



**JAWS CAMP
Celebrating
40 Years**

Sept. 5-7, 2025

**Royal Sonesta
Hotel - Dupont
Circle**

Washington, DC

CAMP: The Conference & Mentoring Program 2025 Sponsorship Prospectus

Each year, JAWS brings hundreds of women journalists, students, and educators together from across the country for our annual Conference and Mentoring Program (CAMP). This conference is our signature program, and this year we're celebrating the 40th anniversary of the founding of our nonprofit organization.

We strive to make CAMP geographically accessible and conduct significant outreach to local journalists, especially those who are underrepresented. This year we're hosting CAMP in Washington, DC.

CAMP 2025 will offer groundbreaking keynote speakers, a range of workshops and trainings, and conversations about the issues shaping journalism today.

[CAMP 2025 UPDATES](#)

**JOURNALISM
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	Presenting Sponsor	Headlining Sponsor	Lead Sponsor	CAMP Partner	CAMP Advocate	CAMP Supporter	CAMP Friend
SPONSOR BENEFITS	\$25,000	\$15,000	\$10,000	\$8,000	\$5,000	\$3,000	\$1,500
Sponsored event or session (recognition in slides, program and introduction)	Main keynote or reception	Plenary session or workshop	Plenary session	Plenary session	Breakout session		
Representative welcome at sponsored event or session	Main keynote or reception	Plenary session or workshop	Plenary session	Breakout session			
Digital program ad	Headlining display	Prominent display	1 page	1 page	½ page	½ page	¼ page
CAMP registrations	8	6	4	3	2	1	
JAWS website and CAMP emails recognition	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6	Tier 7
Social media recognition	Linked logo	Linked logo	Linked logo	Logo	Logo	Name	Name
Featured in JAWS newsletter	✓	✓	✓				
Press release announcing main event sponsor	✓	✓					

À la Carte Sponsorship Options

- Co-branded digital backdrop for photos and social media postings (\$2,500)
- Convention digital program ad (\$1,000 half page, \$1,500 full page)
- Sponsored convention signature events: (\$5,000)
- Sponsored convention session (\$4,000)
- Branded attendee lanyard (\$3,500)
- Branded giveaway (\$2,000 - \$3,000)
- Sponsored lunch (\$5,000)
- Branded JAWS playground activities: morning walk, yoga, meditation, community project, local tour (\$3,500 - \$4,500 each)

CAMP Agenda At-a-Glance

Subject to change as program is developed.

Fri., Sept. 5

Sat., Sept. 6

Sun., Sept. 7

			Welcome & Keynote			Member Meeting		
			Plenary 1					
Registration & Introductions			Plenary 2 / Lunch			TBD/ Lunch		
Workshop 1	Workshop 2	Workshop 3	Plenary 3			Plenary 4		
			Cohort Meetups			Breakout 4	Breakout 5	Breakout 6
						Breakout 7	Breakout 8	Breakout 9
Cohort Circles			Breakout 1	Breakout 2	Breakout 3	Field Trips		
Books & Browse Program & Reception								
Dine Around			Dinner Reception & Dance Party					

Why Supporting Women Journalists Matters

Despite comprising 66% of journalism students, women remain underrepresented in newsrooms, making up only 40% of journalists and only 22% of top editors, according to the [Women's Media Center](#) and the [Reuters Institute](#).

JAWS members have worked for 40 years to not only break glass ceilings, but to create entirely new opportunities for women in the field, particularly for women of color. **Journalists are watchdogs for a vibrant democracy and our profession is under threat.** Our members face an onslaught of threats to their democratic rights to provide fair and accurate reporting to the public, and it's up to JAWS to create a safety net for these professionals.

Part of JAWS' role is to ensure women are working in, prepared for, and staying in journalism. A 2024 [Reuters Institute](#) study revealed **only 43% of leadership roles in U.S. journalism are held by women.**

JAWS Leadership: 2025 Board of Directors



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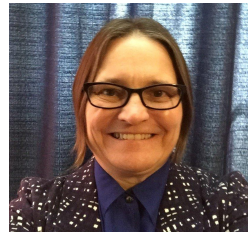
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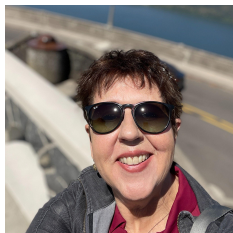
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HONDA

Please contact JAWS Operations Director Nicole June at director@jaws.org for more information.

We are glad to discuss custom packages and opportunities.

Please note: All sponsorship offerings, including final marketing materials, promotional videos and presentations, are subject to JAWS approval. In case of necessary changes, deliverables may be substituted with alternatives.