



2022

ANNUAL SPONSORSHIP

CORPORATE, MEDIA, AND INDIVIDUAL GIVING LEVELS AND BENEFITS

ATLANTAPRESSCLUB.ORG

02

INDEX

03 // CONTACT US

04 // ABOUT THE APC / WHY JOURNALISM MATTERS

05 // 2022 BOARD OF DIRECTORS LIST

06 // ANNUAL SPONSORS LIST

07 // WHAT YOUR SPONSORSHIP PROVIDES

08 // SPECIAL OPPORTUNITIES: NEWSMAKERS

09 // SPECIAL OPPORTUNITIES: AWARDS & INTERNSHIPS

10 // ANNUAL SPONSOR LEVELS AND BENEFITS: PATRON

11 // ANNUAL SPONSOR LEVELS AND BENEFITS: GOLD

12 // ANNUAL SPONSOR LEVELS AND BENEFITS: SILVER

13 // ANNUAL SPONSOR LEVELS AND BENEFITS: BRONZE

CONTACT US

THE ATLANTA PRESS CLUB

DIRECTOR, CORPORATE RELATIONSHIPS

PAULA HOVATER
phovater@atlpressclub.org
404-625-2882

PRESIDENT

KRISTI YORK WOOTEN
kwooten@atlpressclub.org
404-693-5527

KARLA JACOBS
karla@atlpressclub.org
404-693-5527

THE ATLANTA PRESS CLUB // ONLINE

ATLANTAPRESSCLUB.ORG

FACEBOOK:
facebook.com/TheAtlantaPressClub/

INSTAGRAM:
instagram.com/atlpressclub

TWITTER:
twitter.com/atlpressclub

LINKEDIN:
linkedin.com/groups/2688869/

ATLANTAPRESSCLUB.ORG



04

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 Foscett, The Atlanta Journal-Constitution
2021-2022 Chair

Board Members:

Mark Aldren, Journalist

René Alegria, MundoHispanico.com

Rahul Bali, WABE Radio

Deisha Barnett, UPS

Doug Barthlow, Georgia State University

Rickey Bevington, World Affairs Council

Susanna Capelouto, WABE Radio

Nicole Carr, ProPublica

Charles Edwards, Jackson Spalding

Mary Eitel, MKE Communications

Stephen Fowler, Georgia Public Broadcasting

Karyn Greer, CBS46

Rodney Ho, The Atlanta Journal-Constitution

Mike Jordan, Butter.ATL

Chris José, WSB-TV

Robin Kemp, The Clayton Crescent

Eric Ludgood, Newsy

Mark Meltzer, Hope-Beckham

Keith Pepper, Springs Publishing

MaryLynn Ryan, Georgia Public Broadcasting

Maria Saporta, SaportaReport

Mara Shalhoup, ProPublica

Duane Stanford, Beverage Digest

Lauri Strauss, Strauss Media

Sonia Tucker, CNN

Myrydd Wells, Atlanta Magazine

Jewel Wicker, Freelance Journalist

06

2021 HALL OF FAME SPONSORS

// 2021 CO-TITLE SPONSORS //



ANNUAL SPONSORS

Awards of Excellence and Internship Title Sponsors



Patron Sponsors



Mercedes-Benz



The Atlanta
Journal-Constitution



Gold Sponsor



Silver Sponsors



Bronze Sponsors



BONDURANT MIXSON & ELMORE LLP

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.



08

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 four to six times per year, and includes in-person lunches (when available) and/or exclusive online or TV discussions with top names in news, politics and culture.

Newsmaker Series Title Sponsor Recognition

- **In-person benefits** (where applicable):
 - Recognition from the APC at the podium
 - Opportunity for introductory greeting (1-2 minutes) from podium
 - Branded digital banner at in-person Newsmaker events
 - Recognition on printed event programs for Newsmaker Luncheon Series
 - Streamed events on Facebook and YouTube include extended branding
- **Digital benefits:**
 - Recognition from the APC president at beginning of online or streaming 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 or one sponsor table for 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:
phovater@atlpressclub.org or 404-625-2882

09

ANNUAL SPONSORSHIP LEVELS AND BENEFITS

AWARDS OF EXCELLENCE AND SUMMER JOURNALISM INTERNSHIPS / TITLE SPONSOR

**\$15,000 BILLED ANNUALLY; 12-MONTH EXCLUSIVE RIGHTS
(CURRENTLY SPONSORED)**

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 15 to 25 hours per week in June/Jul/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 the title sponsor for the Awards of Excellence and Summer Internship Program on event programs and all materials
- Introductory speaking opportunity at Awards of Excellence ceremony

10

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)
- Logo on social media content--LinkedIn, Twitter, Facebook, Instagram--where applicable.

Events Tickets

- 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)

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

11

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).
- Logo on social media content--LinkedIn, Twitter, Facebook, Instagram--where applicable.

Events Tickets

- 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)

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

12

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)
- Logo on social media content--LinkedIn, Twitter, Facebook, Instagram--where applicable.

Events Tickets

- 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)

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

13

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).
- Logo on social media content--LinkedIn, Twitter, Facebook, Instagram--where applicable.

Events Tickets

- 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)

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