

2024 Sponsorship Guide



INDIGENOUS MEDIA CONFERENCE

JULY 25-27, 2024 // OKLAHOMA CITY

www.IndigenousJournalists.org



About the Indigenous Journalists Association



The Indigenous Journalists Association (IJA) 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. IJA addresses these challenges by fostering the development of new talent and activating a powerful membership.

For more than 40 years, Indigenous journalists have worked to support and sustain IJA. Originally formed as the Native American Press Association as a 501(c)3 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 growing membership, which includes Indigenous journalists, supporters, associates, educators and partners across the United States and Canada.

In 2023, NAJA membership voted to change the organization's name from the Native American Journalists Association to the Indigenous Journalists Association. This change recognizes relationships, contacts, and cooperation across international borders and aligns the organization's terminology with the United Nations Declaration on the Rights of Indigenous Peoples.

IJA's Mission

IJA's mission is centered on the idea that accurate and contextual reporting about Indigenous people and communities is necessary to overcome biases and stereotypes portrayed in popular and mainstream media. Expanding access to accurate news and information is essential to an informed citizenry and healthy democracy, across tribal, local, state and national levels. Through programs that support diversity and defend free press, IJA promotes accurate media coverage and encourages all newsrooms to maintain the highest ethical standards when reporting on Indigenous communities.

- Connect expert sources and mainstream media
- Advocate for free press in tribal media
- Provide legal resources to Indigenous media
- Connect journalists working across Indigenous communities



INDIGENOUS
Journalists Association



Who Attends?

More than 400 attendees will participate in the 2024 Indigenous Media Conference. IJA 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, broadcast and digital media, public relations, communications and tribal representatives.



Who Should Sponsor & Exhibit?

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

If you are a recruiter, tribe, university, school, nonprofit or foundation with a mission to support and engage Indigenous communities, the conference is an opportunity to reach Indigenous audiences and share unique experiences with the media professionals covering stories across Turtle Island.





2024 IJA Indigenous Media Expo Pricing

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

| EXHIBIT SPACE Reserve early and save! | EARLY BIRD Deadline: June 1 | STANDARD PRICING | FULL CONFERENCE REGISTRATIONS Additional registrations \$300 per member or \$350 per non-member |
|--|--------------------------------|---------------------|--|
| Double (2 tables in prime location) | \$5,000 | \$6,000 | 4 |
| Corporate | \$2,500 | \$3,000 | 2 |
| Nonprofit/Tribe/Govt./J-Schools | \$2,000 | \$2,500 | 2 |
| Indigenous Arts & Crafts Vendors | \$400 | \$500 | 2 |

Indigenous Media Expo Hours

| | |
|-------------------|---|
| Thursday, July 25 | Setup: 12 p.m. - 6 p.m. |
| Friday, July 26 | Expo: 9 a.m. - 5 p.m. |
| Saturday, July 27 | Expo: 9 a.m. - 3 p.m. Breakdown: 3 p.m. - 5 p.m. |

Exhibitor Benefits

- ★ Standard 6'x30' table top with linen, 2 chairs
- ★ Recognition on IJA conference website
- ★ Listing in conference program book
- ★ Final conference attendee list in Excel format

Important Dates & Deadlines



- Program Proposal Deadline:** Feb. 23, 2024
- Registration Opens:** March 20, 2024
- Early Bird Exhibitor Registration Deadline:** May 1, 2024
- Early Bird Registration Deadline:** May 1, 2024
- Program Book Deadline:** June 10, 2024
- Pre-Registration Closes:** July 19, 2024
- Conference Dates:** July 25-27, 2024

Professional Development

Educating and mentoring aspiring journalists is one of the most important goals of IJA. To ensure the next generation of Indigenous storytellers have the skills, knowledge, and industry connections to succeed.

Conference Education Sponsorship **\$50,000**

Sponsor all of the educational tracks taking place at the 2024 Indigenous 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 IJA 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 manages all registration, travel and participation of selected speakers and content, with approval of IJA.



IJA Student Programs

Indigenous Journalism Fellowship **\$10,000** Student Newsroom

(Limited opportunities available)

IJA offers an all expenses-paid Indigenous Journalism Fellowship (IJF) to outstanding Indigenous media students in college or university. Fellows learn from seasoned Indigenous mentors and network with fellow members at the conference.

Student newsroom sponsorships include an opportunity to address the students directly via a scheduled pre-conference webinar or host an in-person break with students, mentors and newsroom leaders. Newsroom sponsor visits must be approved and confirmed prior to the conference with Education Manager Sheena Roetman. IJA accepts multiple sponsors, which have branding opportunities within the student newsroom.





