NAHJ 2021

INTERNATIONAL TRAINING CONFERENCE & CAREER FAIR

June 16 - July 17, 2021
#NAHJ2021 International Training Conference and Career Fair is the leading experience for journalists and media professionals with the common goal of establishing #MoreLatinosInNews. This year, the annual gathering of the National Association for Hispanic Journalists (NAHJ) from June 16 to July 17 will be a virtual experience for journalists, technologists and communicators to bring industry ideas and solutions to life.

International thought-leaders drive the proven NAHJ conference curriculum, which includes diverse journalism, innovation, and media tracks. These progressive learning workshops will be available for different skill levels and will equip participants with fully developed new skills and a toolbox of resources to advance their careers.
NAHJ is also repositioning its industry-leading career fair beyond large networks and headlining exhibitors. The conference will share more opportunities for independent and local organizations to engage with participants. All recruiters will have the ability to meet one-on-one for interviews, and the recruitment experience will pinpoint a participant’s career level to permit more intentional contact.

We invite reporters, product teams, media executives, entrepreneurs, industry innovators, educators and students, DEI supporters, talent and experts to join us online and take advantage of intensive skill development, networking opportunities, and community building. Through thought-inspiring interactions, NAHJ connects partners, peers, colleagues, and friends in an unforgettable celebration of Latinx culture at #NAHJ2021.
DATES & DEADLINES

- **February 16**: Registration Opens
- **April 5**: Last day to reserve exhibits at early bird rate
- **April 25**: Early bird attendee registration closes
- **May 1**: Last day to reserve exhibits
- **May 4**: Last day to submit ad artwork for the program book
- **May 15**: Last day to reserve sponsorship
TOP REASONS TO ATTEND

Job Recruitment
Find new ideas
Connect with old connections & make new connections
Discover new technology and innovation
TOP ATTENDEE TITLES

Manager or Director
Mid-career
Executive/C-suite
Early-career

#NAHJ2021
47% of attendees have decision-maker power in purchasing decisions

25% of all attendees are international

Over 70% of attendees are employed in the journalism space

85% of attendees report visiting exhibitors
Types of Partners: Attendees Request

- Training
- Recruiters
- Immersive storytelling tools
- J-schools & fellowship opportunities
- Data tools
- Brands
60% Journalists
25% Students
11% PR, Communications
4% Academia

NAHJ MEMBERSHIP
MAKEUP

#NAHJ2021
"I'm excited about providing trainings that give our members the skills necessary to push their career to the next level, whether that means leading new initiatives in their newsroom or branching out into audio, data or audience reporting."

Yoli Martinez, San Francisco Chronicle
"I'm looking forward to the range of sessions where students, working journalists and leaders can pick up new skills and learn about non-traditional roles in newsrooms."

Lucio Villa, Washington Post

#NAHJ2021
<table>
<thead>
<tr>
<th>Included with Sponsorship Level</th>
<th>Bronze ($10k - $15k)</th>
<th>Silver ($16k - $24k)</th>
<th>Gold ($25k - $34k)</th>
<th>Platinum ($35k - $49k)</th>
<th>Diamond ($50k+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interactive Experience</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Conference Registrations &amp; Full Year Individual Memberships to NAHJ</td>
<td>5</td>
<td>7</td>
<td>10</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Program Guide 4 color ad &amp; recognition on NAHJ digital platforms</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tickets to NAHJ Hall of Fame Awards Gala or NAHJ Newsmaker Awards Luncheon</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Promo Item in NAHJ Swag</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dedicated e-blast to attendees: Pre or Post event (blast must be approved by NAHJ)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The exhibitor hall is the epicenter of business for NAHJ 2021. Top creative organizations, innovative industry leaders, and emerging startups from all over the world come together for this online marketplace. Build brand awareness and interact with thousands of registrants.

Additional conference registrations listed are granted in addition to registrations included in sponsorship level.

Nonprofit & local independent newsroom discounts available

<table>
<thead>
<tr>
<th>Virtual Space</th>
<th>Early Bird</th>
<th>Standard</th>
<th># of Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium</strong></td>
<td>$3,000</td>
<td>$4,000</td>
<td>5</td>
</tr>
<tr>
<td><strong>Regular</strong></td>
<td>$2,800</td>
<td>$3,500</td>
<td>4</td>
</tr>
<tr>
<td>&quot;Island&quot;</td>
<td>$10,000</td>
<td>$15,000</td>
<td>10</td>
</tr>
</tbody>
</table>
These high-profile and extremely popular sessions feature a keynote speaker or a panel discussion with newsmakers on hot topics in the media industry. Since no other programming is scheduled during the plenary session time slot, these sessions are well-attended. Partners will have the option to greet conference attendees and make brief opening remarks. Translator tools are available for these sessions.

**Education + $45k**

Sponsor all of the educational tracks taking place at NAHJ’s 2021 International Training Conference. Your brand will be recognized as the official sponsor of education, through signage and throughout promotional materials.

