



ANNIVERSARY

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

CONFERENCE & EXPO
HOLLYWOOD, CA
JULY 9-13, 2024

> nahj.org/nahj-40th-convention



HOLLYWOOD



ANNIVERSARY

LOEWS

HOTEL

1755 N Highland Ave.
Hollywood, CA 90028

The National Association of Hispanic Journalists is heading to Hollywood, Calif. to celebrate its 40th anniversary, creating a unique opportunity for corporate partners to share the spotlight and show support for its mission.

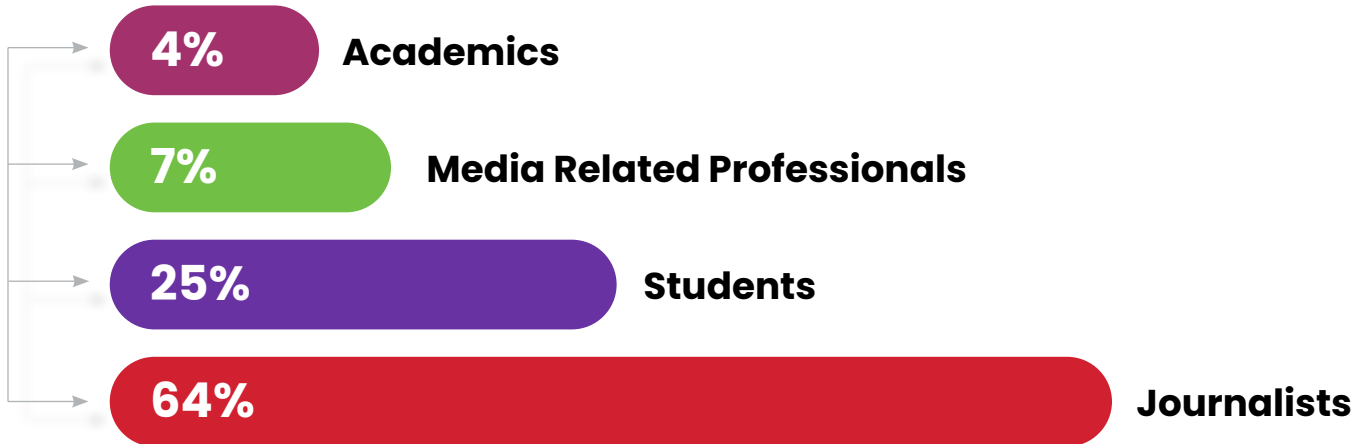
NAHJ is dedicated to the recognition and professional advancement of Hispanics in the news industry. NAHJ has more than 3,600 members, including working journalists, journalism students, other media-related professionals, and journalism educators.

For corporate partners, **#NAHJ40th** offers a variety of educational, networking, and marketing opportunities to reach an influential audience. In return, your organization will receive valuable recognition packages, including the program books and pre-event marketing materials.

Enclosed are just a few of the many ways you can partner with NAHJ. We eagerly anticipate your presence in under the bright lights of Hollywood as we commemorate our 40th anniversary and engage in the foremost professional development event for Latino journalists who share a mission: **#MoreLatinosInNews.**

Who Attends?

More than 1,600 talented journalists from throughout the United States and Latin America typically attend our training conference and participate in extensive skills-building sessions that will foster opportunities and enable them to grow professionally. Attendees work in the fields of broadcast, digital, radio, and print, and burgeoning platforms and fields.



Who Should Sponsor & Exhibit?

NAHJ is offering its corporate partners a number of educational, networking and marketing opportunities to reach an influential audience. In return for your participation, NAHJ will acknowledge your organization through its valuable recognition packages. If you're a recruiter, journalism school, non-profit, or foundation with a mission to support journalism, or you supply products or services used by journalists, this conference is a must-attend event!



