

# 2020

## NATIONAL EDWARD R. MURROW AWARDS CELEBRATION

**OCTOBER 10**

[RTDNA.ORG/MURROWS2020](https://RTDNA.ORG/MURROWS2020)



**Be part of the excitement  
of journalism excellence.**

Align your brand with RTDNA's  
unparalleled mission and  
award-winning journalism.

 **RTDNA**

# RTDNA MURROW AWARDS, MISSION & HISTORY



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 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 level.

# BENEFIT OF SPONSORSHIP

This year we received more than 5,000 entries and are awarding more than 130 National Murrow Awards in 17 categories. We will recognize over 100 radio, television and digital news organizations on this special evening. Along with national network entrants, more than 750 regional winners representing more than 350 local radio and television news outlets from 49 states and four countries are anxious to learn if they will be nationally recognized. All will be tuning in to find out who will be standing in the national spotlight. Recorded event will be posted on the RTDNA website and available for viewing through Fall 2021.

**As a sponsor, your company will receive special recognition that provides exposure to the journalism industry's top executives, as well as local 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 connect with members of RTDNA and speak with broadcast and digital journalists from around the country.



# SPONSORSHIP OPPORTUNITIES

## GRAND PRIZE SPONSOR | \$10,000

Your company will be center stage as everyone who watches will want to register to win the Grand Prize, exclusively offered by your company! You will be recognized in multiple ways with this exclusive opportunity.

### GRAND PRIZE SPONSORSHIP OPPORTUNITIES INCLUDE:

- (1) 30-second ad spot to air during the program
- (1) static ad with link to run on the RTDNA Murrow Awards website
- (1) video ad to be embedded on the awards website
- (1) giveaway item at the close of the program for all registered viewers
- (2) social media posts (one prior to program; one during program)
- (1) post-program email blast to registered viewers
- Inclusion of logo on pre-roll footage ahead of program
- Inclusion of logo in all mailings and marketing
- Linked logo on the awards website
- List of all attendees who registered for the event

## DIAMOND SPONSOR | \$9,000

**The Diamond sponsor receives recognition as a top-level sponsor before, during and after the program.** In addition to receiving exposure in marketing materials, the Diamond sponsor also receives the following benefits:

- (1) 30-second ad spot to air during the program
- (1) static ad with link to run on the RTDNA Murrow Awards website
- (1) video ad to be embedded on the RTDNA Murrow Awards website
- (2) social media posts (one prior to program; one during program)
- (1) post-program email blast to registered viewers
- Inclusion of logo on pre-roll footage ahead of program
- Inclusion of logo in all mailings and marketing
- Linked logo on the awards website
- List of all attendees who registered for the event

## PLATINUM SPONSOR | \$6,000

**The Platinum sponsor receives recognition as one of several Platinum sponsors before, during and after the program.** In addition to receiving exposure in marketing materials, the Platinum sponsor also receives the following benefits:

- (1) 30-second ad spot to air during the program
- (1) Static ad with link to run on the RTDNA Murrow Awards website
- (2) social media posts (one prior to program; one during program)
- Inclusion of logo on pre-roll footage ahead of program
- Inclusion of logo in all mailings and marketing
- Linked logo on the awards website

## GOLD SPONSOR | \$3,000

**The Gold sponsor receives recognition as one of several Gold sponsors before, during and after the program.** In addition to receiving exposure in marketing materials, the Gold sponsor also receives the following benefits:

- (1) video ad to be embedded on the awards website
- (1) social media posts (during program)
- Inclusion of logo on pre-roll footage ahead of program
- Inclusion of logo in all mailings and marketing
- Linked logo on the awards website

## SILVER SPONSOR | \$1,500

**The Silver sponsor receives recognition as one of several Silver sponsors before, during and after the program.** In addition to receiving exposure in marketing materials, the Silver sponsor also receives the following benefits:

- (1) social media posts (during program)
- Inclusion of logo on pre-roll footage ahead of program
- Inclusion of logo in all mailings and marketing
- Linked logo on the awards website

**HAVE  
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 \_\_\_\_\_

DIGITAL ADVERTISING (CIRCLE ONE)			
AD SIZES & POSITIONING	1 MONTH	3 MONTH	6 MONTH
<input type="checkbox"/> Banner 600 x 90; rotating	\$1,000	\$2,550 <i>(\$850/month)</i>	\$4,500 <i>(\$750/month)</i>
<input type="checkbox"/> Square 195x195; rotating	\$350	\$895 <i>(\$299/month)</i>	\$1,575 <i>(\$263/month)</i>
<input type="checkbox"/> Double Square 195x390	\$600	\$1,530 <i>(\$510/month)</i>	\$2,700 <i>(\$450/month)</i>

SPONSORSHIP LEVEL	PRICE
<input type="checkbox"/> Diamond	\$9,000
<input type="checkbox"/> Platinum	\$6,000
<input type="checkbox"/> Gold	\$3,000
<input type="checkbox"/> Silver	\$1,500
BRANDING PACKAGE	PRICE
<input type="checkbox"/> Grand Prize Sponsor	\$10,000

## 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.

## LOGO AND AD SUBMISSION

Please email a hi-res vector logo and/ or digital advertising to tarap@rtdna.org as soon as possible (logo and other materials will not be included until provided to RTDNA).

## 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: Tara Puckey  
 National Press Building  
 529 14th Street NW, Ste. 1240  
 Washington, DC 20045

*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 \_\_\_\_\_