#AAJA20 Annual Convention

July 29 – August 1, 2020
Mayflower Hotel
Washington, D.C.

Convention Partnership Prospectus*
*preliminary
Welcome to Washington, D.C.!

The 2020 AAJA Annual Convention will be held July 29th to August 1st at the historic Mayflower Hotel, in the nation’s capital, Washington, D.C.
Partnership Opportunities

We are thrilled to invite you to Washington, D.C. next year for the 2020 AAJA Convention from July 29 to August 1, 2020. Join over 800 journalists and media professionals at a convention uniquely curated to meet the needs of our members and partners. Our convention features great opportunities from the career expo to professional panels, workshops, and trainings. We pride ourselves on curating more intimate and targeted programming like intimate events like recruitment salons and one-on-one interview PODs that bring together the best and the brightest of AAJA’s membership.

The year 2020 marks an important year in journalism and civic engagement. We near the Census and a particularly divisive presidential election. At the same time, the Asian Americans and Pacific Islander community is the fastest growing minority population in the nation with a disproportionately higher buying power coupled with increased activism. That said, the community remains underrepresented in news, media, and other important public arenas.

We are proud to continue the work we have done with our media partners and look forward to your support as we convene our diverse membership and work towards our shared goals of diversity, equity, and inclusion.

Partnership with AAJA gives an organization the opportunity to increase diverse recruitment, gain visibility among journalists and other professionals at the intersections of news and other sectors, and highlight thought leadership across multiple AAJA program platforms.

And we are excited to work with you to build the best possible partnership opportunity for you and your organization.

Naomi Tacuyan Underwood  
Executive Director  

Michelle Ye Hee Lee  
National President  

Paul Cheung  
Fundraising Chair
Partnership Opportunities

Interested in supporting AAJA, but not sure where to start? Let us help you curate a recruiter and marketing package to maximize your investment. AAJA’s partnership packages have a variety of benefits and plus-ups that allow you to meet your objectives while demonstrating your commitment to diversity!
**Partnership Plans At-A-Glance**

**Presenting, Diamond, Ruby, Sapphire, and Emerald Sponsorships** provide the broadest range of benefits and deepest levels of engagement for your organization.

- **Registration Packages** include general registrations, expo-only registrations, and invitations to the AAJA President’s Reception.
- **Marketing** benefits for these packages include a convention website logo and a bag insert item, along with additional benefits based on the level of sponsorship.

<table>
<thead>
<tr>
<th>Recruitment</th>
<th>Marketing</th>
<th>Programming (customizable)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRESENTING SPONSOR ($100,000)</strong></td>
<td>• Three connected expo booths with priority placement • Semi-private meeting pod • Early access to resumes</td>
<td>• Convention book inside cover and back cover ads • Five newsletter or social media posts • Two gala tables • AAJA corporate membership • AAJA website logo • Two branded assets • Gala book inside cover/back cover ads • Registration desk branding</td>
</tr>
<tr>
<td>15 registration packages</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DIAMOND SPONSOR ($60,000)</strong></td>
<td>• Three connected expo booths with priority placement • Semi-private meeting pod • Early access to resumes</td>
<td>• Convention book full page ad • Four newsletter or social media posts • One gala table • AAJA corporate membership • AAJA website logo • One branded asset at tier three or lower • Gala book full page ad</td>
</tr>
<tr>
<td>10 registration packages</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>RUBY SPONSOR ($40,000)</strong></td>
<td>• Two connected expo booths with priority placement • Semi-private meeting pod • Early access to resumes</td>
<td>• Convention book full page ad • Four newsletter or social media posts. • One gala table • AAJA corporate membership • AAJA website logo • One branded asset at tier two or lower • Gala book half page ad</td>
</tr>
<tr>
<td>8 registration packages</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: The table includes the benefits associated with each sponsorship level, with details provided in the text.
Partnership Plans At-A-Glance (cont.)

Presenting, Diamond, Ruby, Sapphire, and Emerald Sponsorships provide the broadest range of benefits and deepest levels of engagement for your organization.

- **Registration Packages** include general registrations, expo-only registrations, and invitations to the AAJA President’s Reception.
- **Marketing** benefits for these packages include a convention website logo and a bag insert item, along with additional benefits based on the level of sponsorship.

