



SPONSORSHIPS

Fall National College Media Convention

Oct. 14-17, 2021

Sheraton New Orleans

Get your message to the nation's collegiate media



**Empowering
student journalists**

NATIONAL SCHOLASTIC PRESS ASSOCIATION
ASSOCIATED COLLEGIATE PRESS

EST. 1921



Get the best visibility —

Sponsor digital registration or print the convention program.
Advertise in the convention program.
Get your logo on the mobile app.
Distribute material to attendees.

Meet advisers and students —

Exhibit at the convention trade show.
Sponsor a reception for advisers and students, or morning coffee for attendees.
Sponsor ACP's 100th birthday party.

Get your logo where it should be seen —

The registration mailer, promotional emails, the sponsor banner, the convention lanyard and the convention tote bag.

Get digital access to attendees —

Email addresses of attendees.
Sponsored email blasts and tweets.

Make the most of your investment with one of our sponsorships.

Fall convention facts

Oct. 14-17, 2021 • Sheraton New Orleans Hotel • collegemediaconvention.org

Projected attendance

800+ attendees, including collegiate journalists, media students and advisers.

With enthusiasm building for this reunion at an on-site convention, we expect attendance at pre-pandemic levels.

Additional outreach

Convention promotional materials, both digital and print, will reach thousands of ACP and CMA members and prospective members.

Convention trade show

9 a.m.-4 p.m. Thursday, Oct. 14
8 a.m.-4 p.m. Friday, Oct. 15

Contract deadline

Noon CT Sept. 20, 2021

Deadlines & specifications

Please review the specifications and deadlines on Page 7.

Sponsorship contact

Ashley Tilley
Associated Collegiate Press
ashley@studentpress.org
612-200-9254

Hotel rooms

\$245 single/double/triple/quad, plus 16.2% state tax and a \$3 per night local occupancy tax.

To reserve your hotel rooms, call 888-627-7033.

Mention CMA, ACP or College Media Convention.

Book your room soon.

[The New Orleans Jazz & Heritage Festival](#) is during our convention, and the deadline for the hotel room block is Thursday, Sept. 20, the same as early-bird convention registration.

The associations

Associated Collegiate Press

Through training and recognition programs, Associated Collegiate Press educates and recognizes collegiate journalists and media advisers across the United States and abroad in print, digital and broadcast media. Its conventions are the nation's largest gatherings of student journalists, and its Pacemaker Awards are recognized as the Pulitzer Prizes of student journalism.

This year, ACP celebrates 100th birthday of its partner organization, [National Scholastic Press Association](#), founded in 1921.

College Media Association

The voice of collegiate media and its advisers, College Media Association serves student media pros, staffs and programs with education, research and resources.

Founded in 1954 as the National Council of College Publications Advisers, CMA now has more than 600 members — the people who advise the nation's collegiate media newspapers, yearbooks, magazines, broadcast and electronic media and their staffs — from coast to coast.

ACP contact

Laura Widmer
Associated Collegiate Press
info@studentpress.org
612-200-9254

CMA contact

Nora Keller
College Media Association
info@collegemediaconvention.org
212-297-2195

Gold Sponsorship / \$4,500

This category offers tremendous brand exposure, with prominent positioning throughout the convention.

Please review the specifications and deadlines on Page 7.

Options for Gold Sponsors

Pick one option with this sponsorship package —

- Attendee tote bags, with logo featured prominently on the bag design. Limit 1.
- Sponsorship of ACP's birthday party, with appetizers, drinks and birthday cake. Limit 4.

Benefits for Gold Sponsors

Exhibit opportunities

One table and two chairs at the trade show.
Opportunity to add tables, at \$500 each, no limit.

Promotional materials preceding the convention

Logo inclusion in the registration brochure sent to 3,000+ ACP and CMA members in August.

Logo inclusion in all convention promotional emails from July to October.

Prominent recognition on the convention website as a Gold Sponsor, with company logo linked to your website.

Signage and visibility at the convention

Logo recognition as a Gold Sponsor on convention signage.

Two-page spread color advertisement and logo recognition in the printed convention program, distributed to all attendees and speakers.

