



# 2021 EDWARD R. MURROW AWARDS GALA

**OCTOBER 27, 2021**

GOTHAM HALL - NEW YORK

6 P.M. RECEPTION

7 P.M. SHOW

[RTDNAEDWARDRMURROWAWARDS.ORG](http://RTDNAEDWARDRMURROWAWARDS.ORG)

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

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



**RTDNA**

**HOLLY ROSE • 973.670.7977 • [HOLLYR@RTDNA.ORG](mailto:HOLLYR@RTDNA.ORG)**

# 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 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.



# BENEFIT OF SPONSORSHIP

This year we received more than 5,200 entries and are awarding more than 130 National Murrow Awards in 17 categories. We will recognize more than 100 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 electronic journalists in the courts and legislatures throughout the country, as well as to promote ethical standards in the industry.**

RTDNA 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 create comradery among those in the profession as well as celebrate their accomplishments.



# GALA SPONSORSHIP OPTIONS



## WI-FI SPONSOR | \$15,000

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 password
- Inclusion of logo in all mailings
- Linked logo on the event website: [rtdnaedwardrmurrowawards.org](http://rtdnaedwardrmurrowawards.org)
- Logo in email newsletter for 3 weeks
- Podium accolades

## COCKTAIL RECEPTION SPONSOR | \$15,000

You'll take center stage at the pre-dinner cocktail reception serving all attendees 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 four tickets to the event.

### COCKTAIL RECEPTION SPONSORSHIP OPPORTUNITIES INCLUDE:

- (4) Four 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
- Linked logo on the event website [rtdnaedwardrmurrowawards.org](http://rtdnaedwardrmurrowawards.org)
- Logo in email newsletter for 3 weeks
- Podium accolades



## 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:**

- (4) Four 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
- Linked logo on the event website: [rtdnaedwardrmurrowawards.org](http://rtdnaedwardrmurrowawards.org)
- Logo in email newsletter for 3 weeks
- Podium accolades

## 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
- Linked logo on the event website: [rtdnaedwardrmurrowawards.org](http://rtdnaedwardrmurrowawards.org)
- Logo in email newsletter for 3 weeks
- Podium accolades

## SWAG SPONSOR | \$6,000

Put your brand in their hands! As a Swag Sponsor you'll have the opportunity to give each of our guests a small gift or item with your branding to be placed at each seat or given to guests as they leave the gala.

### **SWAG SPONSOR SPONSORSHIP OPPORTUNITIES INCLUDE:**

- (1) One social media post (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
- 

# TABLES & TICKETS

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. Due to COVID-19 and social distancing measures, we've reduced table capacity to (8) eight seats per table and adjusted sponsorship levels accordingly. Select from these options:

## PURCHASING LEVELS

Diamond.....	\$18,000	Silver.....	\$6,000
Platinum.....	\$13,000	Friend.....	\$2,000
Gold.....	\$8,000	Ticket.....	\$375

## DIAMOND | \$18,000

The Diamond sponsor receives recognition as a top-level sponsor at the RTDNA Edward R. Murrow Awards Gala. 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 8 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
- Linked logo on the event website: [rtdnaedwardrmurrowawards.org](http://rtdnaedwardrmurrowawards.org)
- Logo in email newsletter for 3 weeks
- Podium accolades

## PLATINUM | \$13,000

The Platinum sponsor receives recognition as one of several Platinum sponsors at the RTDNA Edward R. Murrow Awards Gala. 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 8 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
- Linked logo on the event website: [rtdnaedwardrmurrowawards.org](http://rtdnaedwardrmurrowawards.org)
- Logo in email newsletter for 3 weeks
- Podium accolades





## **GOLD | \$8,000**

The Gold sponsor receives recognition as one of several Gold sponsors at the **RTDNA Edward R. Murrow Awards Gala**. 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 8 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
- Linked logo on the event website: [rtdnaedwardmurrowawards.org](http://rtdnaedwardmurrowawards.org)
- Logo in email newsletter for 2 weeks

## **SILVER | \$6,000**

The Silver sponsor receives recognition as one of several Silver sponsors at the **RTDNA Edward R. Murrow Awards Gala**. In addition to receiving exposure in marketing materials, the Silver sponsor also receives the following benefits:

- (1) One table with seating for 8 guests
- 50% discount on advertising
- Logo in the printed program book
- Inclusion of logo in all mailing
- Linked logo on the event website: [rtdnaedwardmurrowawards.org](http://rtdnaedwardmurrowawards.org)
- Logo in email newsletter for 1 week

## **FRIEND | \$2,000**

The Friend sponsor receives recognition as one of several Friend sponsors at the **RTDNA Edward R. Murrow Awards Gala**. In addition to receiving exposure in marketing materials, the Friend sponsor also receives the following benefits:

- (2) Two tickets
- 25% discount on advertising
- Logo/Listing in the printed program book
- Linked logo on the event website: [rtdnaedwardmurrowawards.org](http://rtdnaedwardmurrowawards.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.



**HAVE  
QUESTIONS?**

Holly Rose, Industry Relations Manager  
973-670-7977 (mobile)  
[hollyr@rtdna.org](mailto:hollyr@rtdna.org)

# MURROW AWARDS SPONSORSHIP & ADVERTISING CONTRACT

CONTACT NAME \_\_\_\_\_ CONTACT EMAIL \_\_\_\_\_

TITLE \_\_\_\_\_ COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

OFFICE PHONE \_\_\_\_\_ MOBILE \_\_\_\_\_ FAX \_\_\_\_\_

DIGITAL ADVERTISING (CIRCLE ONE)			
AD SIZES & POSITIONING	1 MONTH	3 MONTHS	6 MONTHS
<input type="checkbox"/> Banner 600 x 90; rotating	\$1,000	\$2,550 (\$850/month)	\$4,500 (\$750/month)
<input type="checkbox"/> Square 195x195: rotating <input type="checkbox"/> Rectangle 180 x 150; anchor	\$350	\$895 (\$299/month)	\$1,575 (\$263/month)
<input type="checkbox"/> Double Square 195x390 <input type="checkbox"/> Double Rectangle 180 x 300	\$600	\$1,530 (\$510/month)	\$2,700 (\$450/month)

SPONSORSHIP LEVEL	PRICE
<input type="checkbox"/> Diamond	\$18,000
<input type="checkbox"/> Platinum	\$13,000
<input type="checkbox"/> Gold	\$8,000
<input type="checkbox"/> Silver	\$6,000
<input type="checkbox"/> Friend	\$2,000

BRANDING PACKAGE	PRICE
<input type="checkbox"/> Wi-Fi Sponsor	\$15,000
<input type="checkbox"/> Cocktail Reception Sponsor	\$15,000
<input type="checkbox"/> Centerpiece Sponsor	\$15,000
<input type="checkbox"/> Red Carpet Sponsor	\$8,000
<input type="checkbox"/> SWAG Sponsor	\$6,000*

PRINT ADVERTISING	PRICE
<input type="checkbox"/> Full Page, 4-color	\$2,000
<input type="checkbox"/> Half Page, 4-color	\$1,500
<input type="checkbox"/> Inside Front Cover	\$2,200
<input type="checkbox"/> Inside Back Cover	\$2,200
Discounted Ad (per sponsorship) *Plus cost of gift	\$ _____

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.

**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, program book advertisement and/or digital advertising to tarap@rtdna.org. All sponsorships include company logo in the printed program book. Program book deadline is September 27.

**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 (required) \_\_\_\_\_