**Plenary + $30k**

**Plenary + Breakfast or Lunch - $40k**

IN-DEPTH CURRICULUM & PROGRAMMING
<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Workshop</td>
<td>These 1.5 - 2 hour opportunities will be held throughout June 16 - July 17 and concurrent with educational sessions. Give 20 - 40 attendees the option to work directly with your team to learn the latest industry trends.</td>
<td>$10k Add another workshop for $5k</td>
</tr>
<tr>
<td>Curriculum Track</td>
<td>Sponsor one of the training tracks taking place over a period of 4 days of NAHJ’s training conference.</td>
<td>$10k</td>
</tr>
<tr>
<td>Single Session</td>
<td>Promote your brand at one of our 35+ training sessions and have an opportunity to make brief opening remarks at the onset of the session.</td>
<td>$2.5k</td>
</tr>
</tbody>
</table>
PRESS FREEDOM, SAFETY & SECURITY

This focus of the conference aims to bring together the professional community of journalists, media companies, press freedom advocates, policymakers, academics and NGOs to advocate for free, safe and independent media and to protect journalism from new and existing undesirable forms of control, pressure and influence.

Training Workshop - $10k

1.5 - 2 hour training workshop focused on press freedom and media will be held throughout June 16 - July 17 and concurrent with educational sessions.

Networking & Allyship Gathering - $25k

This event connects press freedom advocates and leaders to strengthen relationships and create solution-oriented discourse on topics ranging from 1st Amendment rights, safety and security.
Training Workshop - $10k

1.5 - 2 hour training workshop focused on sports and media will be held throughout June 16 - July 17 and concurrent with educational sessions.

Mentorship Meetup - $10k

An experience in which mentees will have the opportunity to connect with several mentors during the course of the event.

NAHJ Sports Task Force Party - $25k

Joined by industry icons, the NAHJ Sports Task Force brings hosts an event to support the next generation of Latino sports journalists.

SPOTS TASK FORCE

Sponsorship levels include branding, lead speaking opportunities, and access to the year-round cohort and quarterly NAHJ STF convenings.

#NAHJ2021
Student Professional Development

*Student professional development day*
*(4 workshops and recruiter panel)*

Student Media Projects

*John S. and James L. Knight Foundation*

NAHJ Students from Puerto Rico Scholarship

*Help to sponsor meals, conference registration and special events attendance for 5 students from Puerto Rico who have been identified by Chapter leadership for scholarships.*
BRANDING & MARKETING
No virtual swag needed for this conference! All conference registrants will receive an attendee swag bag beginning the week of June 16. A conference favorite, this tried-and-true keepsake will be a definite grammable moment and create social buzz. Your logo will be displayed long into the future as attendees continue to find uses for the bag.

**Attendee Swag Bag - $35k**

The comprehensive guide to the training conference events, special activities and workshops is received by all attendees in the attendee swag bag and circulates as a keepsake of the gathering. This is a great opportunity for a sponsor to increase visibility and receive guaranteed exposure. Outside back cover ad is reserved for sponsor.

**Conference Program Book - $25k**

The NAHJ conference mobile app includes the daily schedule, speakers’ bios, virtual conference floor plan, exhibitor information, and much more!

**Mobile App - $25k**

Opportunity for interactive demonstration in the virtual exhibitor area. Integrate your technology and branding into conference events. Partnership benefits include the opportunity to present an award at the 2021 Newsmaker Awards Luncheon.

**Official Technology Sponsor - $50k**

Each attendee will receive a program book and use it on a regular basis for their conference needs. Your ad message will have repeated exposure as attendees check out the next session or event they’d like to attend.

**Full Page Program Ad - $2,000**

**Half-Page Program Ad - $1,500**

Your promotional item will be placed in the swag bag delivered to attendees.

**Conference Swag bag insert $1,500**
BRANDING & MARKETING

Presenting rights for a designated NAHJ digital campaign. Throughout a six-month period, this status ensures your company is aligned with important messages driven by NAHJ values such as culture, mentorship, global press, rights and more.

**NAHJ Digital Media Campaign - $15k**

Prominently display your message throughout the conference. Attendees are sure to notice and remember your brand!

**Virtual video wall, photo booth, registration/help desk, or lobby pods - $15k**

Plan a custom-designed advertising campaign featuring important parts of your newsroom culture including upcoming news programs, network segments, and new corporate initiatives. Tell it straight to the NAHJ network through a six-month digital ad campaign. With video content produced by NAHJ, each month new and unique content helps share your story.

**NAHJ Digital Ad Campaign (6 months) - $25k**

Conference attendees will receive a delightful snack to enjoy on a break. Sponsors acknowledged through branding and delivery.

**Cafecito break/Virtual Paletero delivery
Starting at $15k**

Reach thousands of followers on NAHJ’s Twitter or Instagram accounts through a Takeover! (Must have pre-approval and consultation with NAHJ PR team)

**Twitter or Instagram Takeover - $5k**
PARTNERS@NAHJ.ORG