Logo recognition, descriptive paragraph and direct link to your website on the sponsor page of the convention app.

Ad in the convention app.

Mailing list

Exclusive to Gold Sponsors —
Digital file of pre-registered attendee email address for your one-time promotion, either pre- or post-convention.

Additional promotion

Opportunity to submit one promotional item to be inserted in the attendee tote bag.

Convention registrations

Four complimentary full-convention registrations per table.

Additional full-conference registrations for sponsor staff available at \$180 each.

Additional brand exposure

Additional unlimited à la carte items.
Additional fees apply.

Additional fees

Power at your booth and Wi-Fi in the exhibit hall are not included with sponsorships.

Silver Sponsorship / \$3,500

This category offers a high level of brand exposure, with prime positioning through the advance promotional campaign and on site at the convention.

Please review the specifications and deadlines on Page 7.

Options for silver sponsors

Pick one option with this sponsorship package —

- Printing and delivery of the convention program, which can be provided in-kind. Limit 1.
- Printing convention registration brochure, which can be provided in-kind. Limit 1.
- Convention lanyard for name badges, with logo printed on the lanyard with ACP and CMA logos. Limit 1.
- Reporters notebooks given to attendees, with sponsor logo on the front cover. Limit 1.
- Sole sponsorship of the convention mobile app. Limit 1.

Benefits for Silver Sponsors

Exhibit opportunities

One table and two chairs at the trade show.
Opportunity to add tables, at \$500 each, no limit.

Promotional materials preceding the convention

Logo inclusion in the registration brochure sent to 3,000+ ACP and CMA members in August.

Logo inclusion in all convention promotional emails from July to October.

Prominent recognition on the convention website as a Silver Sponsor, with company logo linked to your website.

Signage and visibility at the convention

Logo recognition as a Silver Sponsor on convention signage.

Full-page spread color advertisement and logo recognition in the printed convention program, distributed to all attendees and speakers.

Logo recognition, descriptive paragraph and

direct link to your website on the sponsor page of the convention app.

Ad in the convention app.

Additional promotion

Opportunity to submit one promotional item to be inserted in the attendee tote bag.

Convention registrations

Four complimentary full-convention registrations per table.

Additional full-conference registrations for sponsor staff available at \$180 each.

Additional brand exposure

Additional unlimited à la carte items. Additional fees apply.

Additional fees

Power at your booth and Wi-Fi in the exhibit hall are not included with sponsorships.

Bronze Sponsorship / \$2,000

This category offers brand exposure throughout the advance promotional campaign and on site at the convention.

Please review the specifications and deadlines on Page 7.

Options for bronze sponsors

Pick one option with this sponsorship package —

- Sole sponsorship of online registration. Company logo posted on the registration landing page and acknowledgement as a convention sponsor. Limit 1.
- Cup of Joe. Sponsorship of morning hospitality room for convention attendees, with refreshments. Sponsor may be present or leave materials, with signs acknowledging sponsor. Friday: Limit 2. Saturday: Limit 2.
- Sponsorship of the CMA Film Festival, which honors student-submitted projects from across the nation. Limit 2.

Benefits for Bronze Sponsors

Exhibit opportunities

One table and two chairs at the trade show.
Opportunity to add tables, at \$500 each, no limit.

Promotional materials preceding the convention

Logo inclusion in the registration brochure sent to 3,000+ ACP and CMA members in August.

Logo inclusion in all convention promotional emails from July to October.

Prominent recognition on the convention website as a Bronze Sponsor, with company logo linked to your website.

Signage and visibility at the convention

Logo recognition as a Bronze Sponsor on convention signage.

Half-page spread color advertisement and logo recognition in the printed convention program, distributed to all attendees and speakers.

Logo recognition, descriptive paragraph and direct link to your website on the sponsor page of the convention app.

Additional promotion

Opportunity to submit one promotional item to be inserted in the attendee tote bag.

Convention registrations

Four complimentary full-convention registrations per table.

Additional full-conference registrations for sponsor staff available at \$180 each.

Additional brand exposure

Additional unlimited à la carte items.
Additional fees apply.

