



Where is the best place to “pitch” your story? How can you ensure an independent and vibrant Jewish media?

AJPA SPONSORSHIPS ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆
 Nearly 100 of the top Jewish editors, reporters and publishers attend AJPA’s annual conference. Our members’ media outlets reach hundreds of thousands of Jewish readers across the United States and Israel.

Select from our menu of opportunities or let us customize a sponsorship package that best fits your needs:



All Platinum Sponsors receive:

Name and logo on AJPA website and in all conference e-communication; ¼-page ad in the conference booklet; photo and social media post during or immediately following sponsored event

\$7,000

Rockower Award Banquet:

- Opportunity to address conference attendees at award banquet (up to 10 minutes; largest attended event)
- Entry into pre-banquet reception + two banquet tickets (\$400 value)
- Customized table tents and/or promotional giveaways on all tables

\$5,000

Conference Reception:

- Reception named in your honor
- Entry into reception to network with press and publishers
- Opportunity to address reception (up to 5 minutes)

\$4,000

Meal, Session or Executive Committee Board Dinner:

- Customized table tents and/or promotional giveaways on all tables
- Entry into meal or session to network with attendees
- Opportunity to address attendees (up to 5 minutes)

ADDITIONAL MARKETING & ADVERTISING OPPORTUNITIES:

\$750 – JRelease: Send up to three new

releases to our exclusive email database with your message to announce

newsworthy happenings within your organization (within sponsorship year)

\$750 – AJPA Website Banner Ad: Three-month rotating banner on AJPA website

\$750 – Video Link or Embed: For three months on AJPA website

(includes 60-word text description)

\$500 – Full-page ad in printed and conference program

\$500 – Logo placement on relevant printed material and signage at AJPA conference

\$250 – 1/2-page ad in printed and online conference program



All Gold Sponsors receive:

Name and logo on AJPA website and in all conference e-communication (Select one of the following:)

Individual Rockower Award:

(two-year commitment required)

- Rockower award named in your honor or in the honor/memory of your choice (can also be based on topic)
- Award listed on AJPA website and all related print and online Rockower materials
- ¼-page ad in Rockower program book
- Two tickets to Rockower banquet, valued at \$400

Conference App:

- Ad or logo featured within conference app
- One push notification to conference attendees during the three-day event

AJPA Webinar:

Work with AJPA editorial team to present a webinar on a topic relevant to the Jewish press

- Webinar marketed via email and website to all AJPA members, including editors and reporters
- One JRelease promoting your company sent to the full AJPA database
- Receive list of those reporters/editors who attend for follow up PR pitches

“Free”-lance Article:

Work with an AJPA freelance writer to prepare an article that is relevant to the Jewish press and includes an interview with a member or members of your company or organization.

- JTA and AJPA will disseminate the article as sponsored content for publication by its subscribers and members.



All Bronze Sponsors receive:

Name and logo on AJPA website and in select conference e-communication (Select one of the following:)

Table Top Exhibitor:

- Customized table tents and/or promotional giveaways on exhibit table in up to two AJPA meals, sessions or meetings

Tower of Power:

- Customized table tents or other branding on table/table cloth of one “tower of power” charging stations, located throughout the conference

Registration Desk Sponsor:

- Customized table tents or other branding on registration table throughout the conference

Room Drop:

- Have a branded gift or informational flyer dropped in each attendees hotel room on the first day of the AJPA conference

Welcome Bag / Welcome Bag Drop:

- Have your logo included on the welcome bags given to each conference attendee
- Have a branded gift or informational flyer dropped into each attendees welcome bag (\$750 just to include something in welcome bag)

Room Key:

- Have your logo or a message printed on each attendee’s room key card, distributed at check-in (cost of room key is additional)

Lanyard:

- Have your logo or a message printed on each attendee’s nametag lanyard (cost of lanyard is additional)

Scholarship Support:

Sponsor AJPA conference attendance for a high school or college journalism student or a journalist at an AJPA member paper

- Listing on AJPA Annual Conference mini-site (see last year’s scholarship page)
- Inclusion in “thank you to our sponsors” email sent to all AJPA members after the conference

Combine any two opportunities and get a 10% discount! Combine any three and get 25%!