



Sponsorship Package



**Celebrating
Excellence in
Atlantic Canadian
Journalism since
1981**

www.ajawards.org





Unbiased Truth. Professional Integrity. Valuable Public Service.

Partner your brand with the best in Atlantic Canadian journalism by sponsoring the Atlantic Journalism Awards (AJAs).

Established in 1981, the AJAs are Atlantic Canada's annual celebration of journalistic excellence. Finalists are notified about a month in advance to ensure they are in attendance at the event; winners of this juried competition are announced during the live awards program.

After several different iterations to deliver the program over the last few years we are excited to be returning to a gala evening where award recipients from Atlantic region will celebrate together. We also are planning a unique professional development opportunity for participating journalists, students and partners.

The Atlantic Journalism Awards Corporation is a non-profit federally incorporated charitable organization governed by a volunteer Board of Directors representing various media outlets across the region.

Our primary objective is to encourage and reward exceptional journalistic effort.

By supporting the Atlantic Journalism Awards, you are associating your brand with the highest standards of journalistic excellence and strengthening your working relationship with journalists across the region. Your financial contribution also helps to provide cash prizes and scholarships to journalism students.

On behalf of the entire Board of Directors and journalists across Atlantic Canada, we thank you for your interest and support.

Atlantic Journalism Awards Board of Directors

ATLANTIC JOURNALISM AWARDS | PARTNERSHIP OPPORTUNITIES



Partnership Opportunities

Naming Sponsor

\$12,500 + HST | Availability: 1

- Corporate naming rights for the entire program
- Industry exclusivity (no other company from your industry will be a corporate sponsor)
- Identification as Naming Sponsor in AJA press materials
- Prominent recognition on the AJAs website
- 30-second branded video message to be shared on AJA Facebook and Twitter accounts (message content must relate to the Atlantic Journalism Awards)
- Two-minute welcome address to kickstart the awards
- First-tier placement of corporate name and logo in awards presentation
- Sponsor acknowledgement by the emcee during the awards
- Sponsorship includes a \$1,500 contribution to fund a student scholarship award, which the Naming Sponsor will announce and present
- Ten tickets to the awards (tickets can be divided among all three venues)

Presenting Sponsor

\$6,500 + HST | Availability: 4

- Sponsor recognition in AJA press materials
- Logo recognition on the AJAs website 30-second branded video message to be shared on AJA Facebook and Twitter accounts (message content must relate to the Atlantic Journalism Awards)
- Prominent placement of corporate name and logo in awards presentation
- Sponsor acknowledgement by the emcee during the awards
- Announce and present 6 awards
- Sponsorship includes a \$1,000 contribution to fund a student scholarship award, which the Presenting Sponsor will announce and present
- Six tickets to the awards (tickets can be divided among all three venues)



Partnership Opportunities

Student Award Sponsor

\$2,000 + HST | Availability: 4

- Sponsor recognition in AJA press materials
- Logo recognition on the AJAs website
- Inclusion of corporate name and logo in awards presentation
- Sponsor acknowledgement by the emcee during the awards
- Sponsorship includes a \$1,000 contribution to fund a student scholarship award, which the Naming Sponsor will announce and present
- Four tickets to the awards (tickets can be divided among all three venues)

Friend of the AJA's

\$500 + HST | Availability: Unlimited

- Sponsor recognition in AJA press materials
- Logo recognition on the AJAs website
- Inclusion of corporate name and logo in awards presentation
- Two tickets to the awards (tickets can be divided between three venues)



Partnership Opportunities

SPONSOR LEVELS				
	NAMING	PRESENTING	STUDENT AWARD	FRIEND
Price	\$12,500	\$6,500	\$2,000	\$500
Quantity Available	1	4	4	Unlimited
DELIVERABLES				
Corporate Naming Rights	*			
Two-Minute Welcome Address	*			
Video Ad Posted to AJA Socials*	30 sec	30 sec		
Complimentary Dinner Tickets	Table of ten	Six tickets	Four tickets	Two tickets
Sponsor Acknowledgement by Emcee	*	*	*	
First-tier Placement of Name and Logo	*			
Press Materials	*	*	*	*
Opening Remarks	*	*	*	
Registration Site	*	*	*	*
Website	*	*	*	*
Social Marketing	*	*	*	*
Contribution to Fund a Student Scholarship	*	*	*	
Opportunity to Present Award(s)	*	*		

To secure any of these opportunities or to ask any questions about attending the Atlantic Journalism Awards, please contact:





Fund a Student Scholarship Award

Presented by the Naming Sponsor, the Fund a Student Scholarship Award has been a pillar of the Atlantic Journalism Awards for the last several years.

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ATLANTIC JOURNALISM AWARDS | PARTNERSHIP OPPORTUNITIES