Additional fees

Power at your booth and Wi-Fi in the exhibit hall are not included with sponsorships.

À la carte options

Support collegiate journalism and expand your reach with additional exposure.
Please review the specifications and deadlines on Page 7.

Tradeshow exhibit tables

Exhibit table / \$1,000

One exhibit table and two chairs at the trade show.

Opportunity to add tables, at \$500 each.

Nonprofit exhibit table / \$700

One exhibit table and chair at the trade show.
Must be a registered 501(c)(3) organization or a nonprofit college/university.

Convention-program advertising

Inside front cover / \$1,500

Two-page spread / \$1,800

Full page / \$1,500

Half page / \$800

Convention-app advertising

Activity stream ad, boosted 5 times a day / \$500

*includes ad metrics

Promotional items

Attendee tote bag insert / \$1,000

Programming

Vendor session / \$750

One 50-minute promotional session, including listing in the convention program and convention app as a sponsored session.

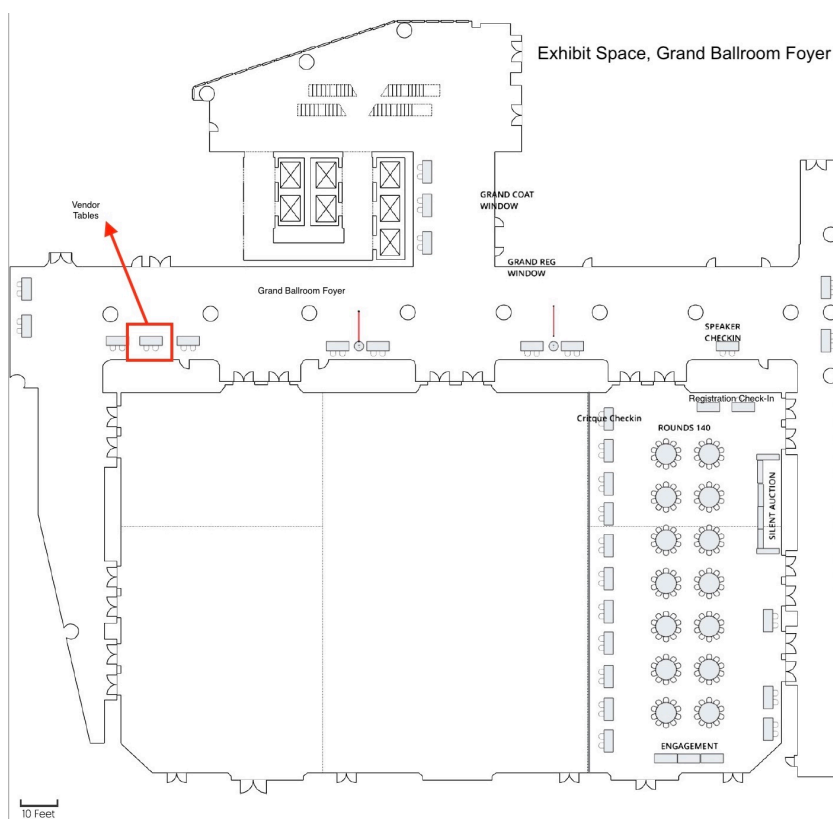
Email blasts

Pre-convention / \$600

One promotional email sent on the sponsor's behalf to all registered attendees, after the early-bird convention deadline and before the start of the convention.

Post-convention / \$600

One promotional email sent on the sponsor's behalf to all registered attendees after the convention concludes.



Deadlines, specifications & submissions

The contract deadline is noon CT Sept. 20, 2021.

Logo and advertising deadlines are below.
For sponsorship questions and information, contact ACP's **Ashley Tilley**, ashley@studentpress.org, 612-200-9254.

File names

In all file names, please begin with your organization's name/abbreviation, followed by the file's content and the date in numerical form. For example — **name.logo.091521.jpg**

Send files and information to the designated email addresses below.

Emailed by 5 p.m. ET Aug. 2

Vendor session within convention programming

Submit session title, description, speaker/s and speaker title/s for the convention schedule

Email to **Ashley Tilley**, ashley@studentpress.org.