<table>
<thead>
<tr>
<th>Recruitment</th>
<th>Marketing</th>
<th>Programming (customizable)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SAPPHIRE SPONSOR</strong> ($25,000)</td>
<td>• Two connected expo booths&lt;br&gt;• Semi-private meeting POD&lt;br&gt;• Early access to resumes</td>
<td>• Convention book half page ad&lt;br&gt;• Three newsletter or social media posts&lt;br&gt;• One gala table&lt;br&gt;• AAJA corporate membership</td>
</tr>
<tr>
<td>6 registration packages</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| **EMERALD SPONSOR** ($15,000) | • One expo booth<br>• Option to add Recruiter+ | • Convention book quarter page ad<br>• Three newsletter or social media posts<br>• One gala table | • Please see subsequent pages to customize your sponsorship package further. |
| 4 registration packages | | | |

| **JADE SPONSOR** ($7,500) | • One expo booth<br>• Option to add Recruiter+ | • Convention book logo<br>• Two newsletter or social media posts | • Please see subsequent pages to customize your sponsorship package further. |
| 2 registration packages | | | |

**EXPO-ONLY & RECRUITMENT PRICING**

**Corporate Rate:** $2,500, includes two expo-only registrations  
**Nonprofit/J-School Rate:** $1,500, includes two expo-only registrations

**Recruiter+**: $3,500  
*Add a semi-private meeting pod & early resume access to your sponsorship.*

**Semi-Private Meeting Pod:** $3,000

*Please note: Due to high demand, AAJA is currently not offering one-day booth opportunities. If you are interested in a one-day booth, please contact AAJA to be informed if one-day booths become available.*
 Convention Events and Branded Items

CONVENTION EVENTS

By sponsoring a convention event, you’ll have an excited audience ready to hear your message. Previous gala speakers have included Congressman John Lewis, George Takei, and Maria Ressa. Your organization can also reap the benefits of the star power attending #AAJA20 and make great memories along the way.

<table>
<thead>
<tr>
<th>Marquee Events: Opening, Gala, or Plenary Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach the broadest audience possible with our opening reception and gala.</td>
</tr>
<tr>
<td>$35,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Story Slam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get personal with AAJA’s Story Slam. At this headline event, attendees share stories and experiences that have made them into the journalists and people they are.</td>
</tr>
<tr>
<td>$15,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Karaoke</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take part in a time-honored AAJA tradition! The AAJA Karaoke Contest features amazing performances made for today’s social media age. With your support, there ain’t no mountain high enough for AAJA.</td>
</tr>
<tr>
<td>$10,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Silent Auction</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Silent Auction takes place during our Gala and provides a great opportunity to associate your brand with new experiences.</td>
</tr>
<tr>
<td>$5,000</td>
</tr>
</tbody>
</table>

NEW! UNIQUE BRANDED SPACES

Be part of the collaborative fabric of #AAJA20 by sponsoring the places where our members file stories, grow networks, and make things happen.

<table>
<thead>
<tr>
<th>AUDIO@AAJA: Sponsor a podcast booth and programming.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,000 Each</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ASSIGNMENT@AAJA: A work lounge with connectivity so no deadlines are missed!</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,000 Each</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ASSEMBLE@AAJA: A meetup area to forge new and longstanding connections.</th>
</tr>
</thead>
</table>

BRANDED ITEMS

Please note that branded items have limited availability, and with a maximum of one sponsor per item and priority selection by top level sponsors.

<table>
<thead>
<tr>
<th>TIER 4 ($10,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Convention bags co-branded with AAJA</td>
</tr>
<tr>
<td>• Convention t-shirts co-branded with AAJA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TIER 3 ($7,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• WiFi sponsor for all conference attendees</td>
</tr>
<tr>
<td>• Mobile app splash page and any available ad space</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TIER 2 ($5,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• HQ hotel key cards</td>
</tr>
<tr>
<td>• Lanyards</td>
</tr>
<tr>
<td>• Photo headshot sponsor (placement adjacent to purchaser’s expo booth)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TIER 1 ($2,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Credentials co-branded with AAJA</td>
</tr>
</tbody>
</table>
Civic Engagement and Salons

CIVIC ENGAGEMENT

Civic engagement and community leadership is at the core of AAJA. Extend your reach through and beyond #AAJA2020 and strengthen AAJA’s membership infrastructure as well as our work with Asian American and Pacific Islander communities.

