



50

*years of the
Fourth Estate Award Gala*
SPONSORSHIP PACKAGES

**6 p.m. Tuesday, Nov. 28, 2023
National Press Club | Washington, D.C.**

2023 Fourth Estate Award Gala

6 p.m. Nov. 28, 2023 | National Press Club | Washington, D.C.

Join us to celebrate 50 years of the Fourth Estate Award during our 2023 gala, live and in person at the historic National Press Club building in downtown Washington, D.C.



This year's celebration, to be held the evening of Nov. 28, 2023, will honor **Kristen Welker**, NBC News White House correspondent and the new moderator for "Meet the Press," for her significant contributions to the field of journalism.

A reception will precede the dinner and program, and we have many surprises planned to celebrate our 50th anniversary of the Club's top award. The gala, attended by hundreds of media luminaries, Club members, and guests, raises the majority of the operating expenses for the Club's nonprofit affiliate, the National Press Club Journalism Institute. The Institute provides training and support to thousands of journalists across the country.

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



ABOUT THE NATIONAL PRESS CLUB

The **National Press Club** is a professional and social club for 3,000 working journalists and communications professionals and 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.

ABOUT THE 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 nonprofit affiliate of the National Press Club, the Institute powers journalism in the public interest. The Institute has served more than 8,600 journalists, communicators, and members of the public around the country so far this year.



MEET KRISTEN WELKER

2023 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.

Kristen Welker is chief White House correspondent for NBC News. Starting Sept. 17, she will become the 13th moderator of NBC's "Meet the Press," the longest-running show on television. She will be the second woman to moderate the program and the first journalist of color to moderate a Sunday public affairs broadcast.

Welker, who on Aug. 26 appeared on her final broadcast as co-anchor of "Weekend TODAY," is known for her political reporting, which has appeared across all NBC News and MSNBC platforms, including "NBC Nightly News with Lester Holt," "TODAY," "Meet the Press," and NBCNews.com.



Welker joined "Weekend TODAY" as co-anchor in January 2020 and began covering the White House for NBC News in December 2011, traveling domestically and internationally with President Barack Obama, then-First Lady Michelle Obama, and then-Vice President Joe Biden. Welker also covered President Donald Trump's administration, the 2020 presidential race, and is currently leading the network's coverage of all aspects of the Biden administration.

During the 2020 general presidential election, Welker moderated the final presidential debate between Trump and Biden on Oct. 22, 2020, at Belmont University in Nashville, Tennessee. Welker received universal praise for her performance, and USA TODAY wrote that she was "praised for 'masterclass' debate moderation."

Prior to the White House beat, Welker was a network correspondent based in Burbank, California, joining NBC News in 2010. During her first year at the network, Welker was nominated for a national Emmy Award for her role in NBC News' midterm election coverage. She won a national Emmy Award for her role in NBC News' coverage of Malaysia Airlines Flight 17. Welker was also a researcher on "Weekend TODAY" early in her career and an intern for "TODAY" while in college.

Welker previously worked at WCAU-TV, NBC's Philadelphia-owned and -operated station, where she anchored the NBC 10 weekend newscasts and started as a general assignment reporter in April 2005. She also previously worked at WLNE-TV in Providence, Rhode Island, and KRCR-TV in Redding, California.

Welker, a native of Philadelphia, graduated cum laude from Harvard University with a bachelor's degree in American history. She lives in Washington, D.C., with her husband, John Hughes, and daughter, Margot Lane.



ADDITIONAL GALA HONOREES

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.



Wall Street Journal

DOMESTIC HONOREE

Evan Gershkovich is a reporter for The Wall Street Journal, where he covers Russia, Ukraine, and the former Soviet Union. In March 2023, he was arrested in Russia while on a reporting trip and accused of espionage, making him the first American journalist detained in Russia on such charges since the Cold War. The Journal vehemently denies the allegations. President Biden and news organizations around the world have joined the Journal in calling for Gershkovich's immediate release. Gershkovich, the American son of Soviet-born Jewish exiles, grew up in New Jersey. He graduated from Bowdoin College, a liberal-arts school in Maine, in 2014.



Mehrdad Aladin/dpa/Alamy Live News

INTERNATIONAL HONOREES

Iranian journalists **Niloofar Hamedi** and **Elaheh Mohammadi** were among the first journalists to report on the death in police custody of Mahsa Amini in September 2022. Amini's death set off some of the largest demonstrations in Iran in years, and Hamedi and Mohammadi's coverage led to their unjust arrest on charges related to national security, which can carry a death sentence. Both women have been named to Time magazine's Time 100 Most Influential People of 2023, among other recognition, as they await the outcome of their closed trials.



THE NEIL AND SUSAN SHEEHAN AWARD FOR INVESTIGATIVE JOURNALISM

This award promotes the practice of investigative journalism exemplifying compassion, courage, and integrity.



Kat Stafford, global race and justice editor for Reuters and a former national investigative writer at The Associated Press, is a leading voice on representation and equity. Her investigative work analyzes how structural racism has fueled inequity through the lens of politics, government, health, and environmental justice. Among her journalistic work this year, she reported and published a series exploring how the legacy of racism in America has laid the foundation for health inequities Black people face throughout their lives.



50TH ANNIVERSARY SPONSORSHIP PACKAGES*

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|---|---------------------|----------------------|------------------|--------------------|---------------------|
| SPONSOR BENEFITS | | | | | |
| • Private VIP reception with award honorees and NPC/JI leadership | ✓ | | | | |
| • Guest access to general reception | ✓ | ✓ | ✓ | ✓ | ✓ |
| • Gala tables of 8 seats | 3 | 3 | 2 | 1 | 1 |
| • Pre-event promotion on ticketing and event pages; NPC/JI social media; and NPCJI newsletters | ✓ | ✓ | ✓ | ✓ | ✓ |
| • Full-page ad in digital program | ✓ | ✓ | ✓ | ✓ | |
| • Premium table placement during event | ✓ | ✓ | | | |
| • Verbal and logo acknowledgement during program | ✓ | ✓ | ✓ | ✓ | ✓ |
| • 1-minute video spot during event | ✓ | | | | |
| • Post-event promotion on replay/archival pages and NPCJI general interest newsletter (5,700 subscribers) | ✓ | ✓ | ✓ | ✓ | ✓ |
| • Exclusive ad messaging in The Latest (4,800 industry subscribers) | 3 weeks | 2 weeks | 1 week | | |

*Tables are available only as part of a sponsorship package. ** We are limited to 5 Patron sponsors this year.

Reception sponsorship opportunities (1 each available)

VIP Reception (\$15,000)

- Access to private VIP reception with award honorees and NPC leadership
- Pre-event promotion on ticketing and event pages; NPC/JI social media; and NPCJI newsletters
- Full-page ad in digital program
- One table of 8 seats
- Post-event promotion on replay/archival pages and NPCJI newsletters

Opening Reception (\$15,000)

- Pre-event promotion on ticketing and event pages; NPC/JI social media; and NPCJI newsletters
- Full-page ad in digital program
- One table of 8 seats
- Post-event promotion on replay/archival pages and NPCJI newsletters

MEET OUR LEADERSHIP



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