National Native Media Conference
August 10-12, 2023 | Winnipeg, Canada

2023 Sponsorship Guide
www.naja.com
About NAJA

The Native American Journalists Association (NAJA) empowers members representing tribal, Indigenous-owned, nonprofit, freelance and mainstream media professionals in promoting accurate coverage of Indigenous communities, supporting newsroom diversity and defending challenges to free press, speech and expression.

NAJA will host the 2023 National Native Media Conference Aug. 10-12 at the Delta Hotel and RBC Convention Center in downtown Winnipeg.

This year marks 40 years that Indigenous journalists have worked to support and sustain NAJA. Originally formed as the Native American Press Association in 1983, the name changed in 1990, to be more inclusive of broadcast journalists. The organization has grown from just a handful of reporters to a membership of nearly 1,000, which includes Indigenous journalists, funders, educators and partners across the United States and Canada.

NAJA addresses these challenges by fostering the development of new talent and activating a powerful membership network toward critical issues facing Indigenous communities. NAJA is a registered 501(c)3 nonprofit organization.

Important Dates & Deadlines

Registration Opens: April 1, 2023
Early Bird Exhibitor Registration Deadline: June 30, 2023
Early Bird Registration Deadline: June 30, 2023
Program Book Deadline: June 1, 2023
Pre-Registration Closes: July 31, 2023
Conference Dates: Aug. 10-12, 2023
Who Attends?

More than 300 attendees will participate in the 2023 National Native Media Conference. NAJA will host skills-building, informational and hands-on workshops that will foster opportunities for professional growth. Participants will also generate stories and connect newsrooms covering Indigenous communities through networking and special events.

Attendees represent academia, corporate, print and digital media, public relations, communications and tribal representatives.

Who Should Sponsor & Exhibit?

NAJA is offering event partners a great mix of educational, networking and marketing opportunities to reach an influential Indigenous audience. In return for their participation and support, NAJA will acknowledge sponsor organizations through recognition opportunities to be featured in the program book, on the NAJA website and throughout event promotion materials, including on the NAJA On-Demand Conference Web Portal, which will be available to attendees for a year following the conference.

If you are a recruiter, university, school, nonprofit or foundation with a mission to support and engage Indigenous communities, the National Native Media Conference is an opportunity to reach Indigenous peoples and share unique experiences with media professionals covering Turtle Island.

2023 NAJA Native Media Expo Pricing

Secure your space early! Booth selection is based on a first-come, first-served basis.

<table>
<thead>
<tr>
<th>EXHIBIT SPACE:</th>
<th>EARLY BIRD</th>
<th>STANDARD</th>
<th>FULL CONFERENCE REGISTRATIONS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reserve early and save!</td>
<td>Deadline: June 1</td>
<td>Pricing</td>
<td>Additional registrations $250 per member or $350 per non-member</td>
</tr>
<tr>
<td>Double (2 tables in prime location)</td>
<td>$5,000</td>
<td>$6,000</td>
<td>4</td>
</tr>
<tr>
<td>Corporate</td>
<td>$2,500</td>
<td>$3,000</td>
<td>2</td>
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<tr>
<td>Nonprofit/Tribe/Govt./J-Schools</td>
<td>$2,000</td>
<td>$2,500</td>
<td>2</td>
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<tr>
<td>Indigenous Arts and Craft Vendors</td>
<td>$350</td>
<td>$400</td>
<td>2</td>
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</tbody>
</table>

Indigenous Media Expo Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>Thursday, Aug. 10</td>
<td>Setup: 1 p.m. - 5 p.m.</td>
</tr>
<tr>
<td>Friday, Aug. 11</td>
<td>Expo: 10 a.m. - 3 p.m.</td>
</tr>
<tr>
<td>Saturday, Aug. 12</td>
<td>Expo: 9 a.m. - 12 p.m.</td>
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<td></td>
<td>Breakdown: 12 p.m. - 3 p.m.</td>
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</table>

Exhibitor Benefits

- Standard 8’x10’ table with 2 chairs and wastebasket
- Recognition on NAJA conference website
- Listing in conference program book
- Final conference attendee list in Excel format
Professional Development

Conference Education Sponsorship  $50,000

Sponsor all of the educational tracks taking place at the 2023 National Native Media Conference. Your brand will be recognized as the official sponsor of education, through signage throughout the main conference area as well as prominently on the NAJA On-Demand Conference Web Portal and in all promotional materials.

