



2021

MEDIA PARTNERS

SPONSORSHIPS AND CONTENT PARTNERSHIPS

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" event— 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.

2020 magnified 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.

In 2020, the Atlanta Press Club's work reached more Georgians than ever before. Our Loudermilk-Young Debate Series (the only series of its kind in the country) was beamed to the world via Georgia Public Broadcasting television, CNN and other networks. Our digital programming expanded to include our Newsmaker Series as well as our new Check-In Series, Download Series, and other offerings. We also honored Georgia journalists in our very first Hall of Fame TV broadcast.

Journalism and a free press are as essential today as at any other time in the history of the United States. The 2020 election season was marred by those who labeled members of the press "enemies of the people" and led violent riots inside the U.S. Capitol in January 2021.

Your support of the Atlanta Press Club is 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

Ken Foskett, The Atlanta Journal-Constitution – 2021 Chair

Rene Alegria, CEO, MundoHispanico.com

Mark Aldren, Journalist

Rahul Bali, Oconee Radio Group

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

Karyn Greer, CBS46

Rodney Ho, The Atlanta Journal-Constitution

Robin Kemp, The Clayton-Crescent

Eric Ludgood, Fox5

Mark Meltzer, Journalist

Keith Pepper, Owner, Springs Publishing

MaryLynn Ryan, Georgia Public Broadcasting

Maria Saporta, Saporta Report

Duane Stanford, Beverage Digest

Sonia Tucker, CNN

Jewel Wicker, Freelance Journalist

ANNUAL SPONSORS

Hall of Fame Title Sponsors



Awards of Excellence and Internship Title Sponsors



Patron Sponsors



Gold Sponsor



Silver Sponsors



Bronze Sponsors



WHAT YOUR MEDIA SPONSORSHIP PROVIDES:

RECOGNIZE QUALITY JOURNALISM

APC celebrates the best journalism of the year through our Awards of Excellence. The annual Hall of Fame broadcast and dinner honors journalists for their lifetime achievements.

FEATURE PROFESSIONAL JOURNALISTS

APC's programming provides topical discussions about relevant issues at events and online webinars moderated by our region's top journalists.

SUPPORT FUTURE JOURNALISTS

APC offers events and summer internships for journalism students by pairing them with many of Atlanta's top news organizations where they receive hands-on experience reporting.

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 and Check-In series.

FOSTER CIVIL DISCOURSE

Through the Loudermilk-Young Debate Series, APC hosts statewide and national debates each election year helping the public make informed decisions when heading to the polls.

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):

- To be determined due to COVID-19

**TO SPONSOR OR FOR MORE INFORMATION, CONTACT PAULA HOVATER:
phovater@atlpressclub.org or 404-625-2882**

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.

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):**
 - To be determined due to COVID-19

**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

AWARDS OF EXCELLENCE AND SUMMER JOURNALISM INTERNSHIPS / TITLE SPONSOR

\$15,000 BILLED ANNUALLY; 12-MONTH EXCLUSIVE RIGHTS

The Atlanta Press Club will select qualified students for summer journalism internships at participating local media organizations. Students receive hands-on work experience and a \$1,500 stipend. Internships will consist of 10 to 20 hours per week in June/July/Aug.

The Atlanta Press Club Awards of Excellence recognizes Atlanta-area journalists for the highest caliber work within a calendar year. Journalists may enter their own work or be nominated by someone else. Entries are judged by volunteers from the National Press Club and Investigative Reporters and Editors on quality of content, demonstrated reportorial skill and the impact of their work.

Sponsor Benefits

- Five (5) Free Associate-Level One-Year Memberships to APC (valued at \$200 each)
- Logo on APC website 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 a the title sponsor for the Awards of Excellence and Summer Internship Program on event programs and all materials
- Recognized from the podium at in-person events when applicable
- Event tickets to be determined.

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ANNUAL SPONSORSHIP LEVELS AND BENEFITS

PATRON LEVEL / \$10,000 BILLED ANNUALLY

Recognition:

- Logo on the home page of APC website
- Logo on annual sponsor page of APC website with hyperlink to your site
- Recognized as a sponsor on a 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 a quarterly email blast and social media posts
- Recognized as a sponsor on event programs for the annual Hall of Fame dinner, Newsmaker Luncheon Series and annual Awards of Excellence reception

Event Tickets*:

- Premiere access to tickets to the annual Hall of Fame dinner or viewing party
- Newsmaker Luncheons (Advanced reservations required and seating subject to availability and COVID-19 restrictions.)

Plus:

- 5 Free Memberships to APC
- Discounted membership packages for all your employees

*Event tickets are conditional to when in-person events will resume.

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phovater@atlpressclub.org or 404-625-2882**

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ANNUAL SPONSORSHIP LEVELS AND BENEFITS

GOLD LEVEL / \$7,500 BILLED ANNUALLY

Recognition:

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

Event Tickets*:

- Premiere access to tickets to the annual Hall of Fame dinner or viewing party
- Newsmaker Luncheons (Advanced reservations required and seating subject to availability and COVID-19 restrictions.)

Plus:

- 3 Free Memberships to APC
- Discounted membership packages for all your employees

*Event tickets are conditional to when in-person events will resume.

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ANNUAL SPONSORSHIP LEVELS AND BENEFITS

SILVER LEVEL / \$5,000 BILLED ANNUALLY

Recognition:

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

Event Tickets*:

- Premiere access to tickets to the annual Hall of Fame dinner or viewing party
- Newsmaker Luncheons (Advanced reservations required and seating subject to availability and COVID-19 restrictions.)

Plus:

- 2 Free Memberships to APC
- Discounted membership packages for all your employees
- *Event tickets are conditional to when in-person events will resume.

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ANNUAL SPONSORSHIP LEVELS AND BENEFITS

BRONZE LEVEL / \$3,000 BILLED ANNUALLY

Recognition:

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

Event Tickets*:

- Premiere access to tickets to the annual Hall of Fame dinner or viewing party
- Newsmaker Luncheons (Advanced reservations required and seating subject to availability and COVID-19 restrictions.)

Plus:

- 1 Free Membership to APC
- Discounted membership packages for all your employees
- *Event tickets are conditional to when in-person events will resume.

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MEDIA CONTENT PARTNERSHIPS

YOUR JOURNALISTS. OUR EVENTS.

APC's programming provides topical discussions about relevant issues at events and online webinars moderated by our region's top journalists. We welcome the opportunity to feature media talent from the Atlanta market. These are volunteer slots unrelated to media sponsorship.

PROGRAMMING CONTENT

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. We welcome your ideas and the opportunity to showcase reporting from Atlanta media outlets.

DEBATE SERIES

Through the Loudermilk-Young Debate Series, APC hosts statewide and national debates each election year helping the public make informed decisions when heading to the polls. We feature top journalists from the Atlanta media market as moderators.

NEED MORE INFORMATION?

Contact APC President Kristi York Wooten at 404-523-1318 for more information about content partnerships.