

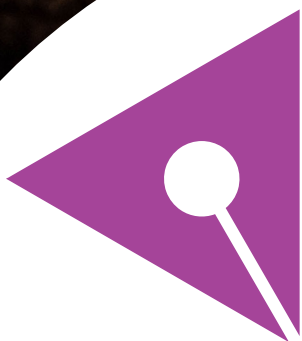


PLENARY SESSION  
**IN THE COURTS AND  
IN THE CLASSROOM:  
COVERING THE BACKLASH  
TO LGBTQ+ EXPRESSION IN 2023**  
SPONSORED BY   
2023 NATIONAL CONVENTION | SEPTEMBER 7-10, 2023 | PHILADELPHIA, PENNSYLVANIA



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# THE ASSOCIATION of LGBTQ+ JOURNALISTS

NLGJA since 1990.

## 2024 PARTNERSHIP PROSPECTUS

### CONTACT:

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## 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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NLGJA since 1990.

NLGJA: The Association of LGBTQ+ Journalists is a 501(c)3 nonprofit organization.  
Tax ID: 94-3177380



## 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.

### 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  
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Bloomberg  
Google News Lab  
Spectrum  
Tegna  
Vox Media  
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PHLCVB

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The New York Times  
Nexstar  
SAG-AFTRA  
Scripps  
Stoli  
Syracuse University  
Think.Public.Media

### 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

<i>*In the case of a necessary change, deliverables may be substituted with appropriate alternatives</i>	Presenting Sponsor	Masthead Sponsor	Headliner Sponsor	Editorial Sponsor	Feature Sponsor	Trend Sponsor	News Brief Sponsor	News Source Sponsor	News Tip Sponsor
	\$50,000	\$35,000	\$25,000	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000
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
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
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								



## NATIONAL CONVENTION A LA CARTE OPPORTUNITIES

### **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.



## 2024 CAREER & COMMUNITY EXPO

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.

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



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.

#### 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 LGBTQ+ 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





## CONNECT: STUDENT JOURNALISM TRAINING PROJECT



# CONNECT

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 [nljconnect.com](http://nljconnect.com).

	Banner Sponsor \$10,000	Newsflash Sponsor \$7,500	Dateline Sponsor \$5,000	Anchor Sponsor \$3,000
Recognition on Convention Website and CONNECT Website	By Logo	By Logo	By Logo	By Logo
Complimentary Convention Registrations	3	2	1	1
Sponsor Signage Recognition	By Logo	By Logo	By Name	By Name
Can Purchase Additional Discounted Registrations	✓	✓	✓	✓
Complimentary Expo Booths	1	1	1	1
Thank You E-Newsletter Recognition	✓	✓	✓	✓
Program Book Ad Size	1/2 Page	1/4 Page	1/4 Page	
Brief Speaking Opportunity	✓			



## 2024 VIRTUAL STUDENT CONFERENCE



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.

### SPONSORSHIP PACKAGES

	Banner Sponsor \$10,000	Newsflash Sponsor \$7,500	Dateline Sponsor \$5,000	Anchor Sponsor \$3,000
Recognition on Student Conference Website	By Logo	By Logo	By Logo	By Logo
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

	Presenting Sponsor	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000	\$3,000
Complimentary Guests	20	15	10	7	5	2
Listing on Website	By Logo	By Logo	By Logo	By Logo	By Name	By Name
Thank You Recognition in Email Blast	By Logo	By logo	By Logo	By Logo	By Name	By Name
Stage Recognition	✓	✓	✓			
Listing in Event Promo	✓	✓				
Corporate Remarks During Event Program	✓					





## ADVERTISING OPPORTUNITIES

### STANDARD BRANDING & ADVERTISING OPPORTUNITIES

<p><b>Weekly E-Newsletter</b> (More than 1,100 subscribers, 55% avg open rate. Assets due 48 hours before Thursday release)</p> <p><b>Banner Ad</b> \$300 per placement per week One unique image + link 829 px by 90 px</p> <p><b>Text Ad</b> \$300 per placement per week Up to 200 words of linked text + 150 px by 150 px image</p>	<p><b>Social Media</b> <i>(Copy due 48 hours prior to posting)</i></p> <p><b>Facebook/Instagram:</b> \$250 per post Facebook: 1200 px by 630 px   up to 200 words</p> <p><b>Instagram:</b> 1080 px by 1080 px   up to 75 words</p> <p><b>LinkedIn:</b> \$250 per post 1200 px by 630 px   up to 200 words</p> <p><b>X (formerly Twitter):</b> \$250 per tweet 1600 px by 900 px   up to 280 characters</p>	<p><b>Website</b> (Available on <a href="http://www.nlgja.org">www.nlgja.org</a> homepage)</p> <p><b>Banner Ad:</b> \$2,000 per month One unique image + link 970 px by 90 px</p> <p><b>Sidebar Ad:</b> \$1,500 per month One unique image + link 250 px by 250 px</p>
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### NATIONAL CONVENTION BRANDING & ADVERTISING OPPORTUNITIES

<p><b>Convention Swag</b> <i>(One Corporate Logo Opportunity Available Per Material Type)</i></p> <p>Badge Lanyard Logo: \$10,000</p> <p>Attendee Bag Logo: \$10,000</p> <p>Hotel Key Card Logo: \$10,000</p> <p>Attendee Bag Insert: \$2,000</p>	<p><b>Program Book</b> <i>(Multiple Opportunities Available)</i></p> <p>Deadline: July 2, 2024</p> <p>Inside or Outside Cover: \$3,500</p> <p>Full Page: \$2,000</p> <p>Half Page: \$1,500</p> <p>Quarter Page: \$1,000</p>	<p><b>Convention Website</b> <i>(Multiple Opportunities Available, Dimensions Same as Above)</i></p> <p>Homepage Banner: \$2,000</p> <p>Homepage Button: \$1,500</p> <p>Subpage Banner: \$1,500</p> <p>Subpage Button: \$1,000</p>
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