Special Events

Sponsored Breakfast / Lunch

\$25,000-\$35,000

(Limited opportunities available)

Partners will have sponsored branding, the option to greet IJA attendees and make brief opening remarks during the selected event.

Opening Night Reception

\$30,000

(Limited opportunities available)

Sponsor the Opening Night Reception on Thursday, July 25 from 5:30-8 p.m., at a special off-site venue to welcome attendees and Indigenous leadership from the host nations. Ground transportation will be provided and partners will have sponsored branding, the option to greet IJA attendees and make brief opening remarks.

IJA Membership Luncheon

\$30,000

Sponsor the IJA Membership Luncheon on Friday, July 26 and connect with members dedicated to covering Indigenous communities. IJA leadership will report on the organization's accomplishments over the past year and present the 2024 IJA-Medill Milestone Achievement Award. Benefits include signage at the event and the opportunity to make brief remarks. **Ticketed Event**

IJA President's Reception

\$15,000

Join IJA President Christine Trudeau and the board of directors, leaders, journalists, partners, and special guests at the IJA President's Reception prior to the Indigenous Media Awards Banquet on Saturday, July 27 from 5-6 p.m. Benefits include event signage and the opportunity to make brief remarks.

Indigenous Media Awards Banquet

\$50,000

Sponsor IJA's annual Indigenous Media Awards banquet, honoring top journalists on Saturday, July 27 from 6-9 p.m. Award recipients represent print/online, TV, radio, photography, digital, investigative and student categories. A silent auction featuring Indigenous art, jewelry and unique items will benefit IJA scholarships. Partnership benefits include the opportunity to make brief remarks, sponsor a cash prize and present an award category. **Ticketed Event**

Branding and Promotion

Indigenous Media Expo

(See page 3 for pricing and 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. Pricing 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: May 31, 2024)

The conference tote bag is a IJA 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 Indigenous 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 Lanyards & Badges \$15,000

(Deadline: May 31, 2024)

Conference lanyards and name badges are highly visible items worn by more than 350 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 may include a branded QR code on the back of the badge and / or a custom branded lanyard.

Conference Program Book \$15,000

(Deadline: May 31, 2024)

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

Half-Page Program Ad \$3,000

Conference Photo Booth \$20,000

Attendees can capture the magic of the annual Indigenous 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 may also enjoy prominent branding near the booth, which will be open during the President's Reception and Indigenous Media Awards banquet on Saturday, July 27.

Indigenous Media Expo Refreshment Break \$10,000

Refreshment Break

(Limited opportunities available)

Conference attendees love snacks and beverages during their daily breaks. Sponsors will be acknowledged through exclusive signage near stations featuring select refreshments in the Indigenous Media Expo. Sponsored breaks offer attendees time to engage with exhibitors in a relaxed setting.





INDIGENOUS MEDIA JULY 25-27, 2024 CONFERENCE OKLAHOMA CITY

| INCLUDED WITH SPONSORSHIP | PLATINUM \$35,000+ | GOLD \$25,000 - \$34,999 | SILVER \$15,000 - \$24,999 | BRONZE \$10,000 - \$14,999 | TURQUOISE \$5,000-\$9,999 |
|--|-------------------------------|--------------------------------|----------------------------------|----------------------------------|------------------------------|
| Sponsored Dinner | ● | ● | | | |
| Sponsored Breakfast, Lunch or Reception | ● | ● | ● | | |
| Sponsored Session /Workshop | ● | ● | ● | ● | |
| Exhibit Booth | Premium Booth | Select Corporate Booth | Corporate Booth | Corporate Booth | Corporate Booth |
| Full Conference Registrations | 10 | 8 | 6 | 4 | 2 |
| Annual IJA Memberships | 10 | 8 | 6 | 4 | 2 |
| Promotion on IJA social media: Meta, Instagram, X and LinkedIn | ● | ● | ● | | |
| Post-Conference Attendee List (Excel) | ● | ● | ● | | |
| Dedicated E-blast to Attendees: Pre- or Post- Event | 2 | 1 | 1 | | |
| Sponsor highlight in all conference E-blast promos | ● | ● | ● | ● | ● |
| Conference Program 4-color Ad (Based on availability) | Full Page Premium Positioning | Full Page | Half Page | Half Page | |
| Tickets to Indigenous Media Awards Banquet | 10 | 8 | 6 | 4 | 2 |
| Tickets to NAJA Membership Luncheon | 10 | 8 | 6 | 4 | 2 |
| Sponsor recognition: event website, printed materials, conference signage and podium | ● | ● | ● | ● | ● |
| Promo item or literature in tote bags | ● | ● | ● | ● | ● |

