



Philadelphia Association of Black Journalists
P.O. Box 8232
Philadelphia, Pa. 19101

2012 PABJ CORPORATE SPONSORSHIP

December 19, 2011

Greetings PABJ Supporter:

The Philadelphia Association of Black Journalists (PABJ) is a non-profit organization of journalists, students and media-related professionals that provides quality programs in the Greater Philadelphia region. PABJ is seeking your organization's support in 2012.

PABJ is committed to offering community outreach programming, awarding student scholarships, honoring excellence in the media and promoting diversity in newsrooms and in media coverage. Formed in 1973, PABJ is the founding chapter of the National Association of Black Journalists (NABJ), which today boasts about 3,300 members worldwide. PABJ won national honors in 2008 and 2010 as NABJ's "Chapter of the Year." In 2011, PABJ hosted the NABJ Convention & Career Fair, which was held in Philly during August 2011.

PABJ is proud to partner with like-minded companies that are committed to diversity and community engagement. PABJ is seeking your organization's support as a 2012 sponsor.

The 2012 PABJ Corporate Sponsorship and Small Business/Individual Sponsorship packages include a variety of opportunities for exposure throughout Greater Philadelphia and beyond. Our signature programs in 2012 are the PABJ Awards Ceremony on May 19, launching a new organizational project called PABJ-TV, and professional development workshops over the course of the year. There are additional opportunities for visibility on the PABJ website and additional programming during the year.

PABJ looks forward to working with your organization. Please feel free to contact us with questions.

Sincerely,

Sarah J. Glover
PABJ President
Corporate Sponsorship Contact
215-854-4224 - phone
president@pabj.org

Kristin Holmes
Program Ad/Small Business Sponsorship Contact
media@pabj.org

PABJ is a 501(c)(3) organization
www.pabj.org



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Each sponsorship level includes opportunities to recognize your company at various events over the course of 2011, such as at the PABJ Awards Ceremony, on the PABJ website, and at various PABJ programs over the year. There are seven sponsorship levels available: **Publisher \$5,000; General Manager \$2,500; Editor \$1,000; Digital Journalist \$500.** The sponsorship levels are outlined below.

PABJ is interested in developing partnerships with organizations and companies. If there's a specialized sponsorship opportunity, partnership or in-kind support that your organization would like to suggest, PABJ is interested in hearing from you and exploring those opportunities.

Please select the desired sponsorship level and submit a check payable to "PABJ" addressed to, Attn: Melanie Burney, treasurer, P.O. Box 8232, Philadelphia, Pa. 19101.

PABJ's state exemption # is 75523812 and IRS ID# is 23-2094500. PABJ is a non-profit organization with 501(c)(3) status. Your donation to PABJ is tax deductible as allowable by law. All donations will be acknowledged with a receipt.

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Send SPONSORSHIP PAYMENT to:

Melanie Burney, PABJ Treasurer
P.O. Box 8232
Philadelphia, PA 19101
treasurer@pabj.org

Send ONLINE AD, ORG WEBSITE, & LINKS as JPG or PDF to:

Sarah Glover, PABJ President
president@pabj.org
(215) 854-4224

Send AWARDS PROGRAM AD, LOGO by MAY 1 as JPG or PDF to:

Kristin Holmes
media@pabj.org
(215) 854-2000



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2012 PABJ CORPORATE SPONSORSHIP

Publisher Level \$5,000

- 10 tickets to awards ceremony, May 19, 2012
- Full-page color back page ad in awards ceremony program book (8.5 X 11 inches vertical)
- Company name, logo and sponsorship level in awards program book
- Distribute company provided marketing card/flyer, pro- motional item, or product sample in awards ceremony gift bag (must deliver items with a receipt by May 15)
- Company name to appear on screen during the awards ceremony program
- Top banner ad on the web site www.pabj.org (size = 120px X 90px)
- Listing on PABJ's website sponsorship page with an active link to your website
- Visual presence with logo on external event communications and name recognition at PABJ events over the course of the year

General Manager Level \$2,500

- 6 tickets to awards ceremony, May 19, 2012
- Full-page black-and-white ad in awards ceremony program book (8.5 X 11 inches vertical)
- Company name, logo, and sponsorship level featured in awards program book Distribute company provided marketing card/flyer, pro- motional item, or product sample in awards ceremony gift bag, must deliver items with a receipt by August 3. PABJ PROGRAMS
- Distribute company provided marketing card/flyer, pro- motional item, or product sample in awards ceremony gift bag (must deliver items with a receipt by May 15)
- Company name to appear on screen during the awards ceremony program
- Bottom side ad on the web site www.pabj.org (size = 120px X 240px)
- Listing on PABJ's website sponsorship page with an active link to your website
- Visual presence with logo on external event communications and name recognition at PABJ events over the course of the year

Editor Level \$1,000

- 4 tickets to awards ceremony, May 19, 2012
- Half-page black-and-white ad in awards ceremony program book (8.5 X 5.5 inches horizontal)
- Company name, logo, and sponsorship level featured in awards program book Distribute company provided marketing card/flyer, pro- motional item, or product sample in awards ceremony gift bag, must deliver items with a receipt by August 3. PABJ PROGRAMS
- Distribute company provided marketing card/flyer, pro- motional item, or product sample in awards ceremony gift bag (must deliver items with a receipt by May 15)
- Company name to appear on screen during the awards ceremony program
- Top side ad on the web site www.pabj.org (size = 728px X 90px)
- Listing on PABJ's website sponsorship page with an active link to your website
- Visual presence with logo on external event communications and name recognition at PABJ events over the course of the year



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(continued)

Digital Journalist Level \$500

- 2 tickets to awards ceremony, May 19, 2012
- Quarter page black-and-white ad in awards ceremony program book (4.25 X 5.5 inches vertical)
- Company name, logo, and sponsorship level featured in awards program book Distribute company provided marketing card/flyer, pro- motional item, or product sample in awards ceremony gift bag, must deliver items with a receipt by August 3. PABJ PROGRAMS
- Distribute company provided marketing card/flyer, pro- motional item, or product sample in awards ceremony gift bag (must deliver items with a receipt by May 15)
- Company name to appear on screen during the awards ceremony program
- Top side ad on the web site www.pabj.org (size = 728px X 90px)
- Listing on PABJ's website sponsorship page with an active link to your website
- Visual presence with logo on external event communications and name recognition at PABJ events over the course of the year

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WEBSITE AD SPECS

Website ads will remain on the site over the course of 2012. If PABJ obtains more than one sponsor in any of the top three levels which offer website ad space, the ads in each particular size will run as a slideshow.

Publisher Level \$5,000 – top banner ad size – 728px X 90px

General Manager Level \$2,500 – top side ad size – 120px X 240px

Editor Level \$1,000 – bottom side ad size – 120px X 90px



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(Please submit this sheet with payment)

Amount enclosed: \$ _____ Date: _____

Name: _____ Title: _____

Company Name: _____

Address: _____

E-mail: _____ Tel : (_____) _____

Website: _____

Please check sponsorship level:

___ **Publisher Level** \$5,000

___ **General Manager Level** \$2,500

___ **Editor Level** \$1,000

___ **Digital Journalist Level** \$500

Note: Please make check payable to “**PABJ**.” Thank you.

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