Author’s Cafe hosts members as they discuss their projects from books to podcasts. As the exclusive sponsor of the Authors cafe, you will be able to add your branding to the event and be able to make brief remarks.

Career and Community Expo Naming Rights - $25,000 (1 Opportunity Available)
The Career and Community Expo keeps growing every year! The Career and Community Expo takes place on Friday, September 6, 2024, from 9:00am - 4:30pm.

Morning Meet-Up - $7,500 (4 Opportunities Available)
Morning meet-ups take place before the start of each day. These affinity meet-ups (Trans & Nonbinary, QPOC, Bisexual, and Women’s+) provide dedicated networking time for our members each morning (on a rotating basis) before programming begins. Your branding will be displayed at your designated meet-up.
The Career & Community Expo is a prominent feature of the national convention experience. It allows attendees to connect with professionals and leaders from a wide representation of broadcast, print, online, new media and independent communication outlets along with companies and organizations committed to fair and accurate coverage of the LGBTQ+ community. For those seeking to hire, the expo is a prime opportunity to interview top-notch candidates for media, communications or public relations positions.

**2024 CAREER & COMMUNITY EXPO**

The Career & Community Expo benefits from providing a more laid back atmosphere for both exhibitors and attendees. Rather than traditional expo booths with pipe and drape, the Career & Community Expo makes use of traditional table tops which aids the relaxed atmosphere and, over the years, has proven helpful for exhibitors and attendees to engage in fruitful conversations.

**EXPO COST: $1,500 PER BOOTH (A LA CARTE)**

Each expo space comes with:
- One 6’ table, draped in hotel’s house linens
- 2 standard conference chairs
- Standard electrical (power strip) is provided on request

Additional AV or power needs will be coordinated directly with the hotel and will incur additional costs at hotel’s going rates.

NLGJA: The Association of LBGTQ+ Journalists
Career & Community Expo
Friday, September 6, 2024
9:00am - 4:30pm

Tentative Schedule:
Thursday, September 5 - Time TBD - Expo available for set-up
Friday, September 6 - 9:00am - Expo Opens (set-up available starting at 7:00am)

Shipping and drayage information will be provided to confirmed exhibitors mid-spring
The CONNECT: Student Journalism Training Project, which runs concurrently with the 2024 National Convention, provides journalism training for up to 12 college students, with all air travel, hotel accommodations and meal costs covered by the organization, allowing the students to immerse themselves in the program completely.

The students are mentored by professional journalists and experienced communicators and produce portfolio-worthy online news packages and podcasts covering local and national LGBTQ+ issues and other news. Most of the student journalists and mentors identify as LGBTQ+ and often the mentoring relationships last into the start of their journalism careers and beyond. The success of the program is measured in the high-quality journalism that is produced each year, as well as the competitive application process for the finite spots. The work produced by the past several years of CONNECT classes is available at nlgjaconnect.com.

<table>
<thead>
<tr>
<th>Recognition on Convention Website and CONNECT Website</th>
<th>Banner Sponsor $10,000</th>
<th>Newsflash Sponsor $7,500</th>
<th>Dateline Sponsor $5,000</th>
<th>Anchor Sponsor $3,000</th>
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</thead>
<tbody>
<tr>
<td>By Logo</td>
<td>By Logo</td>
<td>By Logo</td>
<td>By Logo</td>
<td></td>
</tr>
<tr>
<td>Complimentary Convention Registrations</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Sponsor Signage Recognition</td>
<td>By Logo</td>
<td>By Logo</td>
<td>By Name</td>
<td>By Name</td>
</tr>
<tr>
<td>Can Purchase Additional Discounted Registrations</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Expo Booths</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Thank You E-Newsletter Recognition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Program Book Ad Size</td>
<td>1/2 Page</td>
<td>1/4 Page</td>
<td>1/4 Page</td>
<td></td>
</tr>
<tr>
<td>Brief Speaking Opportunity</td>
<td>✓</td>
<td></td>
<td></td>
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</tbody>
</table>
The Student Conference is a virtual event that was launched in 2021 to provide training and resources to our student members. The Student Conference is two days and provides student members with the ability to participate in an Internship & Career Fair, breakout sessions, networking opportunities and affinity meet-ups. Nearly 400 LGBTQ+ student journalists from across the United States have participated in the Student Conference over the years.

**2024 VIRTUAL STUDENT CONFERENCE**

**SPONSORSHIP PACKAGES**

<table>
<thead>
<tr>
<th>Recognition on Student Conference Website</th>
<th>Banner Sponsor $10,000</th>
<th>Newsflash Sponsor $7,500</th>
<th>Dateline Sponsor $5,000</th>
<th>Anchor Sponsor $3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>By Logo</td>
<td>By Logo</td>
<td>By Logo</td>
<td>By Logo</td>
<td></td>
</tr>
</tbody>
</table>

| Complimentary Convention Registrations    | 3                      | 2                        | 1                       | 1                     |
| Complimentary Expo Booths                | 1                      | 1                        | 1                       | 1                     |
| Thank You E-Newsletter Recognition       | ✓                      | ✓                        | ✓                       | ✓                     |
| Co-Sponsorship of a Breakout             | ✓                      |                          |                         |                       |

**STUDENT CONFERENCE EXPO A LA CARTE**
The career and community expo booth at the Student Conference is a virtual booth. At the time of the expo, students will be able to access your virtual room.

