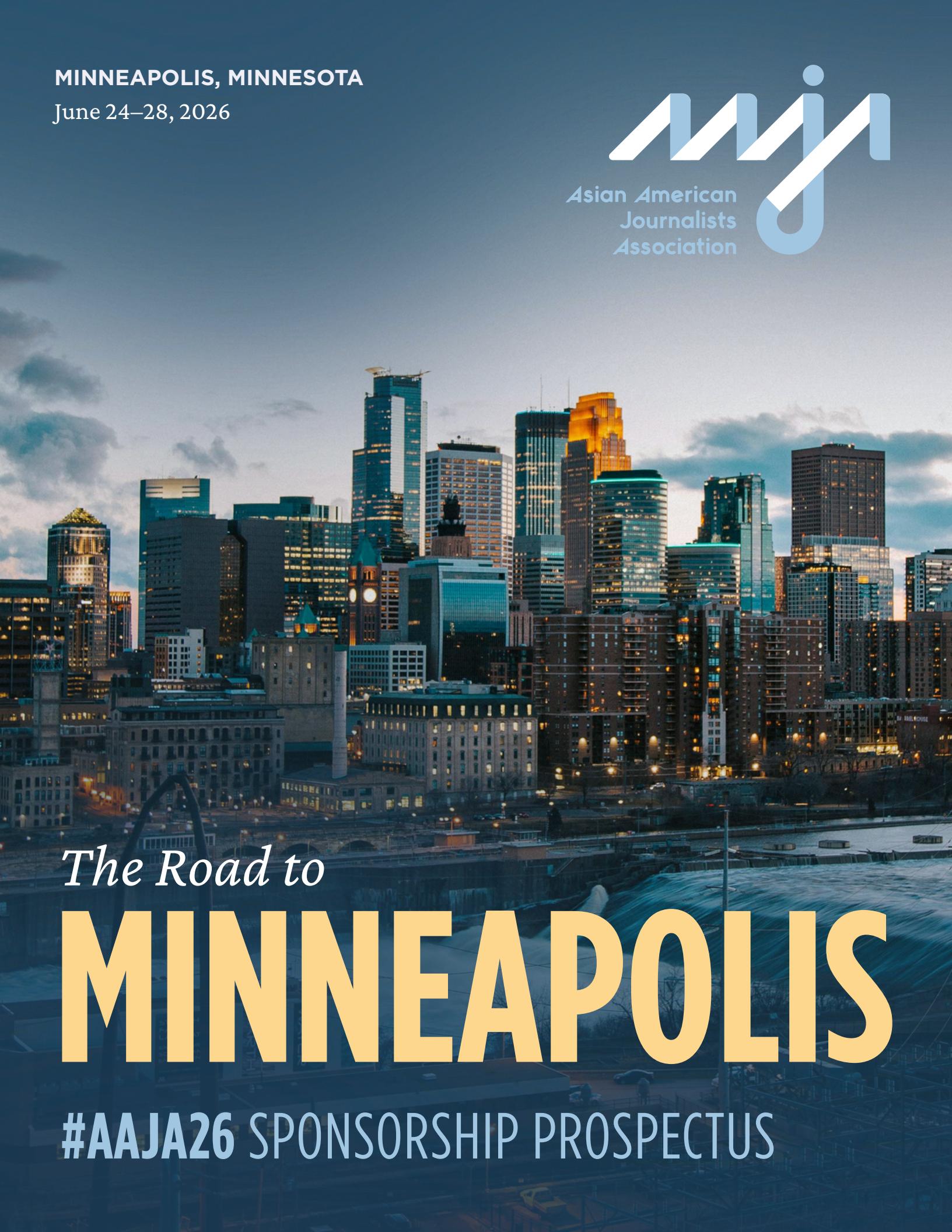


MINNEAPOLIS, MINNESOTA

June 24–28, 2026

A photograph of the Minneapolis skyline at dusk or night. The city is illuminated with lights from numerous skyscrapers and buildings. In the foreground, a bridge and some industrial structures are visible. The sky is filled with scattered clouds.

*The Road to*  
**MINNEAPOLIS**

**#AAJA26 SPONSORSHIP PROSPECTUS**

# ABOUT AAJA

**The Asian American Journalists Association (AAJA)** uplifts the representation, leadership, and narratives of Asian American and Pacific Islander (AAPI) communities in news media.

**Our annual convention is the centerpiece of this mission**—a space where journalists sharpen skills, newsrooms recruit top AAPI talent, and we come together to build allyship, advance equity and belonging, and address the pressing issues facing journalism and democracy.

