



## SPONSORSHIP PROSPECTUS

The Asian American Journalists Association (AAJA) uplifts the representation, leadership, and narratives of Asian American and Pacific Islander (AAPI) communities in news media. AAJA's flagship event is our annual convention, where journalists can access networking and training opportunities, news organizations can recruit top AAPI talent, and together we can build allyship and community, further diversity efforts, and tackle important issues in journalism and democracy.

In 2023, we met in our nation's capital, Washington, D.C., under the banner of "Building our collective power." Nearly 1,600 attendees and more than 60 media and other partners gathered for the [sold-out convention](#).

[#AAJA24](#) will take place in a very different but equally exciting venue: Austin, Texas, on August 7-11, 2024. The convention will be an opportunity to engage with numerous leading-edge issues shaping Texas and its diverse population – including a fast-growing AAPI contingent – during an important election year. Hosted by the Hilton Austin, the convention will offer learning and training experiences at the intersections of journalism, public policy, and community empowerment, in a state capitol that's home to *The Texas Tribune*, *The 19th* and many other news organizations.

Join us as we equip and empower our members with foundational and advanced professional skills, convene thought leadership around the future of journalism, uplift the narratives of our AAPI communities, engage with cultural leaders, and encourage innovation and creativity to thrive in challenging times. And of course, there will be karaoke!

We look forward to consulting with our partners on how to best accomplish your specific goals. As always, feel free to reach out to Naomi Tacuyan Underwood ([naomitu@aja.org](mailto:naomitu@aja.org)) or Rebecca Lee ([sponsorship@aja.org](mailto:sponsorship@aja.org)) for further information. We look forward to seeing you in Austin!



Photos from AAJA23: Awards Gala, Expo Hall, Breakout Sessions.



# #AAJA23 Highlights



**1585**  
Attendees



**86**  
Partners, sponsors  
and supporters



**50**  
Booths



**139**  
Sessions, workshops,  
receptions



**58%**  
Convention  
email  
open rate



**173.6K**  
Twitter impressions



**APP STATS**

**1510** Unique downloads

**107.5k** Total number of times app was accessed

**90k** Total number of times a sponsor banner was displayed to end users

**72 seconds** Typical duration someone stayed on the app

## 2024 Convention Sponsorship Packages

At any time if you wish to receive a walk-through of these elements, or you have unique programming in mind, please reach out to Rebecca Lee at [sponsorship@aaia.org](mailto:sponsorship@aaia.org).

	PRESENTING	DIAMOND	RUBY	SAPPHIRE	EMERALD	JADE
	\$95,000	\$70,000	\$45,000	\$35,000	\$15,000	\$7,500
<b>Registration &amp; Recruitment</b>						
General Registrations	35	30	24	20	12	8
Add'l Registrations at Reduced Rate	✓	✓	✓	✓	✓	✓
Exhibitor Booth	4 (Premium Placement)	4 (Priority Placement)	2 (Priority Placement)	2	1	1
<b>Special Events &amp; Activations</b>						
Awards Gala Seating	20 Premier Seats and 10 AAJA-Appointed Hosted Seats	10 Premier Seats and 10 AAJA-Appointed Hosted Seats	8 Premier Seats and 2 AAJA-Appointed Hosted Seats	8 Premier Seats and 10 AAJA-Appointed Hosted Seats	5	5
President's Reception Tickets	✓ 10	✓ 10	✓ 6	✓ 5	✓ 4	✓ 2
Opportunity to host AAJA Signature Program for 1 hr (F&B costs separate)	✓	✓	✓			
<b>Marquee Events</b>						
Awards Gala Remarks	✓					
Awards Gala Branding	✓					

*All opportunities are dependent on separately communicated deadlines. Offerings are subject to revision, based on availability and logistical considerations.*

	PRESENTING	DIAMOND	RUBY	SAPPHIRE	EMERALD	JADE
	\$95,000	\$70,000	\$45,000	\$35,000	\$15,000	\$7,500
Opening or President's Reception Remarks and Branding <i>(first-come first-served)</i>		✓				
Karaoke Branding			✓			
<b>Programming</b>						
Trainings (Academies)	✓ 2	✓ 2				
Leadership Salon with co-curated list of AAJA members/leaders (F&B costs separate)	✓	✓	✓			
Breakout Sessions, in collaboration with AAJA	✓ 2	✓ 2	✓ 1	✓ 1		
Panelist Speaking Role	Included with above	Included with above	✓ 1	✓ 1	✓ 1	
<i>Additional space for sponsor-branded programming contingent on availability. Please inquire about pricing.</i>						

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	PRESENTING	DIAMOND	RUBY	SAPPHIRE	EMERALD	JADE
	\$95,000	\$70,000	\$45,000	\$35,000	\$15,000	\$7,500
<b>Leadership Development &amp; Signature Programs</b>						
Inclusion in Executive Leadership Program 2024	2 Candidates (contingent on program acceptance)	1 Candidate (contingent on program acceptance)				
<b>Brand Recognition, Marketing, &amp; Visibility</b>						
<b>AAJA Registration Area</b>						
Onsite Branding, co-designed with AAJA	✓					
<b>On-Site Hotel Opportunities</b> <i>Contingent on availability. Please inquire about pricing and deadlines. Sponsor will be responsible for all design, print, and related costs.</i>						
First right of refusal for onsite branding	✓ Priority Selection	✓ Preferred Selection				
<b>Co-Branded Premium Assets</b>						
Choice of one based on availability: Lanyard, Welcome Bag, Credential, Keycard, Other Item for Welcome Bag	✓ Priority Selection	✓ Preferred Selection	✓			
<b>Smartphone App Visibility</b>						
Logo on App as Presenting Sponsor	✓					
Logo acknowledgement	✓	✓	✓	✓	✓	✓

