



**The Association of
LGBTQ Journalists**

2023

**PARTNERSHIP
PROSPECTUS**

CONTACT:

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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.

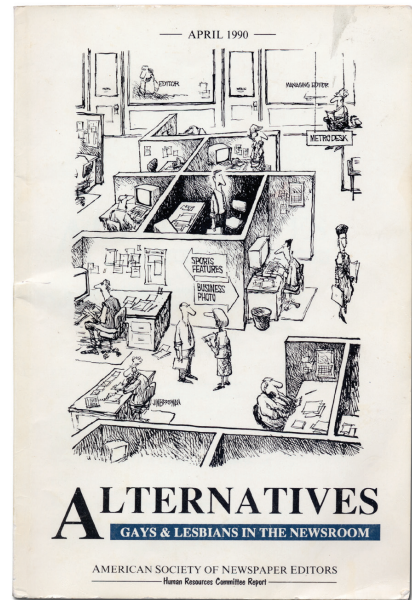
MISSION STATEMENT

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.



In 1990, Leroy F. Aarons founded NLGJA: The Association of LGBTQ Journalists after conducting the American Society of Newspaper Editors' (ASNE) first survey of LGBTQ journalists in American newsrooms.

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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

Weekly E-Newsletter

(More than 1,100 subscribers, 55% avg open rate. Assets due 48 hours before Thursday release)

Banner Ad:

\$300 per placement per week
One unique image + link
829 px by 90 px

Text Ad:

\$300 per placement per week
Up to 200 words of linked text +
150 px by 150 px image

Social Media

(Copy due 48 hours prior to posting)

Facebook/Insta: \$250 per post

FB: ~7,000 followers
1200 px by 630 px | up to 200 words

IG: ~1,600 followers
1080 px by 1080 px | up to 75 words

LinkedIn: \$250 per post

~1,000 followers
1200 px by 630 px | up to 200 words

Twitter: \$250 per tweet

~22,000 followers
1600 px by 900 px | up to 280 characters

Website

(Available on www.nlgja.org homepage)

Banner Ad:

\$2,000 per month
One unique image + link
970 px by 90 px

Sidebar Ad:

\$1,500 per month
One unique image + link
250 px by 250 px

NATIONAL CONVENTION BRANDING & ADVERTISING OPPORTUNITIES

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

Convention Swag

(One Corporate Logo Opportunity Available Per Material Type)

Badge Lanyard Logo: \$5,000

Attendee Bag Logo: \$8,000

Hotel Key Card Logo: \$10,000

Attendee Bag Insert: \$2,000

Program Book

(Multiple Opportunities Available)

Deadline: July 14, 2023

Inside or Outside Cover: \$3,500

Full Page: \$2,000

Half Page: \$1,500

Quarter Page: \$1,000

Convention Website

(Multiple Opportunities Available, Dimensions Same as Above)

Homepage Banner: \$2,000

Homepage Button: \$1,500

Subpage Banner: \$1,500

Subpage Button: \$1,000

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.

NATIONAL CONVENTION

LOEWS PHILADELPHIA HOTEL— PHILADELPHIA, PA
SEPTEMBER 7-10, 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@nljja.org



<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 Name	By Name
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 Cover	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	✓	✓							

NATIONAL CONVENTION FACTS & FIGURES

2022 NATIONAL CONVENTION BY THE NUMBERS

NLGJA: The Association of LGBTQ Journalists hosted its first National Convention since 2019 at the Drake in Chicago from September 8-11, 2022.

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





NLGJA: The Association of LGBTQ Journalists

Student Conference

March 3-4, 2023 | Register at www.nlgja.org

STUDENT CONFERENCE

MARCH 3-4, 2023

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

Banner Sponsor
(One Opportunity Available)

\$25,000

NewsFlash Sponsor
(Two Opportunities Available)

\$20,000

Dateline Sponsor
(Three Opportunities Available)

\$15,000

Anchor Sponsor
(Four Opportunities Available)

\$10,000

Affiliate Sponsor
(Five Opportunities Available)

\$7,500

Breakout Sponsor
(Seven Opportunities Available)

\$5,000

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.





NATIONAL BENEFIT EVENTS

DATES TBA

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

<i>*In the case of a necessary change, deliverables may be substituted with appropriate alternatives</i>	Presenting Sponsor \$25,000	Diamond Sponsor \$20,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500
Complimentary Registrations	20	15	10	7	5	2
Listing on Website	By Linked Logo	By Linked Logo	By Linked Logo	By Logo	By Logo	By Name
Listing on Event Signage	By Logo	By Logo	By Logo	By Logo	By Logo	By Name
Recognition in Thank-You E-Blast	By Linked Logo	By Linked Logo	By Name	By Name	By Name	By Name
Stage Recognition by Event Hosts and Leaders	✓	✓	✓			
Listing in Event Promo Materials	✓	✓				
Corporate Remarks During Event Program	✓					

For information about deliverables, please contact nick@nlgja.org.

CONTACT:

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nick@nlcja.org

WWW.NLGJA.ORG