## THE OPPORTUNITY

**#AAJA26** will take place in **Minneapolis, MN, June 24–28, 2026**, at the **Hyatt Regency Minneapolis**.

With its vibrant civic life, rich cultural energy, and thriving AAPI community, Minneapolis will provide an inspiring setting for workshops, thought leadership sessions, networking, and creative opportunities to connect and innovate.

We look forward to collaborating with partners to align opportunities with your goals and maximize your impact. **For more information, please contact [sponsorship@aaja.org](mailto:sponsorship@aaja.org).**

*We look forward to seeing you in Minneapolis!*



In 2025, we convened in Seattle under the theme **“Forging Our Legacies, Navigating the Future,”** drawing **1,500+** attendees and celebrating the 40th anniversary of AAJA’s trailblazing Seattle chapter.

## AAJA AT-A-GLANCE

1.8K+	17	10K+
Active members	Chapters across the U.S. and Asia	Newsletter subscribers with a 56% open rate

14.5K	28.6K	8K
Instagram followers	X followers (formerly Twitter)	LinkedIn followers

## #AAJA25 HIGHLIGHTS

1,500+	273	122
Attendees	Speakers	Mixers, sessions, receptions, and workshops

144	48	1,422
Partners	Booths	Connections on the #AAJA25 app

# 2026 CONVENTION SPONSORSHIP PACKAGES

At any time if you wish to receive a walk-through of these elements, or you have unique programming in mind, please reach out to [sponsorship@aaaja.org](mailto:sponsorship@aaaja.org). Packages are available for customization.

SPONSOR BENEFITS	PRESENTING \$95,000	DIAMOND \$70,000	RUBY \$45,000	SAPPHIRE \$35,000	EMERALD \$20,000	JADE \$8,500
<b>REGISTRATION &amp; RECRUITMENT</b>						
<b>General Registrations</b> (All Access incl. Gala)	35	30	24	20	12	8
<b>General Registrations</b> (All Access incl. Gala)	✓	✓	✓	✓	✓	✓
<b>Exhibitor Booth</b>	4 (Premium Placement)	4 (Priority Placement)	2 (Priority Placement)	2	1	1
<b>90 day complimentary access to AAJA resume database</b>	✓	✓	✓	✓	✓	✓
<b>SPECIAL EVENTS &amp; ACTIVATIONS</b>						
<b>President's Reception Tickets</b>	✓ 10	✓ 10	✓ 6	✓ 5	✓ 4	✓ 2
<b>Up to 2 opportunities to host AAJA Signature Program</b> (Lunch & Learn, AMAs, Leadership Salon) for 1 hr each (F&B costs separate)	✓	✓	✓			
<b>MARQUEE EVENTS</b>						
<b>Awards Gala Remarks</b>	✓					
<b>Awards Gala Branding</b>	✓					

All opportunities are dependent on separately communicated deadlines. Offerings are subject to revision, based on availability and logistical considerations.

SPONSOR BENEFITS	PRESENTING \$95,000	DIAMOND \$70,000	RUBY \$45,000	SAPPHIRE \$35,000	EMERALD \$20,000	JADE \$8,500
<b>MARQUEE EVENTS (CONT.)</b>						
<b>Opening or President's Reception Remarks and Branding</b> (first-come first-served)		✓				
<b>Karaoke Branding</b> (possibility of co-branding with non-media sponsor)			✓			
<b>PROGRAMMING</b>						
<b>Intensive Trainings</b> (Academies)	✓ 2	✓ 2				
<b>Breakout/Panel Sessions, in collaboration with AAJA</b> (up to 60 minutes; if non-media, AAJA provides moderator)	✓ 2	✓ 2	✓ 1	✓ 1		
<b>Panelist Speaking Role</b>	<b>Included with above</b>	<b>Included with above</b>	✓ 1	✓ 1	✓ 1	
<b>LEADERSHIP DEVELOPMENT &amp; SIGNATURE PROGRAMS</b>						
<b>Inclusion in Executive Leadership Program 2026</b> (applications due early February)	<b>2 Candidates (contingent on program acceptance)</b>	<b>1 Candidate (contingent on program acceptance)</b>				

All opportunities are dependent on separately communicated deadlines. Offerings are subject to revision, based on availability and logistical considerations.

