

SPONSORSHIP **2009** OPPORTUNITIES



20TH ANNUAL NATIONAL CONVENTION  
Seaport Hotel & Seaport World Trade Center  
Boston, Massachusetts • August 12-15, 2009

We invite you to **support** the Asian American Journalists Association's 20th Annual National Convention. Your tax-deductible financial contribution will go toward a **memorable** program for hundreds attending panel workshops, critique sessions, media training for students, a community Town Hall meeting, and Career Fair, as well as **opportunities** for networking and a free media access workshop for local non-profit community organizations.

Welcome back, AAJA! A dozen years have passed since Boston played host to the national convention, but it might as well have been a lifetime ago. The city, journalism, and AAJA have evolved so much since then.

You will arrive in one of America's most historic cities which, like the media industry, is in the midst of reinventing itself. Boston today is a city in which minorities are the majority—and Asian Americans are the fastest-growing racial group. It is a city that now boasts its first Asian American city councilor in a state that elected its first African American governor. Women helm two of our best-known universities: Harvard and MIT.

AAJA and our industry now face fresh challenges from funding to the Internet to retention and development of talent. We as hosts recognize and embrace those challenges. We pledge to create a convention that reflects the shifting media landscape and prepares us for whatever the future holds.

But some things never change. Beantown remains a welcoming, picturesque metropolis—flush with luxury hotels, acclaimed restaurants, stunning new parks, world-renowned museums, an idyllic and busy harbor, and an always hopping nightlife that is especially vibrant in summer. It is a city that is crazy about sports, politics, science, education, and technology – and our convention will make you understand why.

Our annual gathering of hundreds of journalists will be packed with hands-on workshops to teach multimedia skills, courses on management training to diversify newsrooms, and opportunities for in-depth explorations of beats that matter most to you.

And, as always, the convention will be a chance to expand our ever-growing networks and remind us who we are, why we got into this business, and how we can make it better.

Thank you and see you in Boston!



Shirley Leung  
Assistant Managing  
Editor/Business  
*Boston Globe*



Sangita Lee Chandra  
Producer-Reporter  
WCVB TV-5

2009

**J CAMP** brings together a multicultural group of high school students for intensive journalism training in broadcast, newspapers, magazines, photojournalism and online media. The six-day program, held the week prior to AAJA's national convention, is designed for high school freshmen, sophomores, and juniors.

AAJA began offering J Camp in 2001 as a response to the industry's diversity crisis. Since then, 335 of the nation's brightest teenagers have graduated from the program.

A more diverse workforce in newsrooms will help journalism accurately reflect the stories of Latinos, African Americans, Native Americans and Asian Americans, including Middle Eastern Americans and Pacific Islanders. With a diverse team, media get new perspectives on covering city governments, human interest stories, entertainment and recreation, science and medicine, national and international issues.

**\$25,000**

Allows J Camp to expand outreach and recruitment efforts to high schools and diverse communities across the country and provide career track advice to students and educators who advocate for their students.

**\$10,000**

Allows J Camp to host a special end-of-program reception where students demonstrate their newly learned media networking skills to top journalists, who are invited to meet the future of the industry.

**\$3,000**

Covers everything needed to bring one student to J Camp, including housing, meals, airfare, materials and supplies, local travel to cover stories, and field trips to newsrooms.

**\$1,000**

Covers dorm housing, meals and airfare to bring one student to J Camp.

**CONVENTION NEWS INTERNSHIP PROGRAM**

**\$10,000 co-sponsorships**

An excellent opportunity to support students selected in a competitive process to gain hands-on experience in news production and reporting in a professionally guided atmosphere of convergence.

**STUDENT NETWORKING SESSION**

**\$5,000 co-sponsorships**

A pre-convention session dedicated to journalism students, featuring career tips and mentoring from professionals.

2009

**AAJA'S EXECUTIVE LEADERSHIP PROGRAM** celebrates its 14th year in 2009 as one of the top training and networking opportunities for mid-career journalists. Among the 360 graduates are journalists who have risen to the ranks of publisher, executive editor, executive producer and news director.

The program is designed to help Asian Americans and Pacific Islanders (AAPIs) develop strategies for career advancement by gaining an increased understanding of the newsroom dynamics and the corporate environment, and examining how AAPI cultural values affect leadership performance.

The intensive five-day program, the ELP Introductory Session\*, is held in the spring. During AAJA's national convention, the ELP Advanced Session offers up to two days of training featuring discussions with top industry speakers, networking with executives and peers, and personal coaching.

**ELP ADVANCED PROGRAM**

**\$10,000 co-sponsorships**

AAJA's acclaimed management and leadership training program for mid-career journalists.

**ELP NETWORKING LUNCH**

**\$10,000**

The concluding luncheon for the ELP Advanced Session featuring high-profile panel speakers. The luncheon is open to ELP Advanced Session participants as well as other ELP graduates.

**ELP EXECUTIVE RECEPTION**

**\$10,000**

Networking opportunity for program participants and alumni, trainers and media executives.

**ELP MEAL DIALOGUES**

**\$2,500-\$5,000 per meal**

Breakfast and lunch with guest speakers/panels.

*\*The 2008-2009 Executive Leadership Program is made possible through a grant from the Robert R. McCormick Tribune Foundation*

2009

## SESSIONS

**COMMUNITY TOWN HALL MEETING****\$15,000** co-sponsorships

Open dialogue among invited panelists and convention attendees to discuss hot issues. Open to the public Followed by reception.

**PLENARY SESSIONS****\$15,000** per session

General assembly session featuring panelists discussing journalism-related issues and topics.

**ALL-DAY/HALF-DAY MEDIA INSTITUTES****\$10,000** per session

An opportunity for media companies to present seminars or training sessions in their area of expertise.