Corporate Workshop / Panel $10,000-$15,000+  
(Limited opportunities available)

These 60-90 minute breakout opportunities will be held during conference hours, concurrently with educational sessions. Sponsors can address attendees directly or in a hands-on workshop to share skills-building and the latest industry trends. Sponsor coordinates travel and participation of selected speakers and content, with approval of NAJA.

Special Events

Sponsored Breakfast / Lunch $15,000-$25,000  
(Limited opportunities available)

Partners will have sponsored branding, the option to greet NAJA attendees and make brief opening remarks.

Sponsored Reception / Dinner $25,000-$35,000  
(Limited opportunities available)

Partners will have sponsored branding, the option to greet NAJA attendees and make brief opening remarks.

NAJA Membership Luncheon and Business Meeting $25,000 - SOLD

Sponsor the NAJA Membership Luncheon on Friday, Aug. 11 and connect with a network of reporters and communicators covering Indigenous communities. NAJA staff and board representatives will report on the organization’s accomplishments over the past year as well as present the 2023 NAJA-Medill Milestone Achievement Award. Benefits include signage at the event and the opportunity to make brief opening remarks. Ticketed Event

NAJA President’s Welcome Reception $15,000

Join the NAJA president and the board of directors, leaders, journalists, partners, and special guests at the NAJA President’s Reception prior to the National Native Media Awards Banquet on Saturday, Aug. 12 from 5-6 p.m. Benefits include event signage and the opportunity to make brief welcome remarks.

National Native Media Awards Banquet $40,000

Sponsor NAJA’s annual National Native Media Awards Banquet, honoring top journalists on Saturday, Aug. 12 from 6-9 p.m. Award recipients represent print, TV, radio, online, photography, digital, investigative and student categories across Indian Country. A silent auction featuring Indigenous art, jewelry and unique items will benefit NAJA scholarships. Partnership benefits include the opportunity to make brief remarks, sponsor a cash prize and present an award category. Ticketed Event

NAJA After-Awards Reception $25,000

Join awardees and members in celebrating NAJA’s milestone 40th year anniversary and the National Native Media Awards at the After-Awards Reception, featuring live music from local Indigenous artists. Attendees can enjoy dancing, drinks and a reception to remember as we say farewell to Winnipeg as our 2023 conference site. Ticketed Event

NAJA Student Programs

Native American Journalism Fellowship Student Newsroom $10,000  
(Limited opportunities available)

NAJA offers an all expenses-paid Native American Journalism Fellowship (NAJF) to outstanding Indigenous media students. Fellows learn from veteran mentors while covering the conferences, and report on local stories. For one week, students work with professional journalists and educators to produce daily content during an immersive on-site newsroom experience.

Student newsroom sponsorships include an opportunity to address the students directly via a webinar on a chosen topic or host an in-person meal or discussion for students, mentors and newsroom leaders. NAJA accepts multiple sponsors, which have branding opportunities within the student newsroom. Educating and mentoring aspiring journalists is one of the most important goals of NAJA and support ensures the next generation of Indigenous journalists have the skills, knowledge, and industry connections to succeed in their media careers.

Branding and Promotion

Indigenous Media Expo (See page 3 for pricing details.)

The Indigenous Media Expo is the networking hub of the event, where editors and reporters meet, experts trade experiences, journalists get critiques and friends connect. Pric-
ing includes full conference registration for two booth staff (excludes ticketed meal events). Limited space in the expo is also reserved for Indigenous crafters and artisans at a discounted rate.

**Conference Tote Bag $15,000 (Deadline: June 1, 2023)**

The conference tote bag is a NAJA favorite, and a tried-and-true keepsake returning home with attendees. Sponsor logo will be displayed prominently on the front of the bag and long after the National Native Media Conference ends, as users carry this item into the future.

**Conference Tote Bag Insert $2,500**

Sponsors can purchase a conference bag insert to include their promotional item or information in the conference bag of all attendees.