Emailed by 5 p.m. ET Sept. 20

Logo as convention sponsor Logo as registration sponsor Logo as a sponsor on the mobile app

Submit two files for these uses — a low-resolution JPG and a high-resolution vector EPS.

Email to **Ron Johnson**, ron@studentpress.org.

For questions on submissions of ads and logos, contact ACP's **Ron Johnson**, ron@studentpress.org.

Send files and information to the designated email addresses below.

Emailed by 5 p.m. ET Sept. 15

Color ads in the printed convention program

Spread: 17 x 11 low-resolution PDF file.
Full page: 8.5 x 11 low-resolution PDF file.
Half page: 8.5 x 5.5 low-resolution PDF file.

Ads with page bleeds require 3 picas of external space off the page. Otherwise, we will fit the ad to the page's internal margins.

Email to **Ron Johnson**, ron@studentpress.org.

Emailed by 5 p.m. ET Oct. 1

Sponsor-specific email blast

Upload the email's individual components — low-resolution image/s, text and links. Do not pre-package email content.

In the text file, include the preferred time and date.

Delivered to the hotel on Tuesday, Oct. 12

One promotional item to be inserted in the attendee tote bag.

Shipping details for the bag insert can be found in your sponsorship confirmation email.

Contract details

This is an agreement between the sponsor and [Associated Collegiate Press](#) and [College Media Association](#).

Payment in full is required to reserve sponsorships, exhibit or ad space at [the Fall National College Media Convention](#), Oct. 14-17, 2021, at the Sheraton New Orleans Hotel.

1. To register for the convention, complete the contract in this PDF document and send it to **Ashley Tilley**, ashley@studentpress.org.
2. Pre-payment is required to hold your sponsorship. If you would like to hold your sponsorship with a credit card, but actually pay by check, please note that in the payment section.
3. All commitments for sponsorships and exhibiting cannot be altered or refunded once the contract is submitted to ACP. Please plan accordingly.

Payments are nonrefundable. The contract deadline is Sept. 20, 2021.

See Page 7 for specifications and deadlines on submitted materials.

4. To receive sponsorship benefits, exhibitors must meet specifications and deadlines for all materials. (See Page 7.) Late materials will not be accepted.
5. Each exhibiting company should register on its own. Inviting other companies to sublease exhibit space is not acceptable.
6. All vendor-sponsored events and activities related to vendor convention activities must be negotiated and approved by ACP. That includes any activities to be offered to convention attendees on a different virtual platform or service. Additional rates may be applied.

Convention donations

If your organization wishes to support student journalism through this convention experience, perhaps a donation is a better fit for your support.

For more information on how to donate and how your donation might be recognized, contact **Ashley Tilley**, ashley@studentpress.org.

Sponsor/exhibitor participation form

Fall National College Media Convention

Oct. 14-17, 2021

collegemediaconvention.org

Submit completed contract to

Ashley Tilley

Associated Collegiate Press

ashley@studentpress.org

612-200-9254

Organization name

Mailing address

City, State ZIP

Convention contact

Convention contact email

Convention contact phone number

Accounting email

Convention contact signature

Payment options

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

Check # _____

Visa MC Discover AmEx

Credit card number

Expiration date

CVV

Name on card

Card billing address

Convention sponsorship

Gold Sponsor / \$4,500

Attendee tote bags ACP birthday party

Silver Sponsor / \$3,500

Program printing Mobile app

Registration brochure printing

Lanyard Reporters notebooks

Bronze Sponsor / \$2,000

Online registration CMA Film Festival

Cup of Joe Friday Saturday

À la carte options

Tradeshow exhibit tables

Exhibit table / \$1,000

Nonprofit exhibit table / \$700

Convention-program advertising

Inside front cover / \$1,500

Two-page spread / \$1,800

Full page / \$1,500

Half page / \$800

Convention-app advertising

App ad / \$500

Promotional items

Attendee bag insert / \$1,000

Programming

Vendor session / \$750

Email blasts

Per email / \$600

Sponsorship subtotal \$ _____

À la carte subtotal \$ _____

TOTAL OWED \$ _____

Signature

TOTAL PAYMENT

\$ _____