**PANEL WORKSHOPS****\$5,000** per workshop

Skills-building and issues-oriented panels featuring speakers and experts from the print, broadcast and online media.

## PROMOTIONS/SERVICES

**CONVENTION BAGS****\$15,000**

Co-branding opportunity.

**LANYARDS FOR CONVENTION NAME BADGES****\$5,000**

Co-branding opportunity.

**CONVENTION NAME BADGES****\$5,000**

Co-branding opportunity.

**CONVENTION HOTEL ROOM KEY CARD****\$5,000**

Special edition key card to be distributed to AAJA convention hotel room guests.

**ONE-ON-ONE CRITIQUES****\$5,000**

An opportunity for convention participants to meet on an individual basis with professional journalists to have their work critiqued.

**PHOTO SHOOTOUT****\$5,000**

The annual photo competition. At stake: the Dith Pran Trophy awarded to the top winner during the Gala Banquet.

**MEDIA ACCESS WORKSHOP****\$5,000**

A free session for local community organizations to learn how to pitch their stories to media, how to write a press release and other tips on how to get their news covered.

**CYBER CENTER****\$15,000**

The place for convention participants to send or check e-mail, surf the Internet and read about the convention.

**COFFEE STATIONS****\$5,000** per station/per day

Rolling carts or stations serving coffee and other beverages to convention attendees at designated high-traffic areas such as the Career Fair and Registration Area.

**AUTHORS' SHOWCASE****\$2,500**

Showcase of an eclectic group of AAJA members and supporters who have recently authored books.

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**OPENING RECEPTION****\$25,000** co-sponsorships

The official welcome to the convention.

**NEWCOMERS' ORIENTATION****\$5,000**

Welcoming event for participants who are attending convention for the first time. Newcomers meet veteran convention attendees and get tips for sessions, events and networking.

**CONFERENCE BREAKFASTS****\$10,000** per breakfast

Breakfasts for all convention attendees scheduled just prior to the plenary sessions.

**NATIONAL JOURNALISM AWARDS AND LUNCHEON****\$25,000** co-sponsorships

Announcing the annual AAJA national awards for outstanding work in newspaper, radio, TV, online media, graphics and photography.

**MID-CAREER NETWORKING RECEPTION****\$10,000**

Journalists and media professionals attend this networking event to meet with industry executives.

**SILENT AUCTION AND RECEPTION****\$20,000**

To be held on a new night dedicated for this event. Items include works by photojournalists, hospitality packages, and sports memorabilia.

**PRESIDENT'S RECEPTION****\$5,000**

For guests of the AAJA National President.

**GALA SCHOLARSHIP AND AWARDS BANQUET****\$25,000** co-sponsorships

AAJA's annual banquet honoring the year's scholarship and internship recipients. Features a keynote speaker and announcement of AAJA's top special awards.

**POST-GALA PARTY****\$10,000**

Featuring cocktails and entertainment.

**SPONSORSHIP POLICY**

The Asian American Journalists Association greatly appreciates support for its goals, programs and activities as a non-profit professional and educational organization. Acceptance by AAJA of any financial or in-kind contribution from sponsors does not constitute an endorsement of their policies, products or services. There should be no expectation on the part of sponsors for any special treatment in news coverage that runs counter to the journalistic principles of truth, fairness and accuracy.

- PLATINUM \$100,000+**
  - Two Career Fair booths
  - Seat and special recognition at Gala Banquet Table of Honor
  - Invitation to VIP Reception
  - One convention bag insert
  - Six convention registrations
  - Full-page, full-color convention book ad
  - Web banner ad on the AAJA national website (four months)
  - Plus all the benefits of Diamond sponsorship
  
- GOLD \$50,000+**
  - One Career Fair booth
  - Seat and special recognition at Gala Banquet Table of Honor
  - Invitation to VIP Reception
  - One convention bag insert
  - Four convention registrations
  - Full-page B/W convention book ad
  - Web banner ad on the AAJA national website (three months)
  - Plus all the benefits of Diamond sponsorship
  
- SILVER \$25,000+**
  - Invitation to VIP Reception
  - One convention bag insert
  - Three convention registrations
  - Half-page B/W convention book ad
  - Banner ad on AAJA Online electronic newsletter to members (four e-mail blasts)
  - Plus all the benefits of Diamond sponsorship
  
- BRONZE \$10,000+**
  - Two convention registrations
  - Quarter-page B/W convention book ad
  - Banner ad on AAJA Online electronic newsletter to members (three e-mail blasts)
  - Plus all the benefits of Diamond sponsorship
  
- DIAMOND \$5,000+**
  - One Gala Banquet corporate table (seats 10)
  - Listing with corporate logo in the convention book, Gala Banquet program book and screen presentation, and AAJA's national website
  
- EMERALD \$2,000+**
  - Listing with corporate logo in the convention book, Gala Banquet program book and screen presentation, and AAJA's national website
  
- JADE Up to \$2,000**
  - Listing in the convention book, Gala Banquet program book and screen presentation, and AAJA's national website

## MISSION

- \* **Encourage** Asian Americans and Pacific Islanders to enter the ranks of journalism
- \* Work for **fair and accurate** coverage of Asian Americans and Pacific Islanders
- \* **Increase** the number of Asian American and Pacific Islander journalists and news managers in the industry

## Asian American Journalists Association

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Additional opportunities are available for:

- Advertising
- Career Fair booths
- Arts & Crafts Marketplace spaces
- Gala Banquet tables

Contact [events@aaja.org](mailto:events@aaja.org) for details.

Photo cover: "Boston Skyline At Night" by photo168/iStock