- **Media Access**
  
  Media Access shows other non-profits how they can best engage with media to drive positive outcomes for the community. Be a sponsor and see first-hand how we can best support our community organizations.
  
  $25,000

- **Media Institute**
  
  In ongoing efforts to diversify sources and community representation, AAJA trains experts on being camera-ready, ensuring they’re ready to engage with the media. Help us raise more diverse voices with your contribution.
  
  $50,000

- **New Program Areas: Task Force, Mentorship, Affinity Group**
  
  AAJA’s member expertise is diverse, and AAJA members often form projects of their own that merit funding. Whether it’s working as videographers or being at the intersection of data and journalism, a sponsorship here will let you tap into the talent and expertise of our membership.
  
  $10,000

AAJA SALONS

The salons at AAJA’s national convention provide recruiters and media leaders an opportunity to interact with mid-career AAJA members in an intimate setting. This allows for deeper discussions, meaningful feedback, and connections among leading and emerging journalists, and news and media organizations.

Salons can be structured according to the sponsor’s goals. Participation is by invite only and limited to approximately 15 attendees, and conversations are off the record to ensure a safe, free and open discussion. AAJA will work closely with sponsors to ensure a thoughtfully designed experience based on the sponsor’s goals and ideas.

- **Breakfast/Lunch Salon (20 people)**
  
  $7,500

- **Reception Salon**
  
  $10,000

- **Workshop Sponsorship**
  
  $10,000

- **ELP Alumni Salon/Workshop**
  
  $10,000
JCamp is a gathering of 42 high school journalists from diverse cultural, ethnic and geographic backgrounds convening for a weeklong intensive training with industry leaders to produce multimedia stories across all formats. Participants engage in dialogues that promote civic discourse, empathy and self-awareness and leave with greater confidence to be leaders in their communities and to shed light on underrepresented groups.

VOICES brings together 17 students who will have the opportunity to work with 11 professional editors to craft five long form, data-driven stories that are impactful not only to the AAPI community, but to our industry as well. With stories that highlight the discrepancies and challenges that journalists face day-to-day in their newsrooms, our students report on controversial topics that professional journalists can’t—this focus not only trains these students to engage deeply with the industry they’re about to enter, but also benefits us all.

JCamp & VOICES Partner Opportunities

**CHAMPION ($20,000/program)**
- Customizable opportunity to showcase your organization’s impact and interact with students
- Sponsor one meal event for program with speaking opportunity

**SUPPORTER ($10,000/program)**
- Sponsor one meal event for program with speaking opportunity
- Acknowledgement during programming
- Logo placement on all program material
Signature Career Programs: Building Excellence for the Diversity Pipeline

PROFESSIONAL DEVELOPMENT: ELP, CATALYST & MENTOR MATCH

ELP (Executive Leadership Program)
18 mid-career journalists will work with professional career coaches and industry executives to unpack the theory of change and organizational behavior. Fellows are challenged to conduct self-reflection and self-assessment to share who they are and what they stand for as a leader and an understanding of their core values. They learn key points of leadership and examples of characteristics of successful leaders via a series of frameworks for analyzing all possible alternatives for a decision, including each choice’s likelihood and potential risks, obstacles and rewards. The outcome is to develop the next generation of resilient and visionary leaders who can lead in uncertain times and build a sustainable future for journalism.

Catalyst
Statistics show that investments towards startups remain skewed away from women and minorities due to inherent biases. AAJA wants to change that equation by hosting Catalyst, a workshop to elevate media founders of color. With Catalyst, media and journalism entrepreneurs will learn a framework to develop their ideas into a product, refine pitches, demystify the funding process and venture capital access. Aspiring founders will gain insight into incubators and the accelerator application process and will be able to successfully apply for a grant or program. Through Catalyst, AAJA will continue to create a support and mentorship network for diverse media entrepreneurs, funders, and mentors.