2024 Sponsorship & Exhibit Application

IJA Indigenous Media Conference | July 25-27, 2024
Omni Hotel | 100 West Oklahoma City Blvd.,
Oklahoma City, OK, 73109



Company Name (as it should appear in print) _____

Key Contact Name _____

Job Title _____

Key Contact Email _____

Company Billing Address _____

Company Website _____

IJA Sponsorship and Branding Opportunities

- Conference Education Sponsorship \$50,000 (exclusive)
- Corporate Workshop / Sponsored Panel* \$10,000-\$15,000+
- Indigenous Journalism Fellowship Newsroom* \$10,000

**limited opportunities*

Special Events

- Sponsored Breakfast or Lunch* \$25,000 - \$35,000
- Opening Night Reception* \$30,000 (limited)
- IJA Membership Luncheon \$30,000 (exclusive)
- IJA President's Welcome \$15,000 (exclusive)
- Indigenous Media Banquet \$50,000 (exclusive)

**limited opportunities*

Branding and Promotional Opportunities

- Conference Tote Bag Sponsor + Insert \$15,000 (exclusive)
- Conference Tote Bag Insert \$2,500
- Conference Program Book \$15,000 (exclusive)
- Full-Page Program Guide Ad \$5,000
- Half-Page Program Guide Ad \$3,000
- Lanyards + Name Badges \$15,000 (exclusive)
- Photo Booth \$20,000 (exclusive)
- Indigenous Media Expo Refreshment Break* \$10,000

**limited opportunities*

Indigenous Media Expo - Reserve and Save!

Standard exhibit booth registration rates include two full conference registrations. Additional registrations may be purchased for \$300 per member or \$400 per non-member, according to the schedule below. No special events tickets are included, however, exhibitors may purchase additional event tickets at cost.

Exhibitor Early Bird Deadline: May 1, 2024

- | | | |
|--|--------------------|------------------|
| <input type="checkbox"/> Double Booth (Includes 4 full registrations) | Early Bird \$5,000 | Standard \$6,000 |
| <input type="checkbox"/> Corporate 6'x30' Booth | Early Bird \$2,500 | Standard \$3,000 |
| <input type="checkbox"/> Nonprofit / J-School / Tribe | Early Bird \$2,000 | Standard \$2,500 |
| <input type="checkbox"/> Indigenous Arts & Craft Vendor | Early Bird \$400 | Standard \$500 |

Conference Registration Rates

| | Early Bird Registration March 20 - May 1, 2024 | Standard Registration: May 1 - July 19, 2024 | On-Site Registration: July 25-27, 2024 |
|------------|---|---|---|
| IJA Member | \$300 | \$400 | \$500 |
| Non-Member | \$400 | \$500 | \$600 |
| Student | \$100 (all tiers) | \$100 | \$100 |

Payment Information

(NAJA Tax ID #: 52-6105010)

Please email completed form and payment information to
IJA Program Manager Justine Medina at JMedina@naja.com.

___ Invoice

___ Credit Card: VISA MASTERCARD AMERICAN EXPRESS

NAME ON CARD _____

ACCOUNT NUMBER _____

EXP. DATE _____ 3-DIGIT SECURITY CODE _____

SIGNATURE _____

___ Check

Please mail checks to:

Native American Journalists Association
NAJA - OU Gaylord College
395 W. Lindsey St.,
Norman, OK 73019

TOTAL \$ _____

RULES & REGULATIONS

Please refer to the IJA conference website to review the full rules and regulations intended by IJA 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.

EXHIBITOR ELIGIBILITY

Products and services exhibited may not detract from the study and practice of journalism. IJA retains the sole authority to determine the eligibility of any company and/or its product. IJA 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 should be made payable to the Native American Journalists Association and mailed to ATTN: Rebecca Landsberry-Baker, NAJA OU-Gaylord College, 395 W. Lindsey St., Norman, OK 73019.

To be included in initial space assignments, the sponsor/exhibit application and full payment must be received. Space will not be assigned or held without the application and all appropriate fees.

IJA SPONSORSHIP AND EXHIBIT CANCELLATION POLICY

Cancellations must be submitted to IJA 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 May 1, 2024 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 May 1, 2024 will be responsible for the total cost. No refunds for cancellations will be processed after May 1, 2024.

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