



INTRODUCING THE 2021-2022 NEWSMAKER LEADERSHIP SERIES: ANNUAL TITLE SPONSOR

ATLANTAPRESSCLUB.ORG

Newsmaker Leadership Series Annual Title Sponsor Recognition

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

This is the Atlanta Press Club's signature event series, which occurs between four and eight times per year, and includes in-person lunches (when applicable) and/or exclusive online discussions with top names in news, politics, health and culture. In addition to the title sponsor, single event presenting sponsorships are also available; tiers range from \$1000 to \$8000 per event. Funds raised go toward our 501 (c) (3) nonprofit programs including event, online/TV content, internships, Awards of Excellence, and Hall of Fame.

- **Digital benefits:**
 - Recognition from the APC president at beginning of online event or livestream (if applicable)
 - Opportunity for 30-second greeting or video (where applicable) in virtual Newsmaker events (requires pre-approval by APC)
 - Logo and link on APC website, plus branded graphic in APC e-newsletter distributed to 3000+ people
 - Logo on all branded Newsmaker social-media content, where applicable
 - Content archived on Atlanta Press Club YouTube channel
- **In-person benefits (where applicable):**
 - Recognition from the APC at the podium
 - Opportunity for two-minute greeting from podium
 - Branded banner (physical or on screen) at in-person Newsmaker events
 - Recognition on printed event programs for Newsmaker Luncheon Series
 - Photo with speaker (if applicable)
 - One seat at head table, seated with speaker (if applicable)
- **Events Tickets (where applicable):**
 - One full table (6-10 tickets) to each in-person Newsmaker Luncheon during the 12-month sponsorship period (if applicable due to COVID-19; advanced reservations required).



INTRODUCING THE 2021-2022 NEWSMAKER LEADERSHIP SERIES: SINGLE EVENT TITLE SPONSOR

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Newsmaker Leadership Series Single Event Title Sponsor Recognition

\$8,000 per event in lieu of annual title sponsor

This is the Atlanta Press Club's signature event series, which occurs between four and eight times per year, and includes in-person lunches (when applicable) and/or exclusive online discussions with top names in news, politics, health and culture. In addition to the title sponsor, single event presenting sponsorships are also available; tiers range from \$1000 to \$8000 per event. Funds raised go toward our 501 (c) (3) nonprofit programs including event, online/TV content, internships, Awards of Excellence, and Hall of Fame.

- **Digital benefits:**

- Recognition from the APC president at beginning of online event or livestream (if applicable)
- Opportunity for 30-second greeting or video (where applicable) in virtual Newsmaker events (requires pre-approval by APC)
- Logo and link on APC website, plus branded graphic in APC e-newsletter distributed to 3000+ people
- Logo on all branded Newsmaker social-media content, where applicable
- Content archived on Atlanta Press Club YouTube channel

- **In-person benefits (where applicable):**

- Recognition from the APC at the podium
- Opportunity for two-minute greeting from podium
- Branded banner (physical or on screen) at in-person Newsmaker events
- Recognition on printed event programs for Newsmaker Luncheon Series
- Photo with speaker (if applicable)
- One seat at head table, seated with speaker (if applicable)

- **Events Tickets (where applicable):**

- One full table (6-10 tickets) to the in-person Newsmaker Luncheon (if applicable due to COVID-19; advanced reservations required).



INTRODUCING THE 2021-2022 NEWSMAKER LEADERSHIP SERIES: SINGLE EVENT PRESENTING SPONSOR

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Newsmaker Leadership Series Single Event Presenting Sponsor Recognition

\$5,000 per event in lieu of annual title sponsor

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- **Digital benefits:**
 - Recognition from the APC president at beginning of online event or livestream (if applicable)
 - Logo and link on APC website, plus branded graphic in APC e-newsletter distributed to 3000+ people
 - Logo on all branded Newsmaker social-media content, where applicable
 - Content archived on Atlanta Press Club YouTube channel
- **In-person benefits (where applicable):**
 - Recognition from the APC at the podium
 - Branded banner (physical or on screen) at in-person Newsmaker events
 - Recognition on printed event programs for Newsmaker Luncheon Series
 - One seat at head table, seated with speaker (if applicable)
- **Events Tickets (where applicable):**
 - One full table (6-10 tickets) to the in-person Newsmaker Luncheon (if applicable due to COVID-19; advanced reservations required).



INTRODUCING THE 2021-2022 NEWSMAKER LEADERSHIP SERIES: SINGLE EVENT SUPPORTING SPONSOR

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Newsmaker Leadership Series Single Event Supporting Sponsor Recognition

\$2,500 per event in lieu of annual title sponsor

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- **Digital benefits:**
 - Logo and link on APC website, plus branded graphic in APC e-newsletter distributed to 3000+ people
 - Content archived on Atlanta Press Club YouTube channel
- **In-person benefits (where applicable):**
 - Recognition from the APC at the podium
 - Branded banner (physical or on screen) at in-person Newsmaker events
 - Recognition on printed event programs for Newsmaker Luncheon Series
- **Events Tickets** (where applicable):
 - Six (6) tickets to the in-person Newsmaker Luncheon (if applicable due to COVID-19; advanced reservations required).



INTRODUCING THE 2021-2022 NEWSMAKER LEADERSHIP SERIES: SINGLE EVENT SPONSOR

Newsmaker Leadership Series Single Event Sponsor Recognition

\$1,000 per event in lieu of annual title sponsor

This is the Atlanta Press Club's signature event series, which occurs between four and eight times per year, and includes in-person lunches (when applicable) and/or exclusive online discussions with top names in news, politics, health and culture. In addition to the title sponsor, single event presenting sponsorships are also available; tiers range from \$1000 to \$8000 per event. Funds raised go toward our 501 (c) (3) nonprofit programs including event, online/TV content, internships, Awards of Excellence, and Hall of Fame.

- **Digital benefits:**
 - Logo and link on APC website, plus branded graphic in APC e-newsletter distributed to 3000+ people
 - Content archived on Atlanta Press Club YouTube channel
- **In-person benefits (where applicable):**
 - Recognition on printed event programs for Newsmaker Luncheon Series
- **Events Tickets (where applicable):**
 - Six (6) tickets to the in-person Newsmaker Luncheon (if applicable due to COVID-19; advanced reservations required).

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ATLANTA- BASED CORPORATIONS THAT SUPPORT US

Here are a few of the corporate and media partners
sponsoring the APC for 2019-2021.

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