**Expo Cost:** $1,500

**STUDENT CONFERENCE AND NATIONAL CONVENTION CAREER AND COMMUNITY EXPO**
Interested in participating in the Career and Community expo at the student conference and National Conference? We offer a discounted rate to participate in both.

**Student Conference and National Convention Expo Bundle:** $2,000
NATIONAL BENEFIT RECEPTIONS

NLGJA: The Association of LGBTQ+ Journalists hosts national benefit events throughout the year. The National Benefit Events are expected to return in 2024 in New York, Los Angeles, and Washington, DC.

Headlines & Headliners - New York, New York - Spring  
L.A. Exclusive - Los Angeles, California - Summer (tentative)  
Dateline:DC - Washington, DC - Fall (tentative)

NATIONAL BENEFIT RECEPTION SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th></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></td>
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<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

Complimentary Guests  
- Presenting Sponsor: 20  
- Diamond Sponsor: 15  
- Platinum Sponsor: 10  
- Gold Sponsor: 7  
- Silver Sponsor: 5  
- Bronze Sponsor: 2

Listing on Website  
- Presenting Sponsor: By Logo  
- Diamond Sponsor: By Logo  
- Platinum Sponsor: By Logo  
- Gold Sponsor: By Logo  
- Silver Sponsor: By Name  
- Bronze Sponsor: By Name

Thank You Recognition in Email Blast  
- Presenting Sponsor: By Logo  
- Diamond Sponsor: By logo  
- Platinum Sponsor: By Logo  
- Gold Sponsor: By Logo  
- Silver Sponsor: By Name  
- Bronze Sponsor: By Name

Stage Recognition  
- ✔  
- ✔  
- ✔

Listing in Event Promo  
- ✔  
- ✔

Corporate Remarks During Event Program  
- ✔
# ADVERTISING OPPORTUNITIES

## STANDARD BRANDING & ADVERTISING OPPORTUNITIES

<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/Instagram:</strong> $250 per post</td>
<td><strong>Banner Ad:</strong></td>
</tr>
<tr>
<td>$300 per placement per week</td>
<td>Facebook: 1200 px by 630 px</td>
<td>$2,000 per month One unique image + link 970 px by 90 px</td>
</tr>
<tr>
<td>One unique image + link 829 px by 90 px</td>
<td>Instagram: 1080 px by 1080 px</td>
<td><strong>Sidebar Ad:</strong></td>
</tr>
<tr>
<td><strong>Text Ad</strong></td>
<td>LinkedIn: $250 per post</td>
<td>$1,500 per month One unique image + link 250 px by 250 px</td>
</tr>
<tr>
<td>$300 per placement per week</td>
<td>1200 px by 630 px</td>
<td><strong>LinkedIn:</strong> $250 per post</td>
</tr>
<tr>
<td>Up to 200 words of linked text + 150 px by 150 px image</td>
<td>up to 200 words</td>
<td>1200 px by 630 px</td>
</tr>
<tr>
<td><strong>X (formerly Twitter):</strong> $250 per tweet</td>
<td><strong>LinkedIn:</strong> $250 per post</td>
<td><strong>X (formerly Twitter):</strong> $250 per tweet</td>
</tr>
<tr>
<td>1600 px by 900 px</td>
<td>1200 px by 630 px</td>
<td>1600 px by 900 px</td>
</tr>
</tbody>
</table>

## NATIONAL CONVENTION BRANDING & ADVERTISING OPPORTUNITIES

<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)</td>
<td>(Multiple Opportunities Available, Dimensions Same as Above)</td>
</tr>
<tr>
<td><strong>Badge Lanyard Logo:</strong> $10,000</td>
<td><strong>Deadline:</strong> July 2, 2024</td>
<td><strong>Homepage Banner:</strong> $2,000</td>
</tr>
<tr>
<td><strong>Attendee Bag Logo:</strong> $10,000</td>
<td><strong>Inside or Outside Cover:</strong> $3,500</td>
<td><strong>Homepage Button:</strong> $1,500</td>
</tr>
<tr>
<td><strong>Hotel Key Card Logo:</strong> $10,000</td>
<td><strong>Full Page:</strong> $2,000</td>
<td><strong>Subpage Banner:</strong> $1,500</td>
</tr>
<tr>
<td><strong>Attendee Bag Insert:</strong> $2,000</td>
<td><strong>Half Page:</strong> $1,500</td>
<td><strong>Subpage Button:</strong> $1,000</td>
</tr>
<tr>
<td><strong>Quarter Page:</strong> $1,000</td>
<td><strong>Convention Website</strong></td>
<td></td>
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</table>