

# ANNUAL SPONSORSHIP

CORPORATE, MEDIA, AND INDIVIDUAL GIVING LEVELS AND BENEFITS



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# **CONTACT US**



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ATLANTAPRESSCLUB.ORG

FACEBOOK:

facebook.com/TheAtlantaPressClub/

**INSTAGRAM:** 

instagram.com/atlpressclub

X/TWITTER:

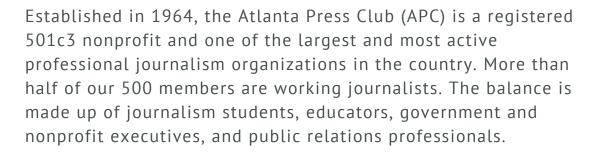
twitter.com/atlpressclub

**LINKEDIN:** 

linkedin.com/groups/2688869/



# 04 ABOUT THE ATLANTA PRESS CLUB



**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**

# Mike Jordan, The Atlanta Journal-Constitution 2025-2026 Chair

#### **Board Members:**

- Mark Aldren, Journalist
- René Alegria, MundoNOW
- Rahul Bali, WABE
- Deisha Barnett, UPS
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- Myrydd Wells, Atlanta Magazine



### **ANNUAL SPONSORS**

Hall of Fame Title Sponsors

06





Awards of Excellence and Internship Sponsors





Newsmaker Title Sponsor and Summer Internship Co-Title Sponsor

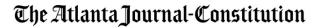




**Platinum Sponsors** 











**Patron Sponsors** 















**Gold Sponsor** 



**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.

ATLANTAPRESSCLUB.ORG



# SPECIAL OPPORTUNITIES

#### **NEWSMAKER SERIES**

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

This is the Atlanta Press Club's signature event series and includes inperson 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.



## 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 a peer. 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.)



### 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



# 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)



# 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**

- Five (5) Free Associate-Level One-Year Memberships to APC (valued at \$200 each)



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#### 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)



# 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)