2019 EDWARD R. MURROW AWARDS GALA

OCTOBER 14, 2019
6 P.M. RECEPTION
6:55 P.M. SHOW
GOTHAM HALL
NEW YORK

Make a statement for journalism excellence.
Align your brand with RTDNA’s unparalleled mission.
The Radio Television Digital News Association has been honoring outstanding achievements in broadcast and digital journalism with the Edward R. Murrow Awards since 1971. Murrow’s pursuit of excellence in journalism embodies the spirit of the awards that carry his name. Murrow Award recipients demonstrate the excellence that Edward R. Murrow made a standard for the broadcast news profession.

RTDNA is the world’s largest professional organization devoted exclusively to broadcast and digital journalism. RTDNA members include local and network news executives, news directors, producers, reporters, photographers, editors, multimedia journalists and digital news professionals in broadcasting, cable and digital media, as well as journalism educators and students.

Founded as a grassroots organization in 1946, RTDNA works to protect the rights of electronic journalists in the courts and legislatures throughout the country, promotes ethical standards in the industry, provides members with training and education and honors outstanding work in the profession through the Edward R. Murrow Awards.

The Association’s members help to shape the future of the journalism profession, as we protect their interests, by advocating on their behalf and lobbying in their interest. We defend the First Amendment, advocate for open government and freedom of information, and promote diversity in newsroom staffing and coverage. We support U.S. First Amendment rights, worldwide press freedom and the public’s right to know. We assess the impact of technological change on the news industry while fostering exchanges of ideas and perspectives at the local, national and international levels.
This year we received more than 4,600 entries for the final 122 National Murrow Awards, presented in 16 categories. We will recognize 100 local and network radio, television and digital news organizations on this special evening.

As a sponsor, your company will receive special recognition that provides exposure to the journalism industry’s top executives, as well as newsrooms across the country. Sponsorship sends a message that your brand is strongly aligned with RTDNA’s shared mission to protect the rights of broadcast and digital journalists in the courts and legislatures throughout the country, as well as to promote ethical standards in the industry.

The Radio Television Digital News Association conducts a variety of programs and events throughout the year. These events provide outstanding, highly visible opportunities for sponsors to participate in our mission of advocacy around First Amendment freedoms, and providing training and education to industry professionals. Our programs include annual sponsorships as well as sponsorships specific to some of our signature programs and events.

Sponsorships and corporate contributions help to fund some of the Association and Foundation’s most successful programs that foster excellence throughout the industry. Our sponsorships provide companies with the opportunity to meet face-to-face with members of RTDNA and speak with electronic journalists from around the country. Sponsors can create mutually beneficial networking opportunities and develop a comradery among those in the profession as well as celebrate their accomplishments.
SPONSORSHIP OPPORTUNITIES

WI-FI SPONSOR | $20,000

Your company will be greatly appreciated as the gala Wi-Fi Sponsor. Journalists are always on a deadline and always need to be connected. Provide each attendee with a strong connection. The Wi-Fi Sponsor also receives recognition as the exclusive sponsor of the event Wi-Fi as well as four tickets to the event.

WI-FI SPONSORSHIP OPPORTUNITIES INCLUDE:

- (4) Four tickets to the Gala
- (1) One Full Page, 4-color ad in the program book
- Branded Wi-Fi network name and password
- Inclusion of logo in all mailings and press release distribution
- Linked logo on the event website: rtdnaedwardrmurrowawards.org
- Logo in email newsletter for 3 weeks
- Podium accolades
- Social media promotion

COCKTAIL RECEPTION SPONSOR | $15,000

You’ll take center stage at the pre-dinner cocktail reception serving over 500 guests prior to the start of the formal dinner. The pre-dinner Cocktail Reception Sponsor receives recognition at the reception with the company’s logo on cocktail napkins and also includes two tickets to the event.

COCKTAIL RECEPTION SPONSORSHIP OPPORTUNITIES INCLUDE:

- (2) Two tickets to the Gala
- (1) One Full Page, 4-color ad in the program book
- Branded Signature or Specialty Cocktail
- Company name recognition on cocktail napkins at the reception
- Inclusion of logo in all mailings and press release distribution
- Linked logo on the event website: rtdnaedwardrmurrowawards.org
- Logo in email newsletter for 3 weeks
- Podium accolades
- Social media promotion
CENTERPIECE SPONSOR | $15,000

Your brand will be the first thing each guest sees as they take their seat at the gala. Your logo will be prominently displayed in each centerpiece.

**CENTERPIECE SPONSORSHIP OPPORTUNITIES INCLUDE:**
- (2) Two tickets to the Gala
- (1) One Full Page, 4-color ad in the program book
- Logo displayed in centerpiece arrangement at each table.
- Inclusion of logo in all mailings and press release distribution
- Linked logo on the event website: rtdnaedwardrmurrowawards.org
- Logo in email newsletter for 3 weeks
- Podium accolades
- Social media promotion

RED CARPET SPONSOR | $8,000

You’ll make a great first impression as you’ll be the first brand guests see as they are greeted at Gotham Hall. The Red Carpet Sponsor will have their brand in each photo taken in front of a specialty branded step-and-repeat banner.