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	PRESENTING	DIAMOND	RUBY	SAPPHIRE	EMERALD	JADE
	\$95,000	\$70,000	\$45,000	\$35,000	\$15,000	\$7,500
<b>Convention Microsite Visibility</b>						
Logo	✓	✓	✓	✓	✓	✓
<b>Other Visibility</b>						
Welcome bag insert listing	✓ Priority Placement	✓	✓	✓	✓	✓
Opportunity to contribute up to two items to Welcome Bag (qty: 1600)	✓	✓	✓	✓	✓	✓
<b>Social Media &amp; Communications</b>						
Social Media Posts (must be scheduled April-July)	✓ 4	✓ 4	✓ 3	✓ 2	✓ 1	✓ 1
Four-hour Instagram Live/Stories Takeover	✓	✓				
Newsletter Posts	✓ 2	✓ 2	✓ 1	✓ 1	✓ 1	✓ 1

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## RECRUITMENT/EXPO HALL

Expo Hall	Media Corporation - \$3,750	Nonprofit/J-School - \$2,750
Recruitment/Expo Presence	1 Booth	1 Booth
Convention Registrations	2	2

*Please inquire for availability and special pricing for multiple booths.*

### **COMMITMENT DEADLINES**

#### **ASIAN AMERICAN PACIFIC ISLANDER HERITAGE MONTH**

**DEADLINE: April 15, 2024**

*Special newsletter recognition (reach of 12K) +  
Special mention at AAJA-hosted White House Correspondents Brunch*

**FINAL DEADLINE: May 31, 2024**

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## A La Carte / Sponsorship Add-ons

*Limited number of activations available.*

<b>Signature Programs</b>	<i>If you are interested in sponsoring a program differently, please let us know.</i>
Executive Leadership Program (ELP) Champion Sponsorship <i>Engagement to be co-curated with AAJA. Light refreshments included.</i>	\$7,500
One participant in 2024 Executive Leadership Program (ELP) Cohort <i>Dependent on program acceptance and availability.</i>	\$2,750
JCamp All-Stars Reception Sponsor	\$10,000
Student/Young Professional Scholarship Opportunities	(inquire)

<b>Brand Visibility</b>	
Instagram Live/Stories Takeover (up to 4 hours)	\$3,000
Welcome Bag Insert (qty: 1600. Subject to approval, production costs separate)	\$1,000
Branded Charging Station	\$2,500
<b>Scheduled Programming</b>	
Branded Breakout Session or Panel	\$10,000
Branded Skills Training	\$7,500
Networking Reception Onsite (F&B costs separate)	\$5,000
Offsite Reception Listing (to be listed in app/newsletter)	\$1,500
Customized Activation, co-curated with AAJA (inquire about pricing)	Starts at \$5,000
Leadership Salon with invitees, co-curated with AAJA (F&B costs separate)	\$7,500
Karaoke Corporate Co-Sponsorship	\$10,000
Guidebook Broadcast Alert (limited qty available)	\$250/alert
Curated Guest List	\$500
<b>Other Activations</b>	
Branded Lounge Experience (one day)	Starts at \$7,500
“Dress for Success”— Professional Clothing Activation	\$5,000
"Power your Professionalism" - Career Boost Activation (e.g. mini makeover, headshots, profile coaching, etc.)	Starts at \$10,000

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Movie Screening	\$10,000
Combo Package: White House Correspondents Brunch + AAJA24 Convention Sponsor (customizable and includes 2 tickets to each event)	\$10,000

<b>Unique Corporate Non-Media Opportunities</b>			
<b>Marquee Events</b>	<i>Exclusive, shared branding &amp; billing with media sponsor</i>	<i>F&amp;B separate, sponsor responsible for costs.</i>	
Awards Gala	•		\$50,000
Awards Gala Table (10 seats, limited qty available)			\$10,000 <i>(nonprofit/community rate 50% off)</i>
Opening Reception	•		\$25,000
President's Reception	•		\$25,000
Karaoke Co-Sponsorship			\$10,000
<b>Signature Programs</b>			
VOICES Presentation & Reception Sponsor	•	•	\$7,500
JCamp All-Stars Reception Sponsor	•	•	\$10,000
<b>Activations</b>			
Branded Lounge Experience (one day)		•	Starts at \$7,500
Morning Coffee Sponsor	•	•	\$5,000
Afternoon Beverage Sponsor	•	•	\$5,000
Water Bottle Sponsor	•	•	\$5,000
Lunch Experience Sponsor	•	•	\$7,500
Professional Development "Power Your Professionalism" Station			Starts at \$10,000
Welcome Bag Item Sponsor (qty: 1600. Subject to approval, production costs separate)		•	\$1,000

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