

SPONSORSHIP OPPORTUNITIES

2020 VIRTUAL FOURTH ESTATE AWARD GALA

Celebrating journalism excellence

**THE NATIONAL
PRESS CLUB**

 **JOURNALISM
INSTITUTE**
NATIONAL PRESS CLUB

A TRADITION OF EXCELLENCE & SERVICE

ABOUT THE GALA

The **2020 Virtual Fourth Estate Award Gala** will be the first of its kind, despite the evening's long tradition of honoring journalists who have made significant contributions to the field. This year's virtual gala on **Nov. 18, 2020**, will present the elegant face-to-face experience you expect ... from the comfort and safety of your own home. The gala, attended by more than 300 NPC members, guests, and media luminaries, raises the majority of the operating expenses for the Club's nonprofit affiliate, the National Press Club Journalism Institute.

The **National Press Club** is a professional and social club for working journalists and communications professionals that has been a Washington institution for more than a century. Founded in 1908, the National Press Club has flourished to become the World's Leading Professional Organization for Journalists™, one of the most popular event venues in the nation's capital, and a full-service multimedia production facility.

THE NATIONAL PRESS CLUB

Visit press.org to learn more.



The **National Press Club Journalism Institute** promotes an engaged global citizenry through an independent and free press, and equips journalists with skills and standards to inform the public in ways that inspire civic engagement. As the non-profit affiliate of the National Press Club, the Institute serves as a beacon for journalism in the public interest.

The Institute accomplishes this mission by offering programs to grow the number of people who produce and support journalism that drives civic engagement; protecting journalists from interference so they can fully and fairly represent the communities they serve; and increasing transparency to keep citizens well-informed and their governments accountable.

2020 SERVICE

4,380

Subscriptions to Institute newsletters covering top journalism headlines and best practices.

26+

Educational and skills programs for journalists. All programming has been free during the pandemic.

4,074+

Registered participants in Institute programming

I come back to Journalism Institute programs because they provide me with a fortress of journalistic insight that I carry with me in my back pocket and use every day. I feel more confident in the field during these ever changing times.

Learn more about the Journalism Institute at pressclubinstitute.org

MEET THE HONOREES

FOURTH ESTATE AWARD

Each year, the esteemed Fourth Estate Award honors the person whom the NPC Board of Governors decides has achieved distinction for a lifetime of contributions to American journalism.



Susan Zirinsky is president and senior executive producer of CBS News. An acclaimed journalist, she began her career in the CBS News Washington bureau two weeks after the Watergate break-in. Over the next four decades she produced a wide variety of award-winning documentaries and programs, and she covered a range of historic stories, from the Gulf War to the student uprising in Tiananmen Square, from the White House for 10 years to the 9/11 attacks, and from the Paris terrorist attacks to the Parkland school mass shooting. Zirinsky is the 48th recipient of the Fourth Estate Award.

JOHN AUBUCHON PRESS FREEDOM AWARD

Named for a former Club president who fervently advocated for press freedom, this award is given each year to an honoree in the United States and an honoree overseas who bravely pushes to disclose the truth in trying circumstances.



DOMESTIC HONOREE

Linda Tirado, an author and freelance photographer, was taking pictures of a street protest in Minneapolis on May 30 when a policeman's foam bullet hit her left eye, costing Tirado most of her sight in that eye. Tirado is among the journalists around the country who were injured, harassed or arrested while covering protests that took place nationwide after the death of George Floyd in Minneapolis.



INTERNATIONAL HONOREE

Maria Ressa, executive editor of Rappler, was convicted in the Philippines on trumped-up charges of cyber libel. Ressa and Rappler have been the target of repeated efforts by the government of President Rodrigo Duterte to silence them. Ressa has emerged as one of the leading voices for press freedom in the Philippines amid threats to independent journalism in the country.

NEIL AND SUSAN SHEEHAN AWARD FOR INVESTIGATIVE REPORTING



This award recognizes work that best reflects the Sheehans' extraordinary commitment to the principle that a vibrant democracy depends on an informed citizenry and a free press.

Ed Yong has been shaping our collective understanding of the coronavirus and its impact through his work as a staff writer at The Atlantic. His in-depth analytical writing has explained everything from the mask debate to how the coronavirus has seeped into America's fault lines. Yong has shown compassion and integrity in a high-stakes moment when every word matters.

2020 SPONSORSHIP PACKAGES

Sponsoring the 2020 Virtual Fourth Estate Award Gala not only shows your organization's support for the incredible journalists we're honoring during the evening's festivities. Your sponsorship is an investment in quality journalism and its service to democracy during a most challenging time. We invite you to consider the following opportunities.

Platinum (\$20,000 +)

- Brand/logo and link on promotional web pages
- Brand/logo on replay page
- Full page ad in digital program
- Three branded tables of 8 for the virtual program
- Verbal acknowledgment during the program

Gold (\$10,000)

- Brand/logo and link on promotional web pages
- Brand/logo on replay page
- Two branded tables of 8 for the virtual program
- Full page ad in digital program
- Verbal acknowledgment during the program

Silver (\$5,000)

- Brand/logo and link on promotional web pages
- Brand/logo on replay page
- Half-page ad in digital program
- One branded table of 8 for the virtual program
- Verbal acknowledgment during the program

Bronze (\$2,500)

- Brand/logo and link on promotional web pages
- Brand/logo on replay page
- 5 tickets for virtual program

Supporting (\$1,000)

- Brand/logo and link on promotional web pages
- Brand/logo on replay page
- 2 tickets for virtual program

Advertising Only (\$500)

- Full page ad in digital program

Additional sponsorship options

The virtual gala experience gives you or your organization numerous ways to interact with guests while celebrating the best in journalism.