**RED CARPET SPONSORSHIP OPPORTUNITIES INCLUDE:**
- (2) Two tickets to the Gala
- (1) One Full Page, 4-color ad in the program book
- Branded step-and-repeat banner
- Inclusion of logo in all mailings and press release distribution
- Linked logo on the event website: rtdnaedwardrmurrowawards.org
- Logo in email newsletter for 3 weeks
- Podium accolades
- Social media promotion

SWAG SPONSOR | $6,000 (PLUS GIFT)

Put your brand in their hands! Opportunity to place one branded item at guest’s seat and/or to giveaway to guests as they exit from the venue.

**RED CARPET SPONSORSHIP OPPORTUNITIES INCLUDE:**
- (1) One ticket to the Gala
- (1) One Half Page, 4-color ad in the program book
- Branded item to be placed at guest’s seat and/or upon exiting the venue
- Inclusion of logo in all mailings and press release distribution
- Linked logo on the event website: rtdnaedwardrmurrowawards.org
- Logo in email newsletter for 3 weeks
- Podium accolades
- Social media promotion
Organizations and individuals have the opportunity to support the association’s activities through the purchase of table packages or through the purchase of individual tickets. Select from these options:

### PURCHASING LEVELS

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$20,000</td>
</tr>
<tr>
<td>Platinum</td>
<td>$14,000</td>
</tr>
<tr>
<td>Gold</td>
<td>$9,000</td>
</tr>
<tr>
<td>Silver</td>
<td>$7,000</td>
</tr>
<tr>
<td>Friend</td>
<td>$2,000</td>
</tr>
<tr>
<td>Ticket</td>
<td>$375</td>
</tr>
</tbody>
</table>

**DIAMOND | $20,000**

The Diamond sponsor receives recognition as a top-level sponsor at the Gala, which attracts over 500 guests. In addition to receiving exposure in marketing materials, the Diamond sponsor also receives the following benefits:

- (2) Two premium tables in a prominent location with seating for 10 guests at each table
- (1) One Full Page, 4-Color Ad in the gala program book
- Logo in the printed program book
- Inclusion of logo in all mailings and press release distribution
- Linked logo on the event website: rtdnaedwardrmurrowawards.org
- Logo in email newsletter for 3 weeks
- Podium accolades
- Social media promotion

**PLATINUM | $14,000**

The Platinum sponsor receives recognition as one of several Platinum sponsors at the gala, which attracts over 500 guests. In addition to receiving exposure in marketing materials, the Platinum sponsor also receives the following benefits:

- (1) One premium table in a prominent location with seating for 10 guests
- (1) One Full Page, 4-Color Ad in the gala program book
- Logo in the printed program book
- Inclusion of logo in all mailings and press release distribution
- Linked logo on the event website: rtdnaedwardrmurrowawards.org
- Logo in email newsletter for 3 weeks
- Podium accolades
- Social media promotion
**GOLD | $9,000**

The Gold sponsor receives recognition as one of several Gold sponsors at the gala, which attracts over 500 guests. In addition to receiving exposure in marketing materials, the Gold sponsor also receives the following benefits:

- (1) One premium table in a prominent location with seating for 10 guests
- (1) One Half Page, 4-Color Ad in the gala program book
- Logo in the printed program book
- Inclusion of logo in all mailings and press release distribution
- Linked logo on the event website: rtdnaedwardrmurrowawards.org
- Logo in email newsletter for 2 weeks
- Social media promotion

**SILVER | $7,000**

The Silver sponsor receives recognition as one of several Silver sponsors at the gala, which attracts over 500 guests. In addition to receiving exposure in marketing materials, the Silver sponsor also receives the following benefits:

- (1) One table with seating for 10 guests
- 50% discount on advertising
- Logo in the printed program book
- Inclusion of logo in all mailings and press release distribution
- Linked logo on the event website: rtdnaedwardrmurrowawards.org
- Logo in email newsletter for 1 week
- Social media promotion

**FRIEND | $2,000**

The Friend sponsor receives recognition as one of several Friend sponsors at the gala, which attracts over 500 guests. In addition to receiving exposure in marketing materials, the Friend sponsor also receives the following benefits:

- (2) Two tickets
- 25% discount on advertising
- Logo in the printed program book
- Linked logo on the event website: rtdnaedwardrmurrowawards.org

**TICKET | $375**

The purchase of one individual ticket gives access to the pre-dinner cocktail reception and general seating at the gala. RTDNA will do its best to accommodate seating requests. These tickets are available for purchase online.