Sponsor Package Level Opportunities

Sponsor Benefits	Conference Presenting \$150k	40th Anniv. Lead \$150k	Platinum \$125k	Diamond \$100k	Emerald \$75k	Gold \$50k	Silver \$25k	Bronze \$10k
Complimentary Career Expo Booth	4	4	3	2	1	1		
Complimentary convention registrations	20	20	15	10	6	3		
Complimentary NAHJ memberships	30	30	20	15	10	10		
Marketing & media branding installation in collaboration with NAHJ	1							
Exclusive branding before during and after the conference in all NAHJ social platforms including 40th Anniv. Site. And anniversary sizzle videos leading up to conference*		1						
Private meeting space for office, interviews, or company reps	1	1						
Premium corporate logo placement and branding and social media exposure on NAHJ social platforms	1	1	1	1	1	1	1	1
Dedicated e-blast to NAHJ member database (before or after the conference) on subject matter determined by partner, (subject to NAHJ approval)	3	3	2	1				
Video spots played during or after convention on appropriate social media platforms (produced by partner)	Five 15-Sec. Spots	Five 15-Sec. Spots	Three 15-Sec. Spots	Two 15-Sec. Spots				
VIP Tables at the Newsmaker Luncheon	3	3	2	1				
VIP Tables at the Ñ Awards Ceremony	3	3	2	1				
VIP Tables at the 40th Anniversary and Hall of Fame Gala dinner	3	3	2	1				
Posts on NAHJ Social platforms before, during or after the convention	6	6	4	2	1	1	1	1
Color ad(s) in convention mobile app	2	2	2	1	1	1		
Convention push app alerts during convention session/event	5	5	3	1				
Co- host a plenary with the subject, date and time to be determined by NAHJ	1	1	1	1				
Ad in NAHJ monthly newsletter	2	2	1	1	1	1		
Promo Item in NAHJ Convention Swag Bag	4	4	3	2	1	1	1	
Linkable Ad/Logo in Convergence site	2	2	1	1	1	1		
A thank you to partners in a post-convention eblast to all members	1	1	1	1	1	1	1	1
Logo & verbal acknowledgement at sponsored events	1	1	1	1	1	1	1	1
One-Year complimentary access to the resume database on the NAHJ Career Center	1	1	1	1	1	1	1	1



Individual Sponsor Opportunities



Student Programs

Student Projects \$50,000

Gold or Silver Benefits

The Student Project is NAHJ's premier training program for the next generation of Latinx journalists. Students are mentored by professionals with expertise in print, radio, television, photography and online media. Sponsors will have a speaking opportunity at the reception, or in the newsroom and be part of the kick-off activities.

Sponsor this week-long fellowship, where students are tasked with producing news articles, photos, and videos on NAHJ's annual conference and on the Latino community in the host city. Their content is published in the [Latino Reporter Digital](#), the website dedicated to the project. They hone valuable skills in this project which helps alumni to be more competitive for internships, scholarships, and newsroom positions following this experience.

(\$25,000 for co-sponsorship)

Student Bootcamp \$25,000

Silver Benefits

The day before the conference opens, NAHJ holds a day-long boot camp on-site to help prepare students for the week to come. Students receive useful insight from journalists on getting the most out of the conference. We present sessions to help students prepare to engage with recruiters, balance their schedules and manage stress. Over lunch, students break into groups to practice their elevator pitch. Over 100 students will be invited to attend the event and sponsors can make opening remarks.

Student Meal Stipends \$25,000

Silver Benefits

Provide meals for 100 students attending the 40th Anniversary Conference. Meal cards will be VISA gift cards with the sponsor's logo on the card.

The Latino Reporter Website \$15,000

Bronze Benefits

The [Latinoreporterdigital.org](#) website will deliver constantly updated breaking news and information produced by the projects, which will operate as a single newsroom. Twelve student journalists will get front-end training in the skills needed to create and distribute news and information in today's changing environment. Sponsors will be recognized on the website with their branding.

Scholarship for NAHJ Students \$15,000

Bronze Benefits

Help to sponsor hotel accommodations, conference registration, and special event attendance for five students who have been identified by chapter leadership for scholarships. Sponsors will be invited to the Student Project Reception.