SPONSOR BENEFITS	PRESENTING \$95,000	DIAMOND \$70,000	RUBY \$45,000	SAPPHIRE \$35,000	EMERALD \$20,000	JADE \$8,500
<b>BRAND, VISIBILITY, AND MARKETING</b>						
<b>AAJA REGISTRATION AREA</b>						
Onsite Branding, co-designed with AAJA	✓					
<b>CO-BRANDED PREMIUM ASSETS</b>						
Choice of Co-Branded Assets or Activation Based on Availability: Lanyard, Welcome Bag, Credential, or Keycard	✓ Priority Selection	✓ Preferred Selection	✓			
<b>SMARTPHONE APP VISIBILITY</b>						
Rotating Logo on App Menu	✓	✓	✓			
Dedicated Sponsor Page on App	✓	✓	✓	✓	✓	✓
<b>CONVENTION MICROSITE VISIBILITY</b>						
Logo	✓	✓	✓	✓	✓	✓
<b>OTHER VISIBILITY</b>						
Opportunity to Contribute One Item to Welcome Bag (qty: 1500, production and shipping costs separate)	✓	✓	✓	✓	✓	✓
<b>SOCIAL MEDIA &amp; COMMUNICATIONS</b>						
<b>Social Media Posts</b> (must be scheduled by May or post-convention)	✓ 4	✓ 4	✓ 3	✓ 2	✓ 1	✓ 1
<b>Four-Hour Instagram Live/Stories Takeover</b>	✓	✓				
<b>Newsletter Posts</b> (must be scheduled by May or post-convention)	✓ 2	✓ 2	✓ 1	✓ 1	✓ 1	✓ 1

All opportunities are dependent on separately communicated deadlines. Offerings are subject to revision, based on availability and logistical considerations.



# COMMUNITY PARTNER PACKAGE

## *Customize Your Own!*

Looking for flexibility, visibility, and savings? Our new customizable **Community Partner Package** for fellow nonprofits and associations is designed to give organizations an affordable entry point into key parts of AAJA's annual convention, with a strong presence and the ability to customize your exposure.

DISCOUNTED ADD-ON OPTIONS			
BASE PACKAGE \$2,500	Marketing 50% savings	Recruitment/ Expo Hall \$1,000 savings on a booth	Speaking Opportunities 50% savings
<ul style="list-style-type: none"> <li><b>4 General Registrations:</b> <i>(All Access including Gala)</i> <b>\$2,500+ value!</b></li> <li><b>Reduced additional registration rate</b></li> <li><b>Logo on convention microsite</b></li> <li><b>Dedicated sponsor page in smartphone app</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Convention app feed post:</b> +\$500</li> <li><b>Social media post (1 platform):</b> +\$500</li> <li><b>Newsletter post:</b> +\$500</li> <li><b>Opportunity to contribute item to Welcome Bag:</b> (qty: 1500, production and shipping costs separate) +\$500</li> </ul>	<p><b>One 10'x10' booth:</b></p> <ul style="list-style-type: none"> <li><b>Media or corporation:</b> +\$4,000</li> <li><b>Nonprofit, J-School, or Government:</b> +\$3,000</li> <li><b>Premium location:</b> +\$500</li> </ul>	<ul style="list-style-type: none"> <li><b>Panelist slot:</b> +\$1,250</li> <li><b>Pop-up briefing opportunity:</b> +\$2,500</li> </ul>

All opportunities are dependent on separately communicated deadlines. Offerings are subject to revision, based on availability and logistical considerations.



## RECRUITMENT / EXPO HALL

Two (2) Convention registrations are included per Expo Hall package.

**Premium location: +\$750**

Booth Size	Media or Corporation	Nonprofit, J-School, or Government
1 Booth (10'x10')	\$5,000	\$4,000
2 Booths (10'x10')	\$8,500	\$6,500
4 Booths (20'x20')	\$16,500	\$14,000

## AAPI MARKETPLACE

If you are a small business looking to share and sell your products, please inquire about our limited number of booth opportunities with the **AAPI Marketplace**.

All opportunities are dependent on separately communicated deadlines. Offerings are subject to revision, based on availability and logistical considerations.



# A LA CARTE / SPONSORSHIP ADD-ONS

*Limited number of activations available.*

Have questions? Please reach out to [sponsorship@aaja.org](mailto:sponsorship@aaja.org).

## SIGNATURE PROGRAMS

(If you are interested in sponsoring a program differently, please let us know)

<b>Executive Leadership Program (ELP) Champion Sponsorship</b> <ul style="list-style-type: none"><li>Engagement to be co-curated with AAJA. Light refreshments included.</li><li>Additional Option to Host Branded Sponsorship of ELP Reception: +\$3,500</li></ul>	<b>\$10,000+</b>
<b>JCamp All-Stars Reception Sponsor</b>	<b>\$15,000</b>
<b>JCamp or VOICES Program Sponsor (Logo recognition)</b>	<b>\$5,000</b>
<b>Student/Young Professional Scholarship Opportunities</b>	<i>Please inquire</i>

