



2021

ANNUAL SPONSORSHIP

CORPORATE, MEDIA, AND INDIVIDUAL GIVING LEVELS AND BENEFITS

ATLANTAPRESSCLUB.ORG

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PRESIDENT'S LETTER

“ *Journalism and a free press are as essential today as at any other time in the history of the United States.* ”

When I began the job as president of the Atlanta Press Club in January 2020, I had no idea a novel coronavirus would become a global pandemic. In the space of a few weeks, health restrictions sidelined all of the club's in-person activities, including our beloved "bread-and-butter" events— the Newsmaker Luncheon Series—as well as social and educational meetings and our annual Awards of Excellence reception.

We quickly reimagined the club's offerings for a digital audience. We also positioned ourselves as a valuable online resource for Atlanta journalists, especially during the COVID-19 lockdown and the protests which followed the murders of Breonna Taylor, George Floyd, Ahmad Arbery and Rayshard Brooks. This year also proved the crucial importance of your sponsorship dollars, which continue to make us better stewards of journalism in Atlanta as we strive for inclusion and diversity of ideas in our work.

The Atlanta Press Club's Loudermilk-Young Debate Series (the only series of its kind in the country) is available to live stream online and on Georgia Public Broadcasting television, where in 2020 it reached more Georgians than ever before. Our digital programming now includes our popular Newsmaker Series as well as our new Check-In Series, Download Series, and other special programming offerings. We honor Georgia journalists each year in our Hall of Fame ceremony and broadcast.

Journalism and a free press are as essential today as at any other time in the history of the United States.

Your support of the Atlanta Press Club is equally necessary and urgently needed. Thank you for your support, your consideration and your belief in our mission.

–Kristi York Wooten



ABOUT THE ATLANTA PRESS CLUB

Established in 1964, the Atlanta Press Club (APC) is a registered 501c3 nonprofit and 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 is 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.

WHY JOURNALISM MATTERS NOW

Newspapers and newsrooms are disappearing from American towns and cities. Without local journalists in these areas, citizens are becoming less informed and research and sources are not being printed, which means many public officials are not being held accountable for their actions. In the current media environment, it can be hard to tell what news is real vs. fake, and what is fact vs. opinion. Journalism is under attack, and there is confusion about what journalists do and why they are vital in a democracy.

The Atlanta Press Club partnered with Georgia Humanities on the *Democracy and the Informed Citizen* project and we continue to provide online programming that deepens the public's knowledge of the connections between democracy, journalism and an informed citizenry; we also aim to increase media literacy and support support high-quality journalism, especially local journalism.

BOARD OF DIRECTORS

MaryLynn Ryan, Georgia Public Broadcasting – 2020 Chair

Jason McPherson, TPA Group – Treasurer

Mark Aldren, Journalist

Deisha Barnett, Metro Atlanta Chamber

Doug Barthlow, Georgia State University

Rickey Bevington, Georgia Public Broadcasting

Susanna Capelouto, WABE Radio

Charles Edwards, Jackson Spalding

Mary Eitel, MKE Communications

Ken Foskett, Atlanta Journal-Constitution

Karyn Greer, CBS46

Rodney Ho, Atlanta Journal-Constitution

Rachel Lebedin, WSB-TV

Maggie Lee, Freelance Journalist

Rebecca Lindstrom, 11Alive

Eric Ludgood, Fox5

Mark Meltzer, Journalist

Maria Saporta, Saporta Report

Duane Stanford, Beverage Digest

Sonia Tucker, CNN

Thomas Wheatley, Atlanta Magazine

Jewel Wicker, Freelance Journalist

ANNUAL SPONSORS



WHAT YOUR SPONSORSHIP PROVIDES:

PROGRAMMING AND EVENTS

Through publications and programming, the APC helps to educate the public on important issues and the role journalists play in a democracy.

EDUCATION

APC hosts discussions throughout the year to help journalists do their jobs better and with greater accuracy. Topics include current legislation, First Amendment law, tips and resources.

INTERNSHIPS

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.

ACCESS

Members and the public gain access to influential leaders from across the state and the country through our Newsmaker and Check-In series.

RECOGNITION

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.

SPECIAL OPPORTUNITIES

NEWSMAKER SERIES

TITLE SPONSOR

\$40,000 BILLED ANNUALLY; 12-MONTH EXCLUSIVE RIGHTS

This is the Atlanta Press Club's signature event series, which occurs between six and ten times per year, and includes in-person lunches (when available) and/or exclusive online discussions with top names in news, politics and culture. Single event sponsorships are also available; tiers range from \$500 to \$2500 per event.

Newsmaker Series Title Sponsor Recognition

- **In-person benefits** (where applicable):
 - Recognition from the APC at the podium
 - Opportunity for two-minute greeting from podium
 - Branded pop-up banner at in-person Newsmaker events
 - Recognition on printed event programs for Newsmaker Luncheon Series
- **Digital benefits:**
 - Recognition from the APC president at beginning of online event
 - Opportunity for 30-second greeting or video (where applicable) in virtual Newsmaker events (requires pre-approval by APC)
 - Logo on APC website and in quarterly APC e-newsletter distributed to 3000+ people
 - Logo on all branded Newsmaker social-media content, where applicable

Events Tickets (where applicable):

- Ten (10) total tickets to each in-person Newsmaker Luncheon during the 12-month sponsorship period (if applicable due to COVID-19; advanced reservations required.)