**Conference Program Book $15,000 (Deadline: June 1, 2023)**

The comprehensive guide to conference programs, special events and workshops is received by all attendees and is cherished as a collectible memento from the gathering. The program book is a great opportunity for a sponsor to increase visibility and receive guaranteed exposure. The outside back cover, full-page ad is reserved for the program book sponsor. Ads in the conference program are also available as stand-alone items:

**Full Page Program Ad $5,000 (Deadline: June 1, 2023)**

**Half-Page Program Ad $3,000 (Deadline: June 1, 2023)**

**Conference Lanyards & Badges $15,000 (Deadline: June 1, 2023)**

Conference lanyards and name badges are highly visible items worn by more than 300 attendees each day of the conference. Aside from being handy places for storing business cards from networking, conference badges often serve as admission passes to the expo, off-site events and workshops. Sponsor opportunities include a branded QR code on the back of the badge and/or a custom branded lanyard.

**Conference Photo Booth $15,000**

Attendees can capture the magic of NAJA’s 40th annual National Native Media Conference with friends, new and old in the Conference Photo Booth. Conference goers will remember your brand with a logo on select photo designs, which will be a special event keepsake. Sponsors will also enjoy prominent branding near the photobooth location. The Photo Booth will be open during Indigenous Media Expo hours and the President’s Reception on Saturday, Aug. 12.

**Beverage Break / Indigenous Media Expo Power Hour $10,000 (Limited opportunities available)**

Conference attendees love snacks, coffee and beverages during their daily breaks. Sponsors will be acknowledged through exclusive signage stations featuring select refreshments in the Indigenous Media Expo. Power hour will offer attendees exclusive time to engage with exhibitors with no other programming taking place during this time.
## National Native Media Conference

**August 10-12, 2023 | Winnipeg, Canada**

### Included with Sponsorship Level:

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Platinum $35,000+</th>
<th>Gold $25,000-$34,999</th>
<th>Silver $15,000-$24,999</th>
<th>Bronze $10,000-$14,999</th>
<th>Turquoise $5,000-$9,999</th>
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<tbody>
<tr>
<td>Sponsored Dinner</td>
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<tr>
<td>Sponsored Breakfast, Lunch or Reception</td>
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<tr>
<td>Sponsored Session / Workshop</td>
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<tr>
<td>Exhibit Booth</td>
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<td>Premium Corner / Island Booth</td>
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<td>Select Corporate Booth</td>
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<td>Corporate Booth</td>
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### Full Conference Registrations

- **Platinum**: 10
- **Gold**: 8
- **Silver**: 6
- **Bronze**: 4
- **Turquoise**: 2

### Annual NAJA Memberships

- **Platinum**: 10
- **Gold**: 8
- **Silver**: 6
- **Bronze**: 4
- **Turquoise**: 2

### Promotion on NAJA social media: Facebook, Instagram and Twitter

- **Platinum**: ●
- **Gold**: ●
- **Silver**: ●
- **Bronze**: ●
- **Turquoise**: ●

### Post-Conference Attendee List (Excel)

- **Platinum**: ●
- **Gold**: ●
- **Silver**: ●
- **Bronze**: ●
- **Turquoise**: ●

### Dedicated E-blast to Attendees: Pre- or Post- Event

- **Platinum**: 2
- **Gold**: 1
- **Silver**: 1
- **Bronze**: ◯
- **Turquoise**: ◯

### Sponsor highlight in all conference E-blast promos

- **Platinum**: ●
- **Gold**: ●
- **Silver**: ●
- **Bronze**: ●
- **Turquoise**: ●

### Conference Program 4-color Ad (Based on availability)

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Full Page Premium Positioning</td>
<td>10</td>
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<td>Full Page Half Page Half Page Half Page</td>
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<td>Tickets to National Native Media Awards Banquet and After-Awards Reception</td>
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<td>Tickets to NAJA Membership Luncheon</td>
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<tr>
<td>Sponsor recognition: event website, printed materials, conference signage and podium</td>
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<td>Promo item or literature in tote bags</td>
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2023 Sponsorship & Exhibit Application

NAJA National Native Media Conference • August 10-12, 2023 • RBC Convention Center Winnipeg • Delta Hotel