**QUESTIONS?**

Please contact: Holly Rose, Industry Relations Manager  
856-380-6890 (direct) | 973-670-7977 (mobile) | hollyr@rtdna.org
**SPONSORSHIP & ADVERTISING CONTRACT**

**CONTACT NAME** ____________________________________________________ **CONTACT EMAIL** _______________________________________________________

**TITLE** ________________________________________________ **COMPANY NAME** _____________________________________________________________________

**ADDRESS** ________________________________________________ **CITY** ____________________________________ **STATE** ____________ **ZIP**__________________

**OFFICE PHONE** _________________________________ **MOBILE PHONE** ____________________________________ **FAX**___________________________________

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**AD SIZES & POSITIONING**

<table>
<thead>
<tr>
<th>AD SIZES &amp; POSITIONING</th>
<th>1 MONTH</th>
<th>3 MONTH</th>
<th>6 MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner 600 x 90: rotating</td>
<td>$1,000</td>
<td>$2,550 ($850/month)</td>
<td>$4,500 ($750/month)</td>
</tr>
<tr>
<td>Square 195x195: rotating</td>
<td>$350</td>
<td>$895 ($299/month)</td>
<td>$1,575 ($263/month)</td>
</tr>
<tr>
<td>Rectangle 180x150: anchor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Double Square 195x390</td>
<td>$600</td>
<td>$1,530 ($510/month)</td>
<td>$2,700 ($450/month)</td>
</tr>
</tbody>
</table>

**DIGITAL ADVERTISING (MARK ONE)**

**SPONSORSHIP RULES AND REGULATIONS**

RTDNA/F members, non-members, corporations, consulting firms, manufacturers, government agencies and other associations are eligible. RTDNA/F reserves the right to determine the eligibility of any sponsor or sponsorship during the course of any RTDNA/F event.

**PAYMENT AND CANCELLATION POLICY**

Full payment must be received with the application to secure one of the selections made by the applicant. Without full payment, RTDNA/F will not guarantee nor hold any of the applicant’s selections. Sponsorships and advertising are nonrefundable and are nontransferable.

**CALCULATE YOUR PAYMENT**

**TOTAL AMOUNT DUE:** $_______________________

☐ Payment attached ☐ Please Invoice

**PAYMENT**

Company Check, Tax ID: 52-1452178
Payable to: Radio Television Digital News Association
Mail to: RTDNA, Attn: Kate Switchenko
National Press Building
529 14th Street NW, Ste. 1240
Washington, DC 20045

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**SPONSORSHIP LEVEL** | **PRICE**
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$20,000</td>
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<td>Platinum</td>
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</table>

**BRANDING PACKAGE** | **PRICE**
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Wi-Fi Sponsor</td>
<td>$20,000</td>
</tr>
<tr>
<td>Cocktail Reception Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>Centerpiece Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>Red Carpet Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>Swag Sponsor (plus gift)</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

**PRINT ADVERTISING** | **PRICE**
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page, 4-Color</td>
<td>$2,000</td>
</tr>
<tr>
<td>Half Page, 4-Color</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,200</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,200</td>
</tr>
<tr>
<td>Discounted Ad (per sponsorship)</td>
<td>$_______</td>
</tr>
</tbody>
</table>

Note: Even when paying by check, you MUST include signature below.

Credit Card: ☐ AMEX ☐ VISA ☐ MASTERCARD

Name on Card: ____________________________________________

Card Number: ____________________________________________

Exp Date ________ CVV _____ Charge Amnt. _____________

Signature_________________________________________________

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2019 Edward R. Murrow Awards Gala | www.rtdnaedwardrmurrowawards.com | #Murrow
RTDNA.org receives **more than 15,000 unique visits** per month. Most of those visits come from a concentrated audience of newsroom leaders, making RTDNA.org an excellent place to deliver a message. RTDNA’s email newsletter reaches more than **3,000 members** and news leaders each week, bringing news executives the latest industry news, tips, and trends. Get your message directly to the inboxes of your audience with eye-catching, clickable banners.

### AD SUBMISSIONS
- All ads must be submitted as high-resolution, print-quality PDF, TIFF, EPS or JPEG files.
- Email files to [katies@rtdna.org](mailto:katies@rtdna.org).
- All sponsorships include company logo in the printed program book. Program book artwork must be emailed by **September 20**.

### DESIGN REQUIREMENTS
- All ads must be at least 300dpi
- All color images must be CMYK
- No spot colors
- Bleed: add .125” on all sides
- Do not include crop marks
- Convert fonts to outlines
- Font sizes smaller than 7 points or excessive use of dark colors is not recommended

### FILE NAMING
Please include your business name in the file name.

**EXAMPLE:**
Business_RTDNA_Murrow.pdf

### ADVERTISING SPEC SHEET

<table>
<thead>
<tr>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5 in x 11 in</td>
<td>8.5 in x 5.5 in</td>
<td>4.25 in x 5.5 in</td>
</tr>
<tr>
<td>WITH .125 BLEED</td>
<td>WITH .125 BLEED</td>
<td>WITH .125 BLEED</td>
</tr>
<tr>
<td>8.625 in x 11.125 in</td>
<td>8.625 in x 5.625 in</td>
<td>4.375 in x 5.625 in</td>
</tr>
</tbody>
</table>

**Email** katies@rtdna.org with any questions related to advertisement files.