## BRAND VISIBILITY

<b>Branded Newsletter Sponsorship (to be scheduled by May) *best visibility value!*</b>	<b>\$2,500</b>
<b>Convention App Feed Post</b>	<b>\$1,000</b>
<b>Social Media Post (1 platform of your choice)</b>	<b>\$1,000</b>
<b>Newsletter Post (to be scheduled by May)</b>	<b>\$1,000</b>
<b>Instagram Live/Stories Takeover (up to 4 hours)</b>	<b>\$3,000</b>
<b>Welcome Bag Product Insert (qty: 1500. Subject to approval, production costs separate)</b>	<b>\$1,000</b>
<b>Mobile App Sponsorship (branding on splash page)</b>	<b>\$5,000</b>
<b>AAPI Marketplace Sponsorship</b>	<b>\$10,000</b>
<b>Convention Website Sponsorship</b>	<b>\$10,000</b>

All opportunities are dependent on separately communicated deadlines. Offerings are subject to revision, based on availability and logistical considerations.

## BRAND VISIBILITY

Convention Wifi Sponsorship	\$10,000
Branded Charging Station	\$10,000
Branded Photo Booth Station	\$15,000 (customizable)
Professional Headshot Station	\$25,000 (customizable)

## SCHEDULED PROGRAMMING

Plenary Sponsorship (based on availability)	\$25,000
Branded Breakout Session or Panel (60 minutes)	\$10,000
Branded Skills Training (up to 90 minutes)	\$7,500+
Panelist Slot	\$2,500
Pop-Up Briefing Opportunity (30 minutes, 6 available)	\$5,000
Networking Reception Onsite (F&B costs separate)	\$2,500
Offsite Reception Listing (to be listed in app/newsletter)	\$1,000
Customized Activation, co-curated with AAJA (inquire about pricing)	Starts at \$5,000
Leadership Salon with invitees, co-curated with AAJA (F&B costs separate)	\$7,500
Karaoke Corporate Co-Sponsorship	\$10,000
Curated Guest List	\$1,500

All opportunities are dependent on separately communicated deadlines. Offerings are subject to revision, based on availability and logistical considerations.

## OTHER ACTIVATIONS

Branded Lounge Experience (3 days, F&B and AV/production costs separate)	\$16,500+
“Dress for Success”— Professional Clothing Activation	\$5,000
“Glow Up” or Camera-Ready Station (production costs separate)	\$5,000
Movie Screening	<i>Please inquire</i>

## UNIQUE CORPORATE NON-MEDIA OPPORTUNITIES

MARQUEE EVENTS	Exclusive, shared branding & billing with media sponsor	F&B separate, sponsor responsible for costs	
Awards Gala	•		\$50,000
Awards Gala Table (10 seats, limited qty available)			\$10,000 (nonprofit / community rate 50% off)
Opening Reception	•		\$25,000
President's Reception	•		\$25,000
Karaoke Co-Sponsorship			\$10,000
SIGNATURE PROGRAMS (F&B and production separate)			
VOICES Presentation & Reception Sponsor	•	•	\$7,500
JCamp All-Stars Reception Sponsor	•	•	\$10,000
ACTIVATIONS (F&B and production costs separate)			
Branded Lounge Experience		•	\$16,500
Coffee Sponsor	•	•	\$5,000 (customizable)

All opportunities are dependent on separately communicated deadlines. Offerings are subject to revision, based on availability and logistical considerations.

## UNIQUE CORPORATE NON-MEDIA OPPORTUNITIES

ACTIVATIONS (F&B and production costs separate)	Exclusive, shared branding & billing with media sponsor	F&B separate, sponsor responsible for costs	
Afternoon Beverage Sponsor	•	•	\$5,000
Water Bottle Sponsor	•	•	\$5,000
Lunch Experience Sponsor	•	•	\$7,500
Professional Development "Power Your Professionalism" Station			Starts at \$10,000
Welcome Bag Item (qty: 1500)		•	\$1,000

All opportunities are dependent on separately communicated deadlines. Offerings are subject to revision, based on availability and logistical considerations.

## DEADLINES

<p><b>Super Early Bird New Year's Deadline</b></p> <p><b>10% off</b> booth-only packages and any add-ons  <b>5% off</b> all other packages</p>	<p><b>Dec 31, 2025</b></p>
<p><b>Early Bird Lunar New Year Deadline</b></p> <p><b>5% off</b> booth-only packages and any add-ons</p>	<p><b>Feb 17, 2026</b></p>
<p><b>Final Commitment Deadline</b></p>	<p><b>Mar 31, 2026</b></p>





Asian American  
Journalists  
Association

# #AAJA26 SPONSORSHIP PROSPECTUS

MINNEAPOLIS, MINNESOTA | JUNE 24-28, 2026

[sponsorship@aaja.org](mailto:sponsorship@aaja.org)