Programming

Newsmaker Luncheon

\$60,000

Gold or Silver Benefits

Prominent panelists gather over lunch to discuss a hot topic related to diversity in the news media and/or other industry issues. Sponsors may make opening remarks and display branding in the room. The luncheon takes place on Wednesday or Thursday and is a ticketed event. **(\$30,000/co-sponsorship)**

Sports Task Force Breakfast/Luncheon

\$50,000

Gold or Silver Benefits

The NAHJ Sports Task Force brings together sports celebrities and newsmakers along with sports journalists and columnists for a discussion about issues of coverage, image, and controversies that fuel the news surrounding the Latino community's participation and preferences in sports in the U.S. and abroad. Sponsors may make opening remarks and display branding in the room. Breakfast or luncheon takes place Wednesday or Thursday and is a ticketed event. **(\$25,000/ co-sponsorship)**

Plenary Sessions

\$30,000

Silver Benefits

These high-profile sessions, with seating up to 500 attendees, are convention highlights featuring a keynote speaker or a panel of speakers and top NAHJ leaders. NAHJ chooses a topic that aligns with one of NAHJ's interest groups **(listed below)**. Sponsors may give opening remarks and have branding in the room.

- Afro-Latino Representation
- Investigative Reporting
- Visual Journalism
- LGBTQIA+ Issues in Journalism
- Press Freedom | Health & Wellness for Journalists
- Academia | Publishers & Authors
- Business & Finance Reporting
- Women in Leadership
- Adelante Leadership Academy: Women in management positions in newsrooms



Ñ Media Full-day / Half-day Training Programs – Tuesday Only

\$20k–\$40k

Gold or Silver Benefits

These intensive four-to-eight-hour sessions on topics such as management, using specific software and other technologies for photo, audio, video, producing, and writing techniques offer the convention’s most fruitful professional development experience. All content will be run by the sponsor and attendees will be invited by NAHJ on behalf of the sponsor.

Así Fue, by palabra

\$25,000

Silver Benefits

This is a podcast by editors who talk about the intersections between their personal stories and work. A 60-minute live taping of the show in front of an audience during the NAHJ conference. Prospect sponsors will be invited to an ideation gathering, a meeting to shape and finalize the vision for the episode and event. Sponsors can help create topics.

Corporate–Sponsored Sessions

\$15,000

Silver or Bronze Benefits

The NAHJ convention program offers participants the opportunity to enhance their professional skills by attending intensive sessions. It also provides our supporters with the best possible avenue to network with a growing, influential Latino journalism community. Sponsors have the opportunity to create their own topic and choose their panel or speakers. **10 Available sessions. 90 min/120 min.**

Health, Wellness and/or Yoga Session

\$10,000

Silver or Bronze Benefits

Sponsor an hour of relaxation and rejuvenation for convention attendees. Sponsor branding and engagement included. Ask about other health and wellness options. **One-hour sessions.**



Events & Receptions

Following our longstanding tradition, these are among the best events for NAHJ members and convention attendees to top off the many hours of the week’s networking with some great conversation, lots of laughs, and a few dance steps for good measure.

Opening & Welcome Celebration

\$50,000

Gold Benefits

Welcome NAHJ members, VIPs, and other partners at the Opening Ceremony officially kicking off the convention and setting the tone for all conference attendees at a prime venue during the annual convention. It is scheduled for Wednesday night. Sponsors will have the opportunity to make welcome remarks and network with the attendees, plus have branding throughout the room. **\$25,000/co-sponsorship**

40th Anniversary Celebration & Hall of Fame Gala

\$50,000

Gold Benefits

At the convention’s closing gala, NAHJ will celebrate its 40th Anniversary and will look into its trajectory over the years and reflect once again on its mission! In addition, NAHJ attendees will honor the newest inductees to the NAHJ Hall of Fame and cap half a week’s worth of professional development and networking with a grand fiesta. This takes place on Saturday night and is a ticketed event. Sponsors will have the opportunity to make welcome remarks, network with the attendees, plus have branding throughout. **\$25,000/co-sponsorship**

Ñ Journalism Awards Luncheon

\$50,000

Gold Benefits

The nation’s largest organization for Hispanic news and media professionals will honor journalists in several categories including print/digital journalism, radio/online journalism, TV/online video journalism, and photography. Awards will also be presented for exceptional work in investigative journalism and coverage of civil rights and social justice for Latinos. The award program is a valuable component of NAHJ’s efforts to promote fair coverage of Latinos across the globe. Partnership benefits include the opportunity to make brief opening remarks and branding.

