



2024

ANNUAL SPONSORSHIP

CORPORATE, MEDIA, AND INDIVIDUAL GIVING LEVELS AND BENEFITS

[ATLANTAPRESSCLUB.ORG](https://atlantapressclub.org)

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CONTACT US

THE ATLANTA PRESS CLUB

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THE ATLANTA PRESS CLUB // ONLINE

ATLANTAPRESSCLUB.ORG

FACEBOOK:
facebook.com/TheAtlantaPressClub/

INSTAGRAM:
instagram.com/atlpresclub

TWITTER:
twitter.com/atlpresclub

LINKEDIN:
linkedin.com/groups/2688869/



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 high-quality journalism, especially local journalism.

BOARD OF DIRECTORS

Keith Pepper, RoughDraft Atlanta
2023-2024 Chair

Board Members:

- Mark Aldren, Journalist
- René Alegria, MundoNOW
- Rahul Bali, WABE
- Deisha Barnett, UPS
- Doug Barthlow, Georgia State University
- Susanna Capelouto, NPR
- Nicole Carr, ProPublica
- Charles Edwards, Jackson Spalding
- Mary Eitel, MKE Communications
- Ken Foscett, Journalist
- Karyn Greer, WSB-TV
- Rodney Ho, The Atlanta Journal-Constitution
- Mike Jordan, The Atlanta Journal-Constitution
- Eric Ludgood, Newsy
- Mark Meltzer, Hope Beckham Espinosa
- Marylynn Ryan, Georgia Public Broadcasting
- Maria Saporta, SaportaReport*
- Duane Stanford, Beverage Digest
- Lauri Strauss, Strauss Media
- Sonia Tucker, Global Media Connections
- Myrydd Wells, Atlanta Magazine



ANNUAL SPONSORS

Hall of Fame Title Sponsors

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Awards of Excellence and Internship Sponsors



Newsmaker Title Sponsor



Platinum Sponsors



Patron Sponsors



Mercedes-Benz



Silver 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.



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SPECIAL OPPORTUNITIES

2024 DIAMOND ANNIVERSARY

The Atlanta Press Club, established in 1964, has grown to become one of the largest and most active professional journalism associations in the country. Watch for exciting events and programs in 2024 as we celebrate our Diamond Anniversary.

Want to help us celebrate?

Contact Paula Hovater, phovater@atlpressclub.org
for special partnership opportunities.



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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 events 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 Series Events
 - Exclusive access to program moderators, speakers and panelists
 - Reserved seat at the head event table
- **Digital benefits:**
 - Logo on APC website and in quarterly APC e-newsletter distributed to 3500+ people
 - Logo on all branded Newsmaker social-media content, where applicable
 - Logo and thank you in event recap email

Events Tickets (where applicable):

- Ten (10) total tickets or one sponsor table for each in-person Newsmaker Event during the 12-month sponsorship period.

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

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SPECIAL OPPORTUNITIES

AWARDS OF EXCELLENCE TITLE SPONSOR

\$30,000 BILLED ANNUALLY; 12-MONTH EXCLUSIVE RIGHTS

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 other Press Clubs and Investigative Reporters and Editors on quality of content, demonstrated reportorial skill and the impact of their work. The Awards of Excellence annual event brings together a robust group of working journalists, media outlets and strategic partners.

Sponsor Benefits

- Eight (8) Free Associate-Level One-Year Memberships to APC (valued at \$200 each)
- Logo on APC website with hyperlink to your site
- Recognition in quarterly APC e-newsletter distributed to 3500+ people
- Recognized as the title sponsor for the Awards of Excellence on event programs and all materials
- Recognized as the title sponsor for the Awards of Excellence on all social media posts regarding Awards.
- Introductory speaking opportunity at Awards of Excellence ceremony
- Logo on Awards of Excellence presentation
- Twenty (20) total tickets to in-person APC Events (Advanced reservations required and seating subject to availability.)

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SPECIAL OPPORTUNITIES

SUMMER JOURNALISM INTERNSHIPS / TITLE SPONSOR

\$30,000 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 minimum \$3,000 stipend. Internships will consist of 15 to 25 hours per week in June/July/Aug.

Sponsor Benefits

- Eight (8) 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 3500+ people
- Recognized as title-sponsor for the Summer Internship Program on event programs and all materials
- Introductory speaking opportunity at Awards of Excellence ceremony
- Twenty (20) total tickets to in-person APC Events (Advanced reservations required and seating subject to availability.)
- Logo on social media content--LinkedIn, Twitter, Facebook, Instagram

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ANNUAL SPONSORSHIP LEVELS AND BENEFITS

PLATINUM LEVEL / \$15,000 BILLED ANNUALLY

Recognition

- Logo on APC website, including annual sponsor page with hyperlink to your site
- Sponsor spotlight on APC website and social channels
- Logo on pop-up banner at in-person events when applicable
- Recognition in quarterly APC e-newsletter distributed to 3500+ people
- Recognized as an annual sponsor on event programs for annual Hall of Fame dinner, Newsmaker Luncheon Series and annual Awards of Excellence reception
- Logo on social media content--LinkedIn, Twitter, Facebook, Instagram

Events Tickets

- Twenty (20) total annual tickets to in-person Newsmaker Luncheons (tickets may be used at one luncheon or divided between various events. Advanced reservations required and seating subject to availability.)
- Seven (7) Free Associate-Level One-Year Memberships to APC (valued at \$200 each)

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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 3500+ people
- Recognized as an annual sponsor on event programs for annual Hall of Fame dinner, Newsmaker Luncheon Series and annual Awards of Excellence reception
- Logo on social media content--LinkedIn, Twitter, Facebook, Instagram

Events Tickets

- Fourteen (14) total annual tickets to in-person Newsmaker Luncheons (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 3500+ people
- Recognized as an annual sponsor on event programs for annual Hall of Fame dinner, Newsmaker Luncheon Series and annual Awards of Excellence reception
- Logo on social media content--LinkedIn, Twitter, Facebook, Instagram

Events Tickets

- Ten (10) total annual tickets to in-person Newsmaker Luncheons (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 3500+ people
- Recognized as an annual sponsor on event programs for annual Hall of Fame dinner, Newsmaker Luncheon Series and annual Awards of Excellence reception
- Logo on social media content--LinkedIn, Twitter, Facebook, Instagram

Events Tickets

- Six (6) total annual tickets to in-person Newsmaker Luncheons (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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