



FROM MINNEAPOLIS  
**Spring Pacemakers!**  
**Enter Best of Show!**

## Sponsorship information

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## Sponsorship deadline

Noon CDT, Tuesday, April 7

**1 of 2**

Live! from Minneapolis on April 17, 2020

**National Scholastic Press Association**  
2829 University Ave. SE, Suite 720  
Minneapolis, MN 55414

Contact **Ashley Tilley**,  
NSPA convention and managership manager,  
ashley@studentpress.org, (612) 200-9254.

### The event

National Scholastic Press Association is planning an exceptional event for this exceptional time.

In response to the cancellation of the Spring National College Journalism Convention in Nashville, NSPA will announce its prestigious national awards for high school media via an open video presentation at **noon Friday, April 17, 2020**.

The presentation will be a showcase for the spring 2020 awards —

**Pacemaker Award finalists** in yearbook, magazine and online,

**Best of Show winners** in a full spectrum of categories, with open entry process, and

**Pacemaker Award winners** in yearbook, magazine and online.

### The opportunity

We're inviting businesses and educational organizations to reach their demographics by sponsoring a segment of this national event.

Besides the excitement that comes with the announcement of NSPA Pacemaker Awards, this special edition of the Best of Show competition will offer open entries to all NSPA members, regardless of their original plans to attend the Nashville convention.

We expect to judge even more entries, to honor even more student achievement and to reach a nationwide audience during this extraordinary time.

We also expect this video presentation will continue to benefit sponsors as advisers and students replay it — to celebrate and to educate their staffs.

### The presentation

**Program sponsor** / \$3,500

A sponsorship supports a segment of the awards presentation. Segments include the announcement of the Pacemaker finalists, the Best of Show winners and the Pacemaker winners.

Within your designated segment of the awards presentation, our narrator will introduce that section with your logo on the title slide. The narrator will then read your provided 15-second script with your provided slide as the background — and proceed to announce winners with slides of their award-winning work.

**Trophies sponsor** / \$5,000

Each Best of Show winning staff receives a trophy. There are 21 total trophies. The trophy sponsor will have its logo as a sponsor on the base of the trophy. The sponsor will also be allowed to place a congratulatory card or message in the mailing of the trophies and the approximately 200 certificates.

**Nonprofit sponsor logo panel** / \$750 apiece

A panel of up to six logos of sponsors from nonprofit organizations.

### Specifications & deadlines

**Slide:** 1920px x 1080px PDF.

Send by April 10 to Ron Johnson, ron@studentpress.org.

**Script:** Text for a 15-second “commercial” to introduce your sponsored segment. Send by April 10 to Ron Johnson, ron@studentpress.org.

**Logo:** Vector format (.ai, .eps or .pdf).

Send now to Ron Johnson, ron@studentpress.org.



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## Sponsorship contract

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### Organization name

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Mailing address

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City, State ZIP

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Accounting email

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Contract authorizing name

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Authorizing email

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Authorizing signature

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### Payment options

Payment in full is required to secure a sponsorship, exhibit space and/or ad space. NSPA accepts U.S. dollars only.

Visa   MC   Discover   AmEx   Check # \_\_\_\_\_

Credit card number

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Expiration date

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Name on card

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Signature

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Total owed

\$ \_\_\_\_\_

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