Movie Screening or Film Festival

\$50,000

Gold Benefits

Latino-themed film screening at a local movie theater on Friday night or Saturday afternoon.

NAHJ Latinas

\$40,000

Gold or Silver Benefits

Join us as we celebrate some of the industry’s leading Latina journalists in this mixer and networking event.

Media & Career Expo Networking Reception

\$30,000

Silver Benefits

This high-energy event brings together hundreds of participants to the Media & Career Expo during the convention's peak, elevating the networking buzz among reporters, editors, producers, and executives. Sponsors will have the opportunity to make welcome remarks and network with the attendees, plus have branding throughout the expo hall.

Town Hall Meeting

\$30,000

Silver Benefits

This town hall will provide a forum for media leaders, decision-makers and audience members to engage in a lively discussion on diversity in the journalism, arts and entertainment industries.

Student Projects Reception

\$30,000

Silver Benefits

This welcome reception is for some of the most talented Latino journalism students nationwide who have been selected for the Student Projects along with their mentors and other NAHJ leaders. Sponsors will have the opportunity to make welcome remarks and network with the attendees, plus have branding throughout the room.

President's Reception

\$25,000

Silver Benefits

This exclusive, invitation-only gathering is hosted by NAHJ President Yvette Cabrera and brings together convention VIP's and other distinguished guests. Takes place Friday evening. Sponsors will have the opportunity to make welcome remarks, network with the attendees, and have branding throughout the reception.

Hall of Fame Gala Red Carpet Reception

\$25,000

Silver Benefits

Prior to the convention's closing gala, NAHJ brings together the attendees for photo ops with sponsor's logo to appear in all of the formal photos. This takes place on Saturday night and is open to ticket holders for the Hall of Fame Gala. Sponsors will have the opportunity to make welcome remarks, network with the attendees, and have branding throughout including their branding on the step n repeat and cocktails at this red carpet event.

El Gran Baile and Closing Ceremony

\$25,000

Silver Benefits

Our annual Gran Baile is a traditional closing dance, inclusive of all convention attendees who want to dance the night away! Sponsors will have the opportunity to network with the attendees, plus have branding throughout the room.



Branding Opportunities

Sponsor company logo is featured on the items, which are distributed to all 1500 + attendees.

Convention Swag Bags

\$30,000

Silver Benefits

A conference favorite, this tried-and-true keepsake will be a piece of important piece of memorabilia and create social buzz. Your logo will be displayed long into the future as our many attendees continue to find uses for the bag.

40th Anniversary Commemorative Book

\$30,000

Silver Benefits

The 40-plus-page comprehensive book will showcase a retrospective of NAHJ throughout the years. In addition, it will highlight the convention's events, and special activities, and will be brought back home as a keepsake of NAHJ's largest annual gathering. This is a great opportunity for a sponsor to increase visibility and receive guaranteed exposure. The outside back cover ad is reserved for the sponsor.

Cafecito Corner or Paletero Cart

\$30,000

Silver Benefits

Convention attendees will receive a delightful coffee break and snacks to enjoy on a break. Sponsors acknowledged through branding and interactive delivery/presentation. Coffee and/or ice cream and snacks will be served in the Expo Hall to bring in attendees. Sponsors are acknowledged through signage at each of the stations, and carts will be branded with your logo. **Six available.**

Convention Lanyards

\$30,000

Silver Benefits

These highly visible items are worn by all attendees for all events during the convention. They often serve as admission to the convention center and offsite events.

40th Anniversary T-Shirt

\$25,000

Silver Benefits

Special edition T-shirts with 40th Anniversary logo and Sponsor branding. T-shirts will be handed out to all attendees at registration.

