About NAJA

The Native American Journalists Association (NAJA) empowers 600 members representing tribal, nonprofit, freelance and mainstream media professionals in promoting accurate coverage of Indian Country, supporting newsroom diversity and defending challenges to free press, speech and expression.

NAJA addresses these challenges by fostering the development of new talent and activating a powerful membership network toward critical issues facing Indian Country. NAJA is a registered 501(c)3 nonprofit organization.

NAJA’s Mission

Through programs that support diversity and defend free press, NAJA promotes accurate media coverage of Indian Country and encourages all newsrooms to maintain the highest ethical standards when reporting on Indigenous communities.

- Connect expert sources and mainstream media
- Advocate for free press in tribal media
- Provide legal resources to Indigenous media
- Connect journalists working across Indian Country

Important Dates & Deadlines

Registration Opens: April 1, 2020
Early Bird Exhibitor Deadline: June 1, 2020
Early Bird Registration Deadline: June 1, 2020
Program Book Deadline: Aug. 1, 2020
Pre-Registration Closes: Aug. 31, 2020
Conference Dates: Sept. 13-16, 2020
Who Attends?

More than 300 attendees from across Indian Country will participate in the 2020 National Native Media Conference. NAJA will host skills-building, informational and hands-on workshops that will foster opportunities for professional growth. Attendees and participants will also generate stories and connect with Indigenous communities through networking and special events. Attendees represent academia, corporate, print and digital media, public relations, communications and tribal representatives.

Sessions will be held at both the Hyatt Regency Phoenix and the Walter Cronkite School of Journalism and Mass Communication at Arizona State University.

Who Should Sponsor & Exhibit?

NAJA is offering event partners a great mix of educational, networking and marketing opportunities to reach an influential Indigenous audience. In return for your participation and support, NAJA will acknowledge sponsor organizations through recognition opportunities to be featured in the program book, on the NAJA website and throughout event promotion materials.

If you are a recruiter, tribe, university, school, nonprofit or foundation with a mission to support and engage Indian Country, the National Native Media Conference is an opportunity to reach Indigenous audiences and share unique experiences with the media professionals covering stories from tribes across Turtle Island.

2020 NAJA Native Media Expo Pricing

Secure your space early! Booth selection is based on a first-come, first-served basis.

<table>
<thead>
<tr>
<th>EXHIBIT SPACE: Reserve early and save!</th>
<th>EARLY BIRD: June 1</th>
<th>STANDARD PRICING</th>
<th>FULL CONFERENCE REGISTRATIONS: Additional registrations at $250 per member or $350 per non-member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double (2 tables in prime location)</td>
<td>$5,000</td>
<td>$6,000</td>
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<tr>
<td>Corporate</td>
<td>$2,500</td>
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<td>Nonprofit/Tribe/Govt./J-Schools</td>
<td>$2,000</td>
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<tr>
<td>Native Arts and Craft Vendors</td>
<td>$350</td>
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</table>

Native Media Expo Hours (Tentative):
Sunday, Sept. 13  Move-In: 1 pm - 6 pm
Monday, Sept. 14 Move-Out: 8 am - 6 pm
Tuesday, Sept. 15  8 am - 6 pm
Wednesday, Sept. 16 Move-Out: 8 am - 3 pm

Exhibitor Benefits:
★ 8’x10’ table and 2 chairs
★ Recognition on NAJA conference website
★ Listing in conference program book
★ Final conference attendee list in Excel format

Contact: Rebecca Landsberry, Executive Director | rebeccalandsberry@naja.com
Professional Development
Conference Education Sponsorship $50,000
Sponsor all of the educational tracks taking place at the 2020 NAJA National Native Media Conference. Your brand will be recognized as the official sponsor of education, through signage throughout the lobby level and main conference area as well as in promotional materials.

Corporate Workshop / Panel $10,000 - $15,000
(Limited opportunities available)
These 1 – 2 hour opportunities will be held during conference hours, concurrent with educational sessions. Give attendees the option to work directly with your team to learn the latest industry trends. Sponsor coordinates all speakers and topic, with approval of NAJA.

