



THE ASSOCIATION of LGBTQ+ JOURNALISTS

NLGJA since 1990.

2025 PARTNERSHIP PROSPECTUS

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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 1,100 members and our 2024 convention brought together over 750 attendees, representing continued year-over-year growth in attendance.

Visibility:

Interact face to face with our membership, meet LGBTQ+ journalists at our Career and Community Expo, and engage 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 2024 NATIONAL CONVENTION SPONSORS

Presenting

ABC News/ESPN

Masthead

General Motors
Comcast NBCUniversal

Headliner

Audiochuck
CBS News and Stations
Ford Foundation
JetBlue

Editorial

CNN/TNT Sports
Fox
Dotdash Meredith

Feature

Stoli

Trend

American Medical Association
Axios
Google News Initiative
SAG-AFTRA
TEGNA

News Brief

The Athletic
John D. and Catherine T. MacArthur
Foundation

News Source

Associated Press
City of West Hollywood
EqualPride
Hearst
McClatchy
Nexstar
The New York Times
Visit Philly

News Tip

Gray TV
Maynard Institute
PhRMA

2024 NATIONAL CONVENTION BY THE NUMBERS

NLGJA: The Association of LGBTQ+ Journalists hosted its national convention at the Loews Hollywood Hotel from September 5-8, 2024. The convention hosted:

753 attendees
38 Breakout Sessions
1 Fireside Chat

40 Sponsors and Exhibitors
5 Plenary Sessions
4 Bootcamps

12 Affinity Networking Sessions
4 Networking Receptions
2 Film Screenings

Historic Convention Attendance

2024 - Los Angeles - 753

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



2025 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)

Plenary sessions are the premiere events of the annual convention.

- **\$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 the annual convention 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 2025 Opening Reception is the official kick off the organization's convention in Atlanta. 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 2025 Closing Reception will cap off 2025's convention in Atlanta. 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 + Nonbinary Networking Dinner - \$10,000 (1 Opportunity Available)

The Women's + Nonbinary 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 + Nonbinary Networking Dinner is usually attended by 60-70 members a year.

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 5, 2025, from 9:00am - 4:30pm.

Morning Meet-Up - \$7,500 (6 Opportunities Available)

Morning meet-ups take place before the start of each day. These affinity meet-ups (Trans & Nonbinary, QPOC, Bisexual, Women's+, First Timers and Book Club) 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.



2025 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: \$1,750 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 lends to a relaxed atmosphere and proven more conducive to conversations between exhibitors and attendees.

Each expo space comes with:

- 2 complimentary registrations
- One 6' table, draped in hotel's house linens
- 2 standard conference chairs
- Standard electrical (power strip) provided on request

Additional AV or power needs will be coordinated directly with the hotel and will incur additional costs at hotel's prevailing rates.

NLGJA: The Association of LGBTQ+ Journalists Career & Community Expo

Friday, September 5, 2025
9:00am - 4:30pm

Tentative Schedule:

Thursday, September 4 - Time TBD - Expo available for set-up
Friday, September 5 - 9:00am - Expo Opens (set-up available starting at 7:00am)

Shipping and other expo 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 2025 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.

	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	✓			



2025 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. Over 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: \$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: \$2,200



NATIONAL BENEFIT RECEPTIONS



Historically, NLGJA: The Association of LGBTQ+ Journalists has hosted national benefit events throughout the year. The organization’s marquee event, Headlines & Headliners, returned to New York in 2024. It is expected that the organization’s benefit events in Los Angeles and Washington, DC will return in 2025.

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

<p>Convention Swag <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>Program Book <i>(Multiple Opportunities Available)</i></p> <p>Deadline: July 15, 2025</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>
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