NAME ON CARD _____________________________
EXP. DATE ___________  3-DIGIT SECURITY CODE _______________
SIGNATURE _______________________________

--- Invoice
--- Credit Card:  □ VISA  □ MASTERCARD  □ AMERICAN EXPRESS
NAME ON CARD _____________________________
ACCOUNT NUMBER __________________________
EXP. DATE ______  3-DIGIT SECURITY CODE _______________
SIGNATURE _______________________________

--- Check $___________________________

Please mail check payments to:
Native American Journalists Association
NAJA - OU Gaylord College
395 W. Lindsey St.,
Norman, OK 73019

TOTAL $_____________________________

Payment Information
(NAJA Tax ID #: 52-6105010)

Please email completed application and payment information to NAJA Membership Manager Sterling Cosper at scosper@naja.com.

RULES & REGULATIONS

PLEASE REFER TO THE NAJA CONFERENCE WEBSITE TO REVIEW THE FULL RULES AND REGULATIONS INTENDED BY NAJA TO SERVE THE BEST INTEREST OF THE EXHIBITORS, REGISTRANTS, AND TO GIVE NOTICE TO APPLICANTS OF GOVERNING RULES AND REGULATIONS. ALL APPLICANTS ARE BOUND BY THE RULES AND REGULATIONS.

EXHIBIT ELIGIBILITY

PRODUCTS AND SERVICES EXHIBITED MAY NOT DETRACT FROM THE STUDY AND PRACTICE OF JOURNALISM. NAJA RETAINS THE SOLE AUTHORITY TO DETERMINE THE ELIGIBILITY OF ANY COMPANY AND/OR ITS PRODUCT. NAJA ALSO RESERVES THE RIGHT TO REFUSE APPLICATIONS OF ORGANIZATIONS NOT MEETING STANDARD REQUIREMENTS OR EXPECTATIONS.

TERMS OF PAYMENT

SPONSOR AGREES TO RETURN WITH THIS AGREEMENT WITH FULL PAYMENT AT THE TIME OF SUBMISSION. CHECKS OR MONEY ORDERS SHOULD BE MADE PAYABLE TO THE NATIVE AMERICAN JOURNALISTS ASSOCIATION AND MAILED TO: REBECCA LANDSBERY-BAKER, NAJA OU-GAYLORD COLLEGE, 395 W. LINDSEY ST., NORMAN, OK 73019.

SPONSOR AGREES TO RETURN WITH THIS AGREEMENT WITH FULL PAYMENT AT THE TIME OF SUBMISSION. CHECKS OR MONEY ORDERS SHOULD BE MADE PAYABLE TO THE NATIVE AMERICAN JOURNALISTS ASSOCIATION AND MAILED TO: REBECCA LANDSBERY-BAKER, NAJA OU-GAYLORD COLLEGE, 395 W. LINDSEY ST., NORMAN, OK 73019.

TO BE INCLUDED IN INITIAL SPACE ASSIGNMENTS, THE SPONSOR/EXHIBIT APPLICATION AND ALL APPROPRIATE FEES.

NAJA SPONSORSHIP AND EXHIBIT CANCELLATION POLICY

CANCELLATIONS MUST BE SUBMITTED TO NAJA IN WRITING. THE DATE OF RECEIPT OF THE SUPPORTER'S WRITTEN NOTICE OF CANCELLATION WILL BE THE OFFICIAL CANCELLATION DATE. IF EXHIBIT SUPPORT IS CANCELED ON OR BEFORE JUNE 1, 2023, ALL MONIES PAID TO DATE MINUS A $300 PROCESSING FEE WILL BE RETURNED TO THE SUPPORTER. CANCELLATIONS OF SPONSORSHIP PACKAGES WILL BE RETURNED TO THE SUPPORTER MINUS 15% OF THE TOTAL SPONSORSHIP FEE. ANY SUPPORTER WHO CANCELS AFTER JUNE 1, 2023 WILL BE RESPONSIBLE FOR THE TOTAL COST. NO REFUNDS FOR CANCELLATIONS WILL BE PROCESSED AFTER JUNE 1, 2023.

I hereby agree to the terms of this agreement (signature and date)

www.naja.com