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## NAHJ New England Journalism Awards Sponsorship opportunity

Help NAHJ New England celebrate our **NAHJ New England Journalism Awards**, recognizing Hispanic/Latinx journalists across the region. The ceremony will be held virtually on Tuesday, Oct. 15, during Hispanic Heritage Month, announcing the winners of several journalism categories for professional and student journalists chosen by 14 volunteer judges from outside of New England.

The New England board will bestow the **NAHJ New England Impact Award** to a journalism professional in New England who has demonstrated leadership in promoting fair coverage of Latinos and the advancement of Latino/a/x journalists in the news industry. We are excited to launch these new awards in New England to elevate the accomplishments of our journalists and showcase exemplary coverage of Latino issues in our region.

Your investment allows NAHJ New England to produce this event and fund new initiatives central to our mission. NAHJ is a 501(c)(3) nonprofit organization and all contributions are tax deductible.

### **SPONSOR LEVELS AND BENEFITS**

**Don/Doña Tier (Platinum):** Media rate: \$5,000

- Brief remarks from the company at the event. If a company representative cannot attend, remarks can be sent to NAHJ New England and an executive board member will read it.
- Company logo will be included in event's slideshow presentation
- Company logo in e-book program
- Company will get a full page ad in the e-book program
- Company logo included in promotional materials leading up to event
- Company logo on website
- Verbal recognition from host at the beginning and conclusion of the event
- Company recognition in the recording of the awards ceremony that will be featured permanently on the NAHJ New England YouTube page and website.

**Padrino/Madrina Tier (Rose Gold):** Media rate: \$2,500

- Company logo will be included in event's slideshow presentation
- Company logo in e-book program
- Company will get a half-page ad in the e-book program
- Company logo included in promotional materials leading up to event
- Company logo on website
- Verbal recognition from host at the beginning and conclusion of the event
- Company recognition in the recording of the awards ceremony that will be featured permanently on the NAHJ New England YouTube page and website.

**Tío/Tía Tier (Silver):** Media rate: \$1,750

- Company logo will be included in event's slideshow presentation
- Company logo in e-book program
- Company logo included in promotional materials leading up to event
- Company logo on website
- Verbal recognition from host at the beginning and conclusion of the event
- Company recognition in the recording of the awards ceremony that will be featured permanently on the NAHJ New England YouTube page and website.

**Individual Sponsorship:** Individuals can pay for an ad in the e-book program (8.5 x 11 with a one-inch margin). We will create the ad at no extra cost so long as the logo and wording is provided

- Full page \$200
- Half page \$100
- Quarter page \$50
- Eighth page: \$25

**The deadline for sponsorship is 5 p.m. EDT, Friday, Oct. 4**

Your donation is valuable for funding future scholarships for student journalists, as well as fellowships for young professionals entering the industry in the region. Sponsorship money will also fund training sessions and workshops to help journalists expand their skill sets and storytelling abilities. This is an opportunity to donate to the only journalism organization in New England dedicated to developing Hispanic journalists. The executive board's goal is to deepen people's understanding about issues affecting Hispanic/Latinx populations and immigrant communities and help develop newsroom leaders.

You can submit sponsorship via this portal: <https://nahj.memberclicks.net/newengland-sponsorship>

You can also pay by check. Make checks out to NAHJ; in the memo, write "NAHJ New England."

Mail it to: [NAHJ 1050 Connecticut Ave, NW 5th Floor, Washington, D.C. 20036](mailto:NAHJ@1050ConnecticutAve.com)

The NAHJ New England Journalism Awards ceremony is free and open to all, but registration is required. Click on <https://bit.ly/NAHJAwards> to get the Zoom link.

*If you have questions, please contact the NAHJ New England executive board by emailing us at [new\\_england@nahj.org](mailto:new_england@nahj.org).*