Special Events
Sponsored Breakfast / Lunch $15,000-$25,000
(Limited opportunities available)
Partners will have sponsored branding, the option to greet NAJA attendees and make brief opening remarks.

Sponsored Reception / Dinner $25,000-$35,000
(Limited opportunities available)
Partners will have sponsored branding, the option to greet NAJA attendees and make brief opening remarks.

NAJA Membership Luncheon Meeting $20,000
Sponsor NAJA’s annual Membership Luncheon and Business Meeting on Monday, Sept. 14 and connect with a network of reporters and communicators in Indian Country. NAJA staff and board representatives will report on the organization’s accomplishments over the past year. Benefits include signage at the event and the opportunity to make brief opening remarks.

NAJA President’s Reception $15,000
Join NAJA President Tristan Ahtone and the board of directors, leaders, journalists, partners, and special guests at the NAJA President’s Reception where we welcome all to the National Native Media Awards Banquet on Wednesday, Sept. 16. Partnership benefits include event signage and the opportunity to make brief opening remarks.

National Native Media Awards Banquet $25,000
Sponsor NAJA’s annual National Native Media Awards Banquet, honoring top NAJA journalists on Wednesday, Sept. 16 from 7-10 p.m. Award recipients represent print, TV, radio, online, photography, digital, investigative and student categories across Indian Country. A silent auction featuring Native art and unique items will also benefit annual NAJA scholarships. Partnership benefits include the opportunity to make brief opening remarks or sponsor a cash prize and present an award category.

NAJA Student Programs
Educating and mentoring young, aspiring journalists is one of the most important goals of NAJA. Ensure the next generation of Native American journalists have the skills, knowledge, and industry connections to succeed in journalism, communications, and other media fields. In addition to these programs, NAJA students can also take advantage of the career services and networking opportunities at the NAJA Native Media Expo.

NAJA NAJF Student Newsroom $10,000
(Multiple opportunities available)
NAJA offers an all expenses-paid Native American Journalism Fellowship (NAJF) to outstanding Indigenous media students. Fellows learn from veteran mentors while covering the conferences, and report on local stories in the Phoenix area. NAJA accepts multiple sponsors, which have branding opportunities within the student newsroom and during the NAJA Membership Luncheon.

For one week, students work with these professional journalists and educators to produce photos and video content daily for the conference’s website during an immersive on-site newsroom experience.

Your sponsorship includes an opportunity to address the students directly via a webinar on a chosen topic or host an in-person meal or discussion for students, mentors and newsroom leaders.

Branding and Promotion
NAJA Native Media Expo
(See page 3 for pricing and details.)
The NAJA Native Media Expo is the networking hub where editors and reporters meet, experts trade experiences, journalists go for critiques and friends connect. NAJA welcomes exhibitors and vendors to share the latest in health and nutrition in Indian Country. Attendees will interact one-on-one with your representative and pricing includes full conference registration with meals (excluding special ticketed meal events). Limited space is also reserved for Indigenous crafters and artisans.

NAJA Conference Tote Bag $15,000
(Deadline: June 1, 2020)
This handy tote bag is a conference favorite, a tried-and-true keepsake returning home with conference-goers and used for years. Your logo will be displayed long into the future as attendees continue to find uses for the bag, which will be used by all attendees at the National Native Media Conference.

**Conference Program Book**  $15,000  
(Deadline: June 1, 2020)

The comprehensive guide to NAJA conference programs, special events and workshops is received by all attendees and circulates back home as a memento of the gathering. The program book is a great opportunity for a sponsor to increase visibility and receive guaranteed exposure. The outside back cover, full-page ad is reserved for program book sponsor.

**Conference Lanyards & Name Badges**  $15,000  
(Deadline: June 1, 2020)

These highly visible items will be worn by all 300+ attendees throughout the events during the conference. Aside from being handy places for storing business cards from networking, they often serve as admission passes to the conference expo and off-site events and workshops.

