

# RTDNA/SPJ NATIONAL CONFERENCE

## SPONSORSHIP LEVELS AND ADVERTISING OPPORTUNITIES

Sheraton New Orleans, September 25–28, 2011

### CONTACT:

Jennifer Wafalosky  
216.409.8314  
jenwafalosky@sbcglobal.net

*Sponsors may combine sponsorship opportunities listed below in order to reach the listed sponsorship levels.*

### PLATINUM LEVEL (\$50,000)

- Eight complimentary convention registrations
- Triple Booth space at the Journalism Expo trade show
- Banner space in convention registration area
- Sponsor logo printed on the convention tote bag
- Full-page, 4-color ad in the Program Guide
- Insertion of flyers or promotional items into convention tote bag
- Sponsorship acknowledgement in all convention mailings & websites

### GOLD LEVEL (\$25,000)

- Six complimentary convention registrations
- Double Booth space at the Journalism Expo trade show
- Banner space in convention registration area
- Full-page, 4-color ad in the Program Guide
- Insertion of flyers or promotional items into convention tote bag
- Sponsorship acknowledgement in all convention mailings & websites

### SILVER LEVEL (\$15,000)

- Four complimentary convention registrations
- Single Booth space at the Journalism Expo trade show
- Banner space in convention registration area
- Full-page, 4-color ad in the Program Guide
- Insertion of flyers or promotional items into convention tote bag
- Sponsorship acknowledgement in all convention mailings & websites

### BRONZE LEVEL (\$10,000)

- Two complimentary convention registrations
- Banner space in convention registration area
- Half-page, 4-color ad in the Program Guide
- Insertion of flyers or promotional items into convention tote bag
- Sponsorship acknowledgement in all convention mailings & websites

### PATRON LEVEL (\$5,000)

- One complimentary convention registration
- Half-page, 4-color ad in the Program Guide
- Insertion of flyers or promotional items into convention tote bag
- Sponsorship acknowledgement in all convention mailings & websites

### FRIEND LEVEL (\$2,500)

- Recognition in convention program
- Insertion of flyers or promotional items into convention tote bag
- Sponsorship acknowledgement in all convention mailings & Web sites

### WELCOME TO NEW ORLEANS OPENING RECEPTION | \$25,000

As the official convention kick-off event, this is the prime opportunity for all convention attendees to network and get to know the host city. RTDNA/SPJ will plan and pay for the food and beverage while your company focuses on branding this event to convey your message and drive traffic to your exhibit throughout the week.

Benefits include Gold Sponsorship benefits above plus:

- Sponsor recognition alongside all pre-show and on-site promotion of this event to include on-site signage;
- Signage placed in the event room at entrances, bars and food tables;
- Opportunity to distribute promotional materials at this event;
- Sponsor may place tent cards at all bars and food tables;
- Right of first refusal on the Opening Reception for RTDNA/SPJ 2012.

### JOURNALISM EXPO | \$15,000

Be the sole supporter of the Journalism Expo, the convention's trade show, an area all participants visit. The following benefits are included in being the supporter of the convention's tradeshow, Journalism Expo: Silver level sponsorship plus:

- Banner and signage with company name and logo in the Journalism Expo area

### REGISTRATION | \$10,000 EACH

A sure-fire way to gain exposure to every attendee. Registration is located in a high-traffic area on site and ensures your organization is exposed to every attendee. Sponsorship includes appropriate signage around registration kiosks in addition to all Bronze Level sponsor benefits.

### COLLEGE STUDENT UNDERWRITING | \$7,500 EACH

By underwriting the cost for college students drawn from around the country to work as interns on the convention's daily newspaper, your company receives an ad every day in The Working Press as well as other visible benefits.

This in-kind gift of prepress and printing services will be visible to all convention attendees. The Working Press relies on this sponsorship to make the paper happen.

### TECHNOLOGY SPONSORSHIP OPPORTUNITIES | \$7,500 EACH

All convention attendees will be able to check e-mail and surf the Web using kiosks made possible by your sponsorship. The computer kiosks will be surrounded by your company's signage located in the registration area.

The following benefits are included in being the technology sponsor:

- Two complimentary convention registrations
- Signage with company name and logo in the Kiosk area
- Recognition in convention program
- Insertion of flyers or promotional items into convention tote bag
- Sponsorship acknowledgement in all convention mailings & websites.

