



191 Peachtree Street NE, Suite 3960, Atlanta, GA 30303 | 404-577-7377 | [www.atlantapressclub.org](http://www.atlantapressclub.org)

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## 2020 Annual Media Sponsorship Levels and Benefits

Established in 1964, the Atlanta Press Club (APC) is one of the largest and most active professional journalism organizations in the country. More than half of our 500 members are working journalists. The balance is made up of journalism students, educators, government and nonprofit executives, and public relations professionals.

### ***Our Mission***

To serve the evolving professional, educational and social needs of our media community, foster journalistic excellence and advance the public's interest in and understanding of a free press.

### ***Our Vision***

To be the region's premier organization for journalists.

### ***What We Do***

- ❖ **Recognize Quality Journalism:** APC celebrates the best journalism of the year through our Awards of Excellence. The annual Hall of Fame dinner honors journalists for their lifetime achievements.
- ❖ **Educate the Public:** APC, in partnership with Georgia Humanities, is helping to educate the public on the role journalists play in a democracy and the responsibility of citizens when consuming the news by creating a guidebook and hosting a series of programs.
- ❖ **Support Future Journalists:** APC offers summer internships for journalism students by pairing them with many of Atlanta's top news organizations where they receive hands-on experience reporting. Our "Get the Scoop" program provides an opportunity for students to learn from working journalists about how to land their first job, how to pitch stories and how to network.
- ❖ **Facilitate Educational Programs:** APC hosts discussions throughout the year to help journalists do their jobs better, faster and with greater accuracy. Topics include current legislation, First Amendment law and tools to help them gather data for their reporting.
- ❖ **Provide Access:** Members and the public gain access to influential leaders from across the state and the country through our Newsmaker Luncheon series.

- ❖ **Foster Civil Discourse:** Through the Loudermilk-Young Debate Series, APC hosts statewide debates each election year helping the public make informed decisions when heading to the polls.

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### ***Atlanta Press Club Annual Partners***

11Alive	Georgia Association of Broadcasters
Arnall, Golden Gregory LLP	Georgia-Pacific
AT&T	Georgia Public Broadcasting
The Atlanta Journal-Constitution	Grady Department of Journalism
Bloomberg Philanthropies	Home Depot
Brookwell Capital Group	Ketchum PR
CBS46	Lexicon Strategies
Chick-fil-A	Mercedes-Benz USA
CNN	Metro Atlanta Chamber
The Coca-Cola Company	Siemens
Communities in Schools Atlanta	Southern Company
Delta	State Farm
Fox News	Turner Enterprises

### ***Atlanta Press Club Board of Directors***

<b>MaryLynn Ryan</b> , Journalist – <i>Chair</i>	<b>Rodney Ho</b> , Atlanta Journal-Constitution
<b>Jason McPherson</b> , TPA Group – <i>Treasurer</i>	<b>Rachel Lebedin</b> , WSB-TV
<b>Mark Aldren</b> , Journalist	<b>Maggie Lee</b> , Freelance Journalist
<b>Deisha Barnett</b> , Metro Atlanta Chamber	<b>Rebecca Lindstrom</b> , 11Alive
<b>Doug Barthlow</b> , Georgia State University	<b>Eric Ludgood</b> , Fox5
<b>Rickey Bevington</b> , Georgia Public Broadcasting	<b>Mark Meltzer</b> , Atlanta Business Chronicle
<b>Jorge Buzo</b> , Telemundo	<b>Maria Saporta</b> , SaportaReport/Atl. Bus. Chronicle
<b>Susanna Capelouto</b> , WABE Radio	<b>Duane Stanford</b> , Beverage Digest
<b>Charles Edwards</b> , Jackson Spalding	<b>Thomas Wheatley</b> , Atlanta Magazine
<b>Mary Eitel</b> , MKE Communications	<b>Jewel Wicker</b> , Freelance Journalist
<b>Ken Foskett</b> , Atlanta Journal-Constitution	
<b>Karyn Greer</b> , CBS46	

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**Patron Level – \$10,000 and up**

**Recognition**

- Logo on home page of APC website
- Logo on annual sponsor page of APC website with hyperlink to your site
- Recognized as a sponsor on pop-up banner at all main APC events
- Recognized as a top sponsor in APC weekly e-newsletter distributed to 3000+ people
- Recognized and thanked for being a sponsor in quarterly email blast and social media posts
- Recognized as a sponsor on event programs for annual Hall of Fame dinner, Newsmaker Luncheon Series and annual Awards of Excellence reception

**Event Tickets**

- Six tickets to annual Hall of Fame dinner and VIP Reception
- 14 annual tickets to Newsmaker Luncheons (*Tickets may be used at one luncheon or divided between various events. Advanced reservations required and seating subject to availability.*)

Discounted annual membership for all your employees (*\$20 instead of \$40*)

**5 Free Memberships to APC**

**Gold Level – \$6,000 and up**

**Recognition**

- Logo on home page of APC website
- Logo on annual sponsor page of APC website with hyperlink to your site
- Recognized as a sponsor on pop-up banner at all main APC events
- Recognized and thanked for being a sponsor in quarterly email blast and social media posts
- Recognized as a sponsor on event programs for annual Hall of Fame dinner, Newsmaker Luncheon Series and annual Awards of Excellence reception

## Event Tickets

- Four tickets to annual Hall of Fame dinner and VIP Reception
- 10 annual tickets to Newsmaker Luncheons (*Tickets may be used at one luncheon or divided between various events. Advanced reservations required and seating subject to availability.*)

Discounted annual membership for all your employees (*\$25 instead of \$40*)

## 4 Free Memberships to APC

### Silver Level – \$4,000 and up

## Recognition

- Logo on annual sponsor page of APC website with hyperlink to your site
- Recognized as a sponsor on pop-up banner at all main APC events
- Recognized and thanked for being a sponsor in quarterly email blast and social media posts
- Recognized as a sponsor on event programs for annual Hall of Fame dinner, Newsmaker Luncheon Series and annual Awards of Excellence reception

## Event Tickets

- Two tickets to annual Hall of Fame dinner and VIP Reception
- Six annual tickets to Newsmaker Luncheons (*Tickets may be used at one luncheon or divided between various events. Advanced reservations required and seating subject to availability.*)

Discounted annual membership for all your employees (*\$30 instead of \$40*)

## 2 Free Memberships to APC

### Bronze Level – \$2,000 and up

## Recognition

- Logo on annual sponsor page of APC website with hyperlink to your site
- Recognized as a sponsor on pop-up banner at all main APC events
- Recognized and thanked for being a sponsor in quarterly email blast and social media posts
- Recognized as a sponsor on event programs for annual Hall of Fame dinner, Newsmaker Luncheon series and annual Awards of Excellence reception

## Event Tickets

- 4 annual tickets to Newsmaker Luncheons (*Tickets may be used at one luncheon or divided between various events. Advanced reservations required and seating subject to availability.*)

Discounted annual membership for all your employees (*\$35 instead of \$40*)

## 1 Free Membership to APC

**Friend – \$1,000 and up**

## Recognition

- Logo on annual sponsor page of APC website with hyperlink to your site
- Recognized as a sponsor on pop-up banner at all main APC events
- Recognized and thanked for being a sponsor in quarterly email blast and social media posts
- Recognized as a sponsor on event programs for annual Hall of Fame dinner, Newsmaker Luncheon series and annual Awards of Excellence reception

## 1 Free Membership to APC