**NAJA Photo Booth**  $15,000

NAJA members and conference attendees can capture the moment with friends, new and old, and remember your brand with a printed logo on select photo designs, which will be treasured as an event keepsake. Sponsors will also enjoy prominent branding near the photobooth location. Photobooth will be open during the duration of the conference in the Expo area.

**Beverage Break / Expo Power Hour**  $10,000

Conference attendees love snacks, hot coffee and other beverages during their daily breaks. Sponsors will be acknowledged through exclusive signage at each of the stations, which may feature select refreshments.

**Full Page Program Ad**  $4,000

**Half-Page Program Ad**  $3,000

Each attendee will receive a program book upon check in, and will reference it for all their conference needs. Your ad message will have repeated exposure as attendees open the program again and again to check out the next session or event they'd like to attend.

**Conference Bag Insert**  $2,500

Your promotional item or information will be placed in the conference bag of all 300+ attendees!
<table>
<thead>
<tr>
<th>INCLUDED WITH YOUR SPONSORSHIP LEVEL OF:</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>TURQUOISE</th>
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<td>$25,001 - $35,000</td>
<td>$15,001 - $25,000</td>
<td>$10,001 - $15,000</td>
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<tr>
<td>Sponsored Dinner</td>
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<tr>
<td>Sponsored Breakfast or Lunch</td>
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<tr>
<td>Sponsored Session / Workshop</td>
<td>●</td>
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<table>
<thead>
<tr>
<th>Exhibit Booth</th>
<th>Premium Corner / Island Booth</th>
<th>Select Corporate Booth</th>
<th>Corporate Booth</th>
<th>Corporate Booth</th>
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</thead>
<tbody>
<tr>
<td>Full Conference Registrations</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Annual NAJA Memberships</td>
<td>10</td>
<td>8</td>
<td>6</td>
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<tr>
<td>Promotion on NAJA social media: Facebook and Twitter</td>
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<tr>
<td>Post-Conference Attendee List (Excel file)</td>
<td>●</td>
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<tr>
<td>Dedicated E-blast to Attendees: Pre- or Post- Event</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Sponsor highlight in all conference E-blast promos</td>
<td>●</td>
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<tr>
<td>Conference Program 4-color Ad (Based on availability)</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Half Page</td>
</tr>
<tr>
<td>Tickets to NAJA President's Reception and National Native Media Awards Banquet (Sept. 16, 2020)</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Tickets to NAJA Membership Luncheon (Sept. 14, 2020)</td>
<td>10</td>
<td>8</td>
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<td>4</td>
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<td>Sponsor recognition: event website, printed materials, conference signage and podium</td>
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<tr>
<td>Promo item or literature in tote bags</td>
<td>●</td>
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</table>
2020 Sponsorship & Exhibit Application
NAJA National Native Media Conference • September 13-16, 2020 •
ASU Walter Cronkite School of Journalism • Hyatt Regency Phoenix

COMPANY NAME (as it should appear in print) ____________________________________________________________

________________________________________________________

KEY CONTACT NAME _________________________________________

JOB TITLE __________________________________________________

KEY CONTACT PHONE _________________________________________

KEY CONTACT E-MAIL _________________________________________

COMPANY ADDRESS __________________________________________

CITY ____________________________ STATE ______ZIP ________

COMPANY WEBSITE __________________________________________

NAJA Sponsorship and Branding Opportunities

Conference Education Sponsorship $50,000
Corporate Workshop / Sponsored Panel $10,000-$15,000+
Native American Journalism Fellowship Student Newsroom (multiple opportunities) $10,000

Special Events
Sponsored Breakfast or Lunch $15,000 - $25,000
Sponsored Reception or Dinner $25,000 - $35,000
NAJA Membership Luncheon $20,000
NAJA President’s Reception $15,000
Sponsored National Native Media Banquet $25,000