Hotel Room Key Cards

\$25,000

Silver Benefits

Promote your organization with personalized plastic, printed hotel key cards. Attendees see their room key cards before they reach their rooms, and even if they do not realize it, the key cards influence their impression of your company. Only at the host hotel.

Wireless Service Provider

\$25,000+

Gold Benefits

The Internet/Wireless sponsor provides support for wireless internet access at the convention. The sponsor will have the opportunity for branding associated with the log-in page that each attendees will use to connect to the conference WiFi.

40th Anniversary Photo Walk

\$25,000

Gold Benefits

Attendees will have the opportunity to see a photographic exhibition chronicling NAHJ's history throughout the last 40 years. Sponsor branding will be included in the exhibit.

Mobile App

\$25,000

Silver Benefits

The NAHJ conference mobile app includes the daily schedule, speaker bios, convention hotel floor plan, and exhibitor information, as well as information on dining, city attractions, travel, transportation, and much more. The sponsor will have a splash page for branding.

Branded Media Reception

\$25,000

Silver Benefits

Be the go-to spot for attendees and special guests to unwind and network after a long day of Convention events! Branded media receptions will be listed in all official schedules. Corporate partners will be responsible for any costs related to A/V or food and beverage needs but are able brand reception as desired.

NAHJ Photo Exhibit

\$25,000

Silver Benefits

Some of the best work by Latino photojournalists, including some of the award-winning entries in the NAHJ Ñ Awards, will be on dedicated display for convention attendees. Sponsors will have the branding of this display.

Journalism Organizational Partner

\$5,000

Individual Promotional Space

This opportunity includes one registration, one social media post and company logo placement on sponsor signage and the convention website.

University Partner

\$5,000

Individual Promotional Space

This opportunity includes one registration, one social media post and company logo placement on sponsor signage and the convention website.

Tote Bag Insert

\$1,800

Individual Promotional Space

Your promotional item will be placed in the tote bags that each attendee receives at the conference.

Digital Experiences

Social Media

\$10,000

Bronze Benefits

Get your message onto NAHJ's official social media feeds during #NAHJ40th. Sponsor provides six messages (two for LinkedIn, two for Facebook and two for Instagram). These messages will be promoted pre, during and post conference).

Mobile App Banner Ads

\$2,500 per day

Individual Promotional Space

Banner ad on the Convention mobile app. This interactive sponsor banner is located at the bottom of the main menu screen. As users are browsing the app, your ad gets a lot of screen time!

Social Feed Post

\$2,500 per day

Individual Promotional Space

Sponsors will have the opportunity to promote their site or content in the social feed. This is a great way to engage in conversations that are relevant to all attendees in a meaningful (and highly visible!) way.

Push Notifications

\$1,000 per notification

Individual Promotional Space

Send reminders and notifications to attendees during the Convention through the mobile app. Subject to approval.

Dedicated E-blast

\$2,500 - \$2,000

Individual Promotional Space

Partners can have their convention event, session, or a related item featured in a dedicated e-blast that will be directly emailed to over 1,600 registrants during the promotional period for the conference. approved and placed at NAHJ's discretion and based on scheduled conference news blasts. Placement is on a first-come, first-served basis. NAHJ does not guarantee clicks or event attendance. However, your brand will be delivered to the inboxes of all registered attendees. **\$2,500 6/16-7/13, pre-conference. \$2,000 before 6/15 or post-conference.**



Media & Career Expo

NAHJ's Media & Career Expo is the premier networking hub for the convention's 1,600-plus attendees. The expo is the crossroads of the convention where high-level editors and reporters meet, executive producers and visual journalists trade experiences, journalists go for critiques and career advice and friends catch up.

Lounge and Mobile Charging Station

\$25,000

Silver Benefits

Brand one of the most important lifelines of the conference, a phone charger, which allows attendees to relax, work, and charge their mobile devices at the heart of the Career Fair floor.

Wine or Tequila Tasting

\$15,000

Bronze Benefits

An opportunity to showcase and sample several different types of tequilas or local wines.