## MEAL EVENT SPONSORSHIP OPPORTUNITIES | VARIABLE

The following benefits are included in sponsoring these events:

- Six complimentary convention registrations
- Banquet entrance signs with sponsor name/logo
- Insertion of flyers or promotional items into convention tote bag
- Sponsorship acknowledgement in all convention mailings & website

### SPJ MARK OF EXCELLENCE AWARDS LUNCHEON

The annual Mark of Excellence Luncheon celebrates and recognizes the nation's best and brightest in all facets of collegiate journalism. A complimentary table for 10 will be provided at the event.

### RTDNA PAUL WHITE AWARD RECEPTION

The Paul White Award is presented annually by RTDNA. Named for the first news director of CBS, the Paul White Award is RTDNA's highest honor and recognizes an individual's lifetime contributions to electronic journalism. The Paul White Reception or Banquet is one of the highlights of the Conference.

### RTDNF BREAKFAST

This popular event draws journalists supporting the Radio Television Digital News Foundation (RTDNF) which funds defense of the First Amendment and leadership training. Sponsors get the chance to make an introduction and have signage with the company's logo around the event. There is also an opportunity to drop marketing collateral on each of the chairs at the breakfast. A complimentary table for 10 will be provided at the event.

### SPJ PRESIDENT'S INSTALLATION BANQUET

The closing event of the national convention honors the incoming president of the Society and recognizes the accomplishments of SPJ's professional chapters. A complimentary table for 10 will be provided at the event.

### CONVENTION COFFEE BREAK / HAPPY HOUR SPONSORSHIP OPPORTUNITIES | \$5,000 EACH

Two Coffee Breaks and two Happy Hours will occur near the registration area. Your company will provide a relaxing atmosphere where all attendees will visit. Besides providing food during our unopposed exhibit hours, you have the option of supplying napkins and cups |with your company logo as well as a giveaway that attendees can take with them.

The following benefits are included in sponsoring a Coffee Break/ Happy Hour:

- One complimentary convention registration
- Recognition in convention program
- Insertion of flyers or promotional items into convention tote bag
- Signage placed in the event room at entrances – bars and food tables with option of supplying napkins and cups with your company logo; giveaway that attendees can take with them.
- Sponsorship acknowledgement in all convention mailings & websites

## MERCHANDISE | VARIOUS

### REGISTRATION BADGE LANYARDS: \$10,000

Imagine 1,500 of your company's logos walking around the RTDNA/ SPJ convention for four days. That's the kind of exposure a lanyard sponsorship will provide your company. RTDNA/SPJ will supply the lanyards and ship them to the show; your organization simply supplies a logo.

### REGISTRATION BAGS: \$7,500

The wonderful shoulder bags are delivered to every RTDNA/SPJ attendee. Useful for years to come this is a very unique branding opportunity.

### CONFERENCE POCKET GUIDE: \$5,000

This handy program and schedule of events is perfect for tucking into a handbag or pocket. Sponsorship includes ad on either the back cover or inside front cover.

### REGISTRATION BADGE INSERTS: \$3,000

We provide a schedule of events, complete with your logo and booth number that fits inside the registration badge that attendees will refer to throughout the convention. It's the perfect opportunity to have your logo/booth number seen several times a day by every attendee.

### REGISTRATION BAG INSERTS: \$500

Insert your advertisement in our 1,500 registration bags! RTDNA/SPJ will insert your one-page ad, magazine or other promotional item in the conference bag each attendee receives.

## ADVERTISING / OTHER OPPORTUNITIES

### PROGRAM GUIDE

A must for navigating the Conference. This comprehensive guide contains a program schedule, highlights, maps, exhibitor lists and much more. Call for placement and rates.

### E-MAIL BLASTS

RTDNA and SPJ send approximately 25 e-mail blasts promoting the Conference between June and September. Your company logo and message can appear within the blast and we can provide statistics that will help you see just how your message was received. Call to reserve and for rates.

### WEBSITE ADVERTISING

One-stop shopping for everything you need to know about the Conference. Registration, housing, programming, travel, exhibition info – if you need to know, it's right here. Place your ad on this high traffic site and see the results! Advertising on RTDNA/ SPJ websites starts at just \$500 monthly.

### PRE AND POST-SHOW REGISTRATION MAILING LISTS

Pre-Show: RTDNA Supplier Member: \$300; Non-Member: \$500  
Post-Show: RTDNA Supplier Member: \$450; Non-Member: \$750

CONTACT: Jennifer Wafalosky • 216.409.8314 • jenwafalosky@sbcglobal.net