VIP reception sponsorship

Sponsors and their guests will have private access to our honorees during a VIP reception taking place before the program. Sponsoring the VIP reception includes a short promotional video of your choice to be shown during the reception.

General reception sponsorship

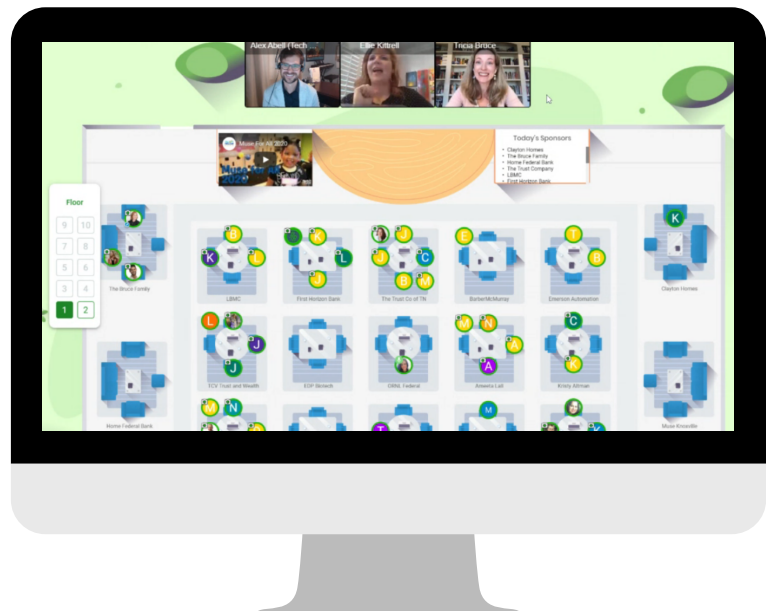
All guests will mix and mingle (virtually) in our main room after the evening's program, allowing the festivities to go on a little longer. Sponsoring the general reception includes a short promotional video of your choice to be shown during the reception.

Student sponsorship

Sponsor eight seats to allow student journalists to attend the evening's festivities.

Newsletter advertisement

Share your support and company's message in one of our two Institute newsletters, which have 4,380 subscriptions so far this year.

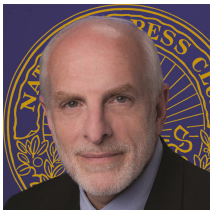


Technology sponsorship

This year's virtual gala will be on the Remo platform, with assistance from Lunchpool. The technology sponsor will be acknowledged in promotional materials and during the gala.

*For more information, or for a copy of our sponsorship agreement, please contact National Press Club Journalism Institute executive director **Julie Moos** at jmoos@press.org.*

MEET OUR TEAMS



MIKE FREEDMAN

National Press Club president
Executive producer of the Kalb Report public broadcasting series and journalist-in-residence at University of Maryland Global Campus



ANGELA GREILING KEANE

National Press Club Journalism Institute president
POLITICO's editorial director of states and Canada and a former National Press Club president

National Press Club officers

Vice President, Lisa Nicole Matthews, Associated Press

Secretary, Emily Wilkins, Bloomberg Government

Treasurer, Ferdous Al-Faruque, Medtech Insight

Membership Secretary, Eileen Drage O'Reilly, Axios

Board of Governors

Jen Judson, Defense News

Kimberly Adams, Marketplace

Herb Jackson, CQ Roll Call

Mark Schoeff Jr., InvestmentNews

Gillian Rich, Investor's Business Daily

Menachem Wecker, Freelance

Del Wilber, LA Times

Andy Fisher, Pew Charitable Trusts

Lindsay Law Murphy, American Forest & Paper Association

Danny Selnick, Communication Consultant

Alison Fitzgerald Kodjak, Associated Press

Angela Greiling Keane, POLITICO

National Press Club Journalism Institute officers

Secretary, Rob Stoddard, NCTA – The Internet & Television Association

Treasurer, Doug Harbrecht, past National Press Club president

Board of Directors

Kathy Bonk, Ms. Magazine

Andrea Edney, past National Press Club president

Sam Feist, CNN

Michael Freedman, National Press Club president

Betsy Fischer Martin, American University

Alison Fitzgerald Kodjak, immediate past National Press Club president

Richard Hutzell, Capital Gazette

Lisa Matthews, Associated Press

Paul Minehart, Syngenta

Mizell Stewart III, USA TODAY network / Gannett

Chuck Tobin, Ballard Spahr

Jill Zuckman, SKDKnickerbocker

TAKE THE NEXT STEP

For more information, or for a copy of our sponsorship agreement, please contact the National Press Club Journalism Institute staff. We are happy to help you find the best way for you and your organization to support journalists and their necessary work. Email executive director **Julie Moos** at jmoos@press.org.