Sports Task Force Scholarship Fundraiser Major Sponsor

\$10,000

Bronze Benefits

Sign on to become a major sponsor of our Sports Task Force scholarship fundraiser. The funds raised are awarded to students to cover tuition or NAHJ professional development, including attendance at future conferences.

Behind the Scenes of a Newsroom

\$7,500 ea.

Bronze Benefits

Behind the Scenes of a Newsroom Series, allows, hiring managers, recruiters, and other newsroom staff in management to share newsrooms' work culture, environment, salary, day-to-day routines, and much more. It will also provide a unique opportunity for registrants to network and ask direct questions to newsroom managers right in the heart of the Career Expo! This series of talks will take place in the mornings in the Expo Hall.

La Mesa Redonda: Latino Journalism Roundtable

\$7,500 ea.

Bronze Benefits

Bring your cup of coffee and join us for hot-topic discussions. These will take place in the afternoons on the Expo floor. **One Hour.**



NAHJ's Silent Auction In-Kind

NAHJ will host a silent auction as part of its 40th Anniversary Conference. Proceeds from the Silent Auction will benefit NAHJ's **Rubén Salazar Scholarship Fund** and **Educational Programs.**



Expo Information

The annual NAHJ Convention is the largest opportunity for direct engagement for Latinx journalists, educators, students and media professionals in the country. Join us to introduce your organization/company to newsmakers and influencers and to find that perfect candidate for your organization/company.

Early Bird Rate (purchased by 3/15/24)	Exhibitor Booth Size	Regular Rate (purchased on 3/16/24 or later)
\$6,000	One Premium* (10x10 booth)	\$7,000
\$12,000	One Premium* (10x20 booth)	\$14,000
\$5,000	One Standard (10x10 booth)	\$6,000
\$10,000	One Standard (10x20 booth)	\$20,000
\$3,000 <small>(available only to non-profits, universities and government entities)</small>	One Standard (8x8 booth)	\$4,000 <small>(available only to non-profits, universities and government entities)</small>
\$25,000	Island (20x20 booth)	\$30,000

*Premium indicates a prime location on the expo floor

Exhibitor Benefits

- One skirted table, two chairs and wastebasket
- One standard name sign
- Two complimentary registrations (additional registrations can be purchased for \$300/each with a limit of two per booth at this discounted rate)
- Recognition on NAHJ24 website
- Inclusion in NAHJ24 mobile app
- Conference attendee list shared post-conference
- Time with Latinx journalism professionals

Exhibitor Hours

Exhibitor Move-In
Tuesday, July 9

Expo Hours
Wednesday, July 10, 9am-5pm
Thursday, July 11, 9am-5pm
Friday, July 12, 9am-5pm