Branding and Promotional Opportunities
Branded Conference Tote Bags + insert $15,000 exclusive
Conference Program Book $15,000 exclusive
Lanyards + Name Badges $15,000 exclusive
NAJA Photo Booth $15,000 exclusive
Beverage Break / Expo Power Hour $10,000
Full-Page Program Guide Ad $4,000
Half-Page Program Guide Ad $3,000
Conference Tote Bag Insert $2,500

Payment Information:
Please return completed application, along with full payment to:
Native American Journalists Association
NAJA - OU Gaylord College
395 W. Lindsey St., Norman, OK 73019

—MY CHECK PAYABLE TO NAJA IS ENCLOSED:
(NAJA Tax ID #: 52-6105010)
Check enclosed: $ __________________________

—PLEASE INVOICE

—PLEASE CHARGE MY: VISA MASTER CARD AMERICAN EXPRESS

Payment Information:
Please return completed application, along with full payment to:
Native American Journalists Association
NAJA - OU Gaylord College
395 W. Lindsey St., Norman, OK 73019

NAME ON CARD ____________________________________________
ACCOUNT NUMBER __________________________________________
EXP. DATE _______ 3-DIGIT SECURITY CODE_____________________
SIGNATURE __________________________________________________

TOTAL $ ______________________

NAJA Native Media Expo Pricing - Reserve and Save!
Early-bird deadline: June 30, 2020

Double 8x10 Booth Early Bird $5,000 Standard $6,000
Corporate 8x10 Booth Early Bird $2,500 Standard $3,000
Nonprofit / J-School / Tribe Early Bird $2,000 Standard $2,500
Native Arts / Crafts Foyer Table Early Bird $350 Standard $400

One exhibit booth includes two full registrations. Additional registrations may be purchased for $250/member or $350/non-member, according to the registration schedule below. Exhibitors may also purchase special event and meal tickets at cost.

Conference Registration Rates
Early-bird deadline: June 30, 2020

NAJA Member Early Bird $250
Non-Member Early Bird $350
NAJA Student Member (all tiers) $150

Standard deadline: Aug. 31, 2020

NAJA Member Standard $350
Non-Member Standard $450
NAJA Student Member (all tiers) $150

On-site rates: Sept. 13-16, 2020

NAJA Member On-Site $450
Non-Member On-Site $550
NAJA Student Member (all tiers) $150

RULES & REGULATIONS
Please refer to the NAJA conference website to review the full rules and regulations intended by NAJA to serve the best interest of the exhibitors, registrants, and to give notice to applicants of governing rules and regulations. All applicants are bound by the rules and regulations.

EXHIBIT ELIGIBILITY
Products and services exhibited may not detract from the study and practice of journalism. NAJA retains the sole authority to determine the eligibility of any company and/or its product. NAJA also reserves the right to refuse applications of organizations not meeting standard requirements or expectations.

TERMS OF PAYMENT
The applicant agrees to enclose with this application full payment. Checks or money orders should be made payable to Native American Journalists Association and mailed to the NAJA office, ATTN: Rebecca Landsberry, NAJA OU-Gaylord College, 395 W. Lindsey St., Norman, OK 73019.

To be included in initial space assignments, the exhibit application and full payment must be received. Space will not be assigned or held without the application and all appropriate fees.

NAJA SPONSORSHIP AND EXHIBIT CANCELLATION POLICY
Cancellations must be submitted to NAJA in writing. The date of receipt of supporter's written notice of cancellation will be the official cancellation date. If exhibit support is cancelled on or before May 1, 2020 all monies paid to date minus a $300 processing fee will be returned to the supporter. Cancellations of a larger sponsorship package will be returned to the supporter minus 15% of the total sponsorship fee. Any supporter who cancels after May 1, 2020 will be responsible for the total cost. No refunds for cancellations will be processed after May 1, 2020.

I hereby agree to the terms of this agreement (signature and date)

__________________________________________________________

www.naja.com