**TO SPONSOR OR FOR MORE INFORMATION, CONTACT PAULA HOVATER:
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NOTE: THE PURPOSE OF ANNUAL SPONSORSHIPS IS TO SUPPORT THE NON-PROFIT MISSION AND WORK OF THE APC. UNLESS OTHERWISE SPECIFIED IN A CONTRACT, YOUR SPONSORSHIP OF THE APC IS AN UNRESTRICTED GIFT. THE APC IS NOT RESPONSIBLE FOR FULFILLING BENEFITS FOR IN-PERSON EVENTS DURING OR AFTER ANY PERIOD OF PUBLIC RESTRICTION DUE TO THE CORONAVIRUS PANDEMIC. DECISIONS ABOUT SUCH EVENTS ARE AT THE SOLE DISCRETION OF THE APC AFTER CONSULTATION OF REGIONAL HEALTH GUIDELINES.

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SPECIAL OPPORTUNITIES

THE CHECK-IN SERIES

TITLE SPONSOR

\$40,000 BILLED ANNUALLY; 12-MONTH EXCLUSIVE RIGHTS

This is the Atlanta Press Club's topical online event series featuring exclusive discussions with top names in news, politics and culture led by local journalists. This series, which occurs weekly to bi-monthly, focuses on current news and events. Single event sponsorship tiers range from \$500 to \$1500 per event.

The Check-In Series Title Sponsor Recognition

- **Digital Benefits:**
 - Recognition from the APC president (or representative) at beginning of Check-In online event
 - Opportunity for 30-second greeting or video in virtual Check-In events (content requires pre-approval by APC), where applicable
 - Logo on APC website and in quarterly APC e-newsletter distributed to 3000+ people
 - Logo on all branded Check-In social-media content and promotion, where applicable

- **Events Tickets (if applicable due to COVID-19):**
 - Ten (10) total tickets to each in-person Newsmaker Luncheon* during the 12-month sponsorship period (if applicable due to COVID-19; advanced reservations required.)

**The Check-In Series is online only; however, the title sponsor of The Check-In Series will receive tickets to the Newsmaker Series luncheons where applicable.*

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ANNUAL SPONSORSHIP LEVELS AND BENEFITS

PATRON LEVEL / \$10,000 BILLED ANNUALLY

Recognition

- Logo on APC website, including annual sponsor page with hyperlink to your site
- Logo on pop-up banner at in-person events when applicable
- Recognition in quarterly APC e-newsletter distributed to 3000+ people
- Recognized as an annual sponsor on event programs for annual Hall of Fame dinner, Newsmaker Luncheon Series and annual Awards of Excellence reception (if applicable due to COVID-19)

Events Tickets

- Six (6) tickets to in-person Hall of Fame dinner and VIP Reception (where applicable)
- 14 (14) total annual tickets to in-person Newsmaker Luncheons (if applicable due to COVID-19; tickets may be used at one luncheon or divided between various events. Advanced reservations required and seating subject to availability.)
- Five (5) Free Associate-Level One-Year Memberships to APC (valued at \$200 each)

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ANNUAL SPONSORSHIP LEVELS AND BENEFITS

GOLD LEVEL / \$7,500 BILLED ANNUALLY

Recognition

- Logo on APC website, including annual sponsor page with hyperlink to your site
- Logo on pop-up banner at in-person events when applicable
- Recognition in quarterly APC e-newsletter distributed to 3000+ people
- Recognized as an annual sponsor on event programs for annual Hall of Fame dinner, Newmaker Luncheon Series and annual Awards of Excellence reception (if applicable due to COVID-19).

Events Tickets

- Four (4) tickets to in-person Hall of Fame dinner and VIP Reception (if applicable due to COVID-19)
- Ten (10) total annual tickets to in-person Newmaker Luncheons (if applicable due to COVID-19; tickets may be used at one luncheon or divided between various events. Advanced reservations required and seating subject to availability.)
- Three (3) Free Associate-Level One-Year Memberships to APC (valued at \$200 each)

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ANNUAL SPONSORSHIP LEVELS AND BENEFITS

SILVER LEVEL / \$5,000 BILLED ANNUALLY

Recognition

- Logo on APC website, including annual sponsor page with hyperlink to your site
- Logo on pop-up banner at in-person events when applicable
- Recognition in quarterly APC e-newsletter distributed to 3000+ people
- Recognized as an annual sponsor on event programs for annual Hall of Fame dinner, Newsmaker Luncheon Series and annual Awards of Excellence reception (if applicable due to COVID-19)

Events Tickets

- Two (2) tickets to in-person Hall of Fame dinner and VIP Reception (if applicable due to COVID-19)
- Six (6) total annual tickets to in-person Newsmaker Luncheons (if applicable due to COVID-19; tickets may be used at one luncheon or divided between various events. Advanced reservations required and seating subject to availability.)
- Two (2) Free Associate-Level One-Year Memberships to APC (valued at \$200 each)

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ANNUAL SPONSORSHIP LEVELS AND BENEFITS

BRONZE LEVEL / \$3,000 BILLED ANNUALLY

Recognition

- Logo on APC website, including annual sponsor page with hyperlink to your site
- Logo on pop-up banner at in-person events when applicable
- Recognition in quarterly APC e-newsletter distributed to 3000+ people
- Recognized as an annual sponsor on event programs for annual Hall of Fame dinner, Newsmaker Luncheon Series and annual Awards of Excellence reception (if applicable due to COVID-19).

Events Tickets

- Two (2) tickets to in-person Hall of Fame dinner and VIP Reception (if applicable due to COVID-19).
- Six (6) total annual tickets to in-person Newsmaker Luncheons (if applicable due to COVID-19; tickets may be used at one luncheon or divided between various events. Advanced reservations required and seating subject to availability.)
- One (1) Free Associate-Level One-Year Membership to APC (valued at \$200)

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