Exhibitor Move-Out
Friday, July 12, 5pm-8pm

Contact
Holly Rose
Director of Industry Relations
973.670.7977 • hrose@nahj.org



HOLLYWOOD LOEWS HOTEL

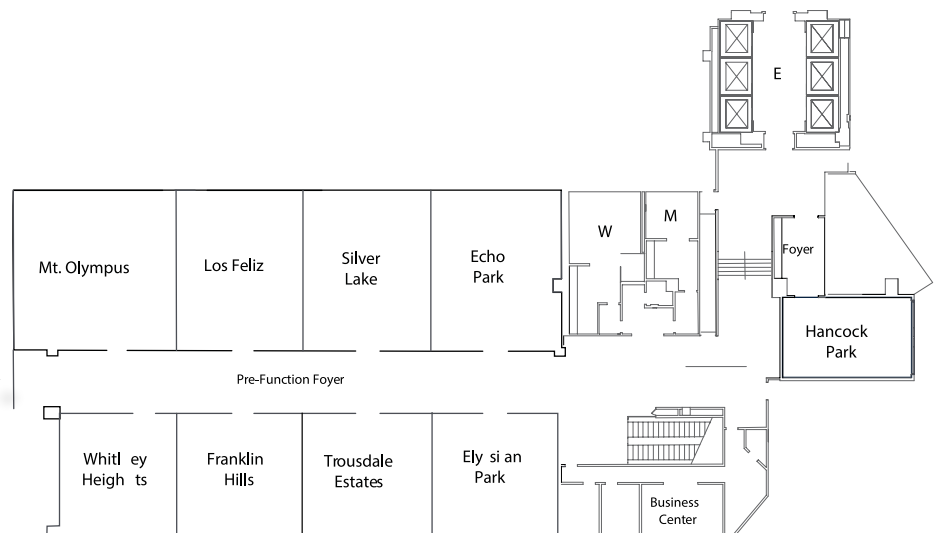
5th Level Expo Floor



Mezzanine Level Plenaries, Meal Events, Trainings



3rd Level Breakout Rooms



Support NAHJ

For nearly four decades, NAHJ has served as a unifying voice with a shared vision for Hispanic journalists nationwide. As we prepare to celebrate our milestone 40th anniversary in 2024, we're calling on all members and friends to join us for a special fundraising campaign, [Advancing Our Mission, Securing the Future!](#)

Your support ensures we can continue to offer the scholarships, internships, training, and connections that help Latino journalists advance their journalism careers. It's also an investment in a collective voice, as NAHJ advocates for equality, opportunity, and fair and accurate coverage of our fast-growing community.

Our goal is to raise **\$250,000** by our **40th Anniversary Conference and Expo**, July 9-13 in Hollywood, CA. [Will you join us?](#)

NAHJ has awarded more than **\$2 million** in scholarships to aspiring journalists since its founding, including **\$34,000** through our Next Generation Initiatives this year. Other ways we are helping Latino journalists to thrive in the evolving media landscape:



Geraldine Cols Azócar

- ➔ ● **Hands-on Training.** From a session on using AI for journalism in Puerto Rico to a Chicago session on breaking boundaries in media equity, **we trained more than 700 journalists in 2023.** Topics included mis/disinformation and business journalism, and organizers included NAHJ's Afro Latino Task Force and Investigative Task Force.
- ➔ ● **Awards.** Our celebration of the best journalism produced by our members, highlighted the issues that are affecting our communities, including **stories that would have gone untold** without the cultural competence and insight that Hispanic journalists bring to their work. We came together on Nov. 3 to elevate the winners at a special event.
- ➔ ● **The Miami Conference.** More than 1,500 members attended the July 2023 annual conference in July, building relationships, hearing from potential employers, and developing their journalism skills. **The conference featured 70 training sessions** in both English and Spanish.
- ➔ ● **Behind-the-Scenes Newsroom Series.** A unique opportunity for NAHJ members to hear from hiring managers, recruiters, and other newsroom staff about their newsroom's work culture, environment, salary, day-to-day routines, and more.
- ➔ ● **NAHJ Adelante Academy.** Launching this executive leadership program in October fulfilled a key goal of our five-year strategic plan. The inaugural **Latina Leadership Program** kicks off in January at Columbia University, with a cohort of experienced Latina journalists learning skills to succeed as **top-level newsroom leaders** with the power to shape how communities of color are covered.
- ➔ ● **palabra.** This publication brings our mission of **#MoreLatinosInNews** to life by creating opportunities for freelance journalists to share local stories, perspectives, and an accurate and honest representation of the Latino community. This year, palabra.'s pool of **editors increased from four to 10.**

As an NAHJ member or friend, you are already part of all these achievements. Can you [contribute \\$100 to NAHJ](#) to take our mission forward? Imagine the impact if every current NAHJ member raised \$100 — that's \$360,000.

Your support matters, and together, we can achieve great things. Donate online [here](#).

One-time payments are welcome; setting up a recurring donation is also a great way to support NAHJ. Please send checks to:

NAHJ
1050 Connecticut Ave.
Washington, DC 20035
Attn: 40th Anniversary Fundraising Campaign

All donations are tax-deductible.

[Let's make a difference together to secure #MoreLatinosInNews. Can we count on you?](#)

Geraldine Cols Azócar
NAHJ Financial Officer & Campaign Chair

[Donate Now!](#)