

2022 FOURTH ESTATE AWARD GALA

SPONSORSHIP OPPORTUNITIES

Support journalism. Support democracy.

**THE NATIONAL
PRESS CLUB**

 **JOURNALISM
INSTITUTE**
NATIONAL PRESS CLUB



ABOUT THE NATIONAL PRESS CLUB JOURNALISM INSTITUTE

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 a more representative democracy. As the non-profit affiliate of the National Press Club, the Institute powers 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 and institutions accountable.

So far in 2022, the Institute has served:

1,978

registered program participants

3,660+

daily newsletter subscribers

4,430+

monthly newsletter subscribers



ABOUT THE NATIONAL PRESS CLUB

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. Visit press.org to learn more.

THE NATIONAL PRESS CLUB

2022 Fourth Estate Award Gala

Celebrate journalism excellence during the 2022 Fourth Estate Award Gala, live and in person at the historic National Press Club building in downtown Washington, D.C. This year's celebration, to be held on Dec. 7, 2022, starting at 7:30 p.m. ET, will honor Clarissa Ward, chief international correspondent for CNN, for her significant contributions to the field of journalism. The dinner and gala, attended by hundreds of media luminaries, National Press Club members, and distinguished guests, raises the majority of the operating expenses for the Club's nonprofit affiliate, the National Press Club Journalism Institute. A reception will precede the dinner and program.

During the program, we'll also honor the recipients of the 2022 John R. Aubuchon press freedom awards and the Neil and Susan Sheehan investigative journalism award.

Your sponsorship of the Fourth Estate Award Gala is an investment in a free press, quality journalism, and its service to a healthy democracy.

YOUR SAFETY IS OUR PRIORITY

The National Press Club wants to ensure the evening is comfortable and safe. Proof of vaccination is required to enter the facility. All attendees should bring their COVID-19 vaccination card, or a photo of it on their mobile device, as this will be checked upon entry. We encourage everyone attending, if possible, to administer an at-home COVID-19 test before coming to the event. We will not ask to see a negative test at the door, but we believe this will give everyone additional peace of mind before enjoying an evening of delicious food, drinks, and socializing. Masks are optional.



2021 Fourth Estate Gala
photos by Melissa Lyttle

“Congrats on a hugely successful event! There was tremendous energy in the room that night.

— Ed Lewis, Director, Public Policy Communications at Toyota and former National Press Club Journalism Institute board member

“WOW! What a production! That was really nice. Congratulations!

— Amanda Bennett, 2020 Fourth Estate Award honoree, 2021 Fourth Estate Gala sponsor, and former Voice of America director

“The night really was a triumph for journalism, press freedom, and professional development.

— Rob Stoddard, former National Press Club Journalism Institute board member



MEET CLARISSA WARD

2022 FOURTH ESTATE AWARD HONOREE

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.

Clarissa Ward is CNN's chief international correspondent. She has spent nearly two decades reporting from the front lines in Syria, Iraq, Afghanistan, Egypt, and Ukraine for CNN, ABC, CBS, and Fox News.

A recipient of multiple journalism recognitions, including nine Emmy Awards, two George Foster Peabody Awards, two Alfred I. duPont-Columbia Awards, two Edward R. Murrow Awards, and one George Polk Award, Ward is the author of "On All Fronts: The Education of a Journalist," which details her singular career as a conflict reporter and how she has documented the violent remaking of the world from close range.

Known for her in-depth investigations and high-profile assignments, Ward and her team were the first foreign journalists permitted to enter Myanmar nearly two months after a military coup in 2021. She has since reported from Afghanistan in the weeks leading up to and after the fall of Kabul, and most recently from Ukraine, where she has spent more than 10 weeks this year covering the ongoing Russian invasion.

In late 2020, Ward led the two-time Emmy Award-winning investigation of Russian opposition leader Alexey Navalny's poisoning, even confronting a suspected member of the elite Russian toxins team at his home outside Moscow.

Ward has reported extensively in Syria since the start of the civil war in 2011, making multiple undercover assignments to the country.

She has conducted many interviews with world leaders, including British Prime Minister Boris Johnson, Russian Foreign Minister Sergei Lavrov, former U.S. Secretary of State Hillary Clinton, and former CIA Director and retired US Army Gen. David Petraeus.

Ward graduated with distinction from Yale University, and in 2013 received an Honorary Doctor of Letters degree from Middlebury College in Vermont. She speaks fluent French and Italian, conversational Russian, Arabic, Spanish, and basic Mandarin.



JOHN AUBUCHON PRESS FREEDOM AWARD HONOREES

This award is given each year to an honoree in the United States and an honoree overseas who bravely push to disclose the truth in trying circumstances.

DOMESTIC HONOREE

Josh Renaud, a St. Louis Post-Dispatch reporter who was threatened by the Missouri governor with criminal charges for uncovering a security flaw in a state database.

INTERNATIONAL HONOREE

Rana Ayyub, an investigative journalist living in India and a Washington Post Global Opinions contributor whose work has been met with an assault on her rights and freedom of expression.

SPONSORSHIP PACKAGES

Your sponsorship is an investment in a free press, quality journalism, and its service to a healthy democracy. The majority of all sponsorship packages is tax-deductible.

Platinum (\$30,000)

- Brand/logo on ticketing and event pages
- Full-page ad in program
- Three tables of 8 seats
- Premium table placement during event
- Verbal acknowledgment during program
- Brand/logo on replay/archival page
- Brand/logo displayed in 3 Institute newsletters

Gold (\$15,000)

- Brand/logo on ticketing and event pages
- Full-page ad in program
- Two tables of 8 seats
- Verbal acknowledgment during program
- Brand/logo on replay/archival page
- Brand/logo displayed in 2 Institute newsletters

Silver (\$10,000)

- Brand/logo on ticketing and event pages
- Full-page ad in program
- One table of 8 seats
- Verbal acknowledgment during program
- Brand/logo on replay/archival page
- Brand/logo displayed in 1 Institute newsletter

Bronze (\$7,500)

- Brand/logo on ticketing and event pages
- Half-page ad in program
- One table of 8 at in-person gala
- Verbal acknowledgment during program
- Brand/logo on replay/archival page



2021 Fourth Estate honoree Lester Holt addresses the audience during the gala at the National Press Club.

Exclusive: Reception sponsor (\$15,000)

- Visual acknowledgement in event space as exclusive sponsor of welcome reception
- Brand/logo in ticketing and event pages
- Full-page ad in program
- One table of eight seats
- Verbal acknowledgment during program
- Brand/logo on replay/archival page
- Brand/logo displayed in 1 Institute newsletter

Patron of the Institute (\$2,500)

- Brand/logo and link on ticketing and event pages
- Four gala tickets
- Brand/logo on replay/archival page

Program advertising (\$1,000)

- Full-page ad in program

Tables are available only as part of a sponsorship package.

For more information, e-mail executive director **Julie Moos** at jmoos@press.org.

MEET OUR TEAMS



Jen Judson
National Press Club president
Defense News



Gil Klein
National Press Club Journalism
Institute president
*University of Oklahoma Gaylord College
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TAKE THE NEXT STEP

We are happy to help you find the best way for you and your organization to support journalists and their necessary work. For more information, e-mail executive director **Julie Moos** at jmoos@press.org.