Mentor Match
Over seventy-five journalists from different stages of their careers will be matched with mentors via online and in-person coaching that tap into AAJA’s exclusive leadership talent. Mentor Match provides a tailored approach to address critical issues mentee’s face, from improving journalism skills to workplace dynamics to keeping up with industry trends. Mentor Match develops a support network for mentees working in markets where Asian Americans and Pacific Islanders are underrepresented and provides advocacy for members looking to further their careers.

Professional Development Partner Opportunities

CHAMPION ($20,000/program)
• Supporter level benefits
• Customizable opportunity to interact with participants & alumni at #AAJA2020 or during the 2020 calendar year
• Inclusion of 1 participant in the sponsored Professional Development Program

SUPPORTER ($10,000/program)
• Sponsor one meal event for program with speaking opportunity
• Acknowledgment during programming
• Logo placement on all program material
Explanation of Benefits

REGISTRATION

**General Registration:** Access and network with AAJA convention participants with access to all official convention programming. Does not include access to JCamp, VOICES, ELP programming or President’s Reception.

**Expo-Only Registration:** Access to the AAJA expo hall for the duration of expo hours.

**President’s Reception:** Invitation to the invite-only President’s Reception before the AAJA gala.

RECRUITMENT

**Expo Booth:** Your own 8’x8’ expo booth to attract prospective job seekers to talk with you about their careers and opportunities at your organization. Each booth comes with one (1) six-foot table and two chairs. Priority placement signifies high-visibility location for your booth.

**Early Access to Resumes:** As early as May, as convention registration begins, resumes will be made available so recruiters can receive candidates’ information early, and on a rolling basis.

**Curated Twitter lists:** AAJA will offer curated Twitter lists so recruiters can follow potential candidates early.

**Semi-Private meeting POD:** We will provide a semi-private space on-site for your organization to arrange for meetings ahead of time, in order to maximize quality time with candidates at convention.

MARKETING

**Gala Table:** Reserve a table at the AAJA gala for your organization.

**AAJA Corporate Membership:** Post unlimited jobs on the AAJA jobs board.

**AAJA Website Logo:** Company logo on the aaja.org website.

**Gala Book Ad:** Place an ad in the AAJA gala program book.

**Registration desk branding:** Have your company logo alongside AAJA’s logo at our registration desks.

**Convention website logo:** Company logo on AAJA convention website.

**One (1) bag insert item:** Opportunity to add a flyer or branded giveaway in the welcome bag for participants.

**Convention book ad:** Place an ad in AAJA’s full-color convention program book.

**Newsletter or Social Media posts:** Recruitment starts before the convention – post in AAJA’s newsletter, Twitter, Instagram or Facebook to let participants know to find you at the Convention or to show your support of AAJA.

PROGRAMMING

**Convention plenary speaker (Opening or Gala):** Help welcome convention participants or close out proceedings with a speaking slot at either the opening reception or gala.

**Sponsored workshop:** Sponsor a workshop, and coordinate with AAJA on the content of and speakers for the workshop.

**Salon (Breakfast, Lunch or Reception):** Have a more intimate recruiting event on convention property. AAJA will support the effort by recruiting AAJA members on your behalf and based on your target audience. Meals are included with your sponsorship and will be selected by AAJA convention management team.
Questions? Looking to sponsor? Reach out to our team!

We want to work with you to customize your sponsorship! Please contact Naomi Tacuyan Underwood at naomitu@aaaja.org or Chris Chan at chris@3cstrategies.com to discuss opportunities further.

Naomi Tacuyan Underwood
Executive Director
AAJA
Naomitu@aaaja.org

Chris Chan
Consultant
AAJA/3C Strategies, LLC
Chris@3cstrategies.com

AAJA National Governing Board 2019-2020

Michelle Ye Hee Lee  National President
Nicole Dungca  Senior Vice President
Ted Han  Vice President of Finance
Shirley Qiu  Vice President of Communications
Kris Vera-Phillips  Vice President of Journalism Programs
Pia Sarkar  Vice President of Civic Engagement
Anh Do  Large Chapter Representative
Julia B. Chan  Small/Medium Chapter Representative
Bobby Caina Calvan  Small/Medium Chapter Representative
Elizabeth Yuan  At-Large Chapter Representative