2024 Fourth Estate Award Gala

SPONSORSHIP OPPORTUNITIES

6 p.m. Nov. 21, 2024 | National Press Club | Washington, D.C.
A fundraiser benefiting the Club’s nonprofit Journalism Institute
A reception will precede the dinner and program, and we have many surprises planned to celebrate our honorees throughout the evening. The gala, attended by hundreds of media luminaries, Club members, and guests, raises a large portion 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.

This year’s celebration, to be held the evening of Nov. 21, 2024, will honor Mike Allen and Jim VandeHei, co-founders of Axios and Axios Local, for their significant contributions to the field of journalism.

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

JOIN US TO CELEBRATE JOURNALISM EXCELLENCE AND IMPACT DURING THE 2024 FOURTH ESTATE AWARD DINNER AND GALA, LIVE AND IN PERSON AT THE HISTORIC NATIONAL PRESS CLUB BUILDING IN DOWNTOWN WASHINGTON, D.C.

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 powers journalism in the public interest through its dozens of free or low-cost writing and editing training programs; daily industry newsletter, The Latest; support for information access; and a variety of career support initiatives. The Institute serves more than 8,000 journalists, communicators, and members of the public around the country annually. The Institute’s federal tax ID number is 52-1750908.
MEET MIKE ALLEN & JIM VANDEHEI

2024 FOURTH ESTATE AWARD HONOREES

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.

Mike Allen and Jim VandeHei co-founded Axios, which they launched with co-founder Roy Schwartz in 2017. Axios is among the most celebrated digital media success stories of the past decade and was acquired by Cox Enterprises in 2022. They launched Axios Local in 2021 to provide original reporting, scoops, and local coverage worthy of readers' time. Axios Local is now in 30 markets around the country and has nearly 2 million subscribers.

In addition to co-founding Axios, Allen writes the Axios Daily Essentials newsletters, Axios AM, Axios PM, and Axios Finish Line. He was also an executive producer of the Emmy Award-winning docu-news series, “Axios on HBO,” and co-author of Smart Brevity: The Power of Saying More with Less.

Allen was a co-founder of Politico, where he created Politico Playbook and helped build the company for its first decade. He has been named several times to Vanity Fair's “New Establishment” list. He is also an alumnus of TIME, The New York Times, The Washington Post, and the Richmond Times-Dispatch. He is from Orange County, California, and graduated from Washington and Lee University.

As its co-founder and CEO, VandeHei has steered Axios into becoming one of the most celebrated digital media success stories of the past decade.

VandeHei is the author of best-selling “Just the Good Stuff”, where he shares lessons he's learned from founding two successful media companies and his tricks for thriving at work and in leadership. He also serves as the chairman of Axios HQ, a software company that helps organizations create essential communications. He was an executive producer of the Emmy Award-winning docu-news series, “Axios on HBO” and co-author of Smart Brevity: The Power of Saying More with Less.

Before Axios, VandeHei co-founded and was CEO of Politico. Prior, VandeHei spent more than a decade as a reporter, covering the presidency and Congress for The Wall Street Journal and The Washington Post. VandeHei is from Oshkosh, Wisconsin and has a bachelor's degree from the University of Wisconsin-Oshkosh.
EXCLUSIVE GALA PACKAGES

WELCOME RECEPTION PACKAGE
$15,000
- Visual recognition as exclusive sponsor of Welcome Reception
- Pre-event promotion on ticketing & event pages; NPC social media & newsletters
- Full-page ad in digital program
- One table of 8 seats
- Verbal & logo acknowledgement during program
- Post-event promotion on replay/archival pages

AFTER PARTY PACKAGE
$15,000
- Visual recognition as exclusive sponsor of After Party (90-minute post-Gala event)
- Pre-event promotion on ticketing & event pages; NPC social media & newsletters
- Full-page ad in digital program
- One table of 8 seats
- Verbal & logo acknowledgement during program
- Post-event promotion on replay/archival pages

BLUE CARPET PACKAGE
$15,000
- Exclusive sponsorship of “Blue Carpet” entry where Gala guests will have their photos taken
- Specialty branded step-and-repeat banner with company & NPC logos
- Pre-event promotion on ticketing & event pages; NPC social media & newsletters
- Full-page ad in digital program
- One table of 8 seats
- Verbal & logo acknowledgement during program
- Post-event promotion on replay/archival pages

CONFIRM YOUR GALA SPONSORSHIP

Contact the NPC Journalism Institute at NPCGala@press.org by Oct. 1. To discuss custom sponsorship packages, call NPCJI Development Manager Mitch Harle at 713-492-1556.

pressclubinstitute.org
# Gala Sponsorship Packages

## Sponsor Benefits:

- Private VIP reception with award honorees and NPC leadership
- Acknowledgment of VIP reception sponsorship
- Gala tables of 8 seats
- Premium table placement
- Guest access to welcome reception
- Pre-event promotion on ticketing and event pages, social media, and newsletters
- Full-page celebratory ad in digital program
- Verbal and logo acknowledgement during program
- 1-minute promotional video spot during event
- Wi-Fi and Coat Check area sponsor acknowledgment
- Post-event promotion on replay/archival pages

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**Full tables are available only as part of a sponsorship package.**

Questions? Call NPCJI Development Manager Mitch Harle at 713-492-1556.
MEET OUR LEADERSHIP

Emily Wilkins
National Press Club president
CNBC

Gil Klein
National Press Club Journalism Institute president

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