

# Sponsorship Package

## *A Timeless Journey: Then, Now & Ahead*



NABJ Philadelphia celebrates the Legacy of the Local Men & Women  
Who Founded the Association of Black Journalists (1974) &  
National Association of Black Journalists (1975)

May 2-3, 2025

African American Museum in Philadelphia  
Jack T. Franklin Auditorium



***2024 NABJ President's Award Winner***

NABJ Philadelphia is a 501(c)(3) non-profit organization.



NABJ Philadelphia members stand proudly with NABJ Ken Lemon after becoming an affiliate chapter in October 2023.

## About Us

NABJ Philadelphia was born out of a need to ensure that Black journalists in Philadelphia maintained the journalistic integrity that had defined their predecessors. On Aug. 24, 2023, a core group of eight Black journalists agreed to form a new local chapter of the National Association of Black Journalists (NABJ). We organized after the leadership of the Philadelphia Association of Black Journalists conflicted with the national organization and became un-affiliated with it. Our founders consisted of long-time officers and members of the local chapter who felt a strong kinship to NABJ and wanted to continue the connection.

On Oct. 27, 2023, the NABJ Board approved NABJ Philadelphia as its only affiliate in the region (#theoneandonly). In our first year, we received the NABJ President's Award in a surprise presentation at the national convention in Chicago in August 2024. It was substantive endorsement of our organization. We amassed a membership of 75 people, including journalists, media professionals, students and friends of the press.



NABJ Philadelphia President Michael Days (right) receives the NABJ President's Award from President Ken Lemon at the national convention in Chicago in 2024. The organization was cited for its "commitment to the mission of establishing an affiliate chapter in a legacy city and the courage to withstand opposition."

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# The Event

This year, NABJ will celebrate its 50th anniversary. Here in Philadelphia, we will honor the local Black journalists who help founded NABJ as well as the founders and early members of the Association of Black Journalists in Philadelphia (ABJ).

This event will explore and commemorate the history of these two great organizations whose members have always sought to present an accurate picture of Black people and their culture, and accentuate the importance of Black journalists in the news industry.

A free local celebration will be held on May 2-3, 2025, at the African American Museum in Philadelphia in the Jack T. Franklin auditorium, named after a prolific Black photographer in the city.



Two of ABJ founders: Claude Lewis (left) and Acel Moore.



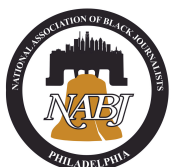
NABJ Board meets to map out programming and next steps.

On Friday night May 2, a “Returning to Our Roots” gathering will honor those who came before us, along with a “Looking back to look forward” speech by a nationally named media star, and a photo exhibit of the history of Black journalists in Philadelphia and the community captured by local Black photographers. Our guests will enjoy cocktails, hors d’oeuvres and a live auction of the photographs.

On Saturday May 3, we will hold workshops in the morning to tackle challenges facing the media today and tomorrow.

We are expecting more than 100 guests at the event, including journalists, founders and early members, local dignitaries, community figures, students and others who believe in a diverse media landscape.

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At left, community forums; center, conference for college students; right, Philadelphia Police Commissioner Kevin Bethel.

# Our Accomplishments

With a budget drawn from membership dues and small donations, NABJ Philadelphia has produced meaningful and relevant programming for members, students and the community:

- Training sessions and engaging speakers at our monthly meetings, including Philadelphia Police Commissioner Kevin Bethel, Google training, financial planning, covering violence in a different way, essentials of covering Muslims, rewriting your career. Our meetings are on-site and via Zoom to accommodate all of our members.
- Community forums prior to the November 2024 election: Dissecting Project 2025 and the Black male vote.
- Student conference on how to break into the news industry, held at Temple University.
- Partnership with Pennsylvania NewsMedia Association on an internship to start summer 2025 to place Black students in newspapers around the state.
- Participants in the Acel Moore High School Journalism Workshop at the Philadelphia Inquirer.
- Initiating a mentoring program for the new NABJ student chapter at Penn State University.
- Volunteering for the Martin Luther King Jr. Day of Service with Global Citizen, and the Juneteenth Celebration at the African American Museum in Philadelphia.

View our end-of-year video of accomplishments: <https://www.youtube.com/watch?v=8RrFuJWVb9E>

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# A Timeless Journey

## SPONSORSHIP OPPORTUNITIES

### **Title Diamond Sponsor (\$10,000) - Only One Available - ALREADY TAKEN: PHILADELPHIA FOUNDATION**

The premier opportunity with the greatest brand exposure.

- Top billing - Corporate name is attached to the title of event as “Presented by” in all event print and electronic materials.
- 10 guest tickets to event.
- Sponsor will be included in all general social media posts as the presenting sponsor.
- 5 exclusive Facebook and Twitter posts.
- Sponsor name will appear in the title of all event e-blasts as the presenting sponsor.
- Sponsor logo will appear on the home page of NABJ Philadelphia’s website, with a link to the organization’s website.
- Sponsor will be referred to as the presenting sponsor in all related press releases and media announcements.
- Sponsor name and logo will be included on the event invitation.
- Sponsor logo will appear on event signage and event program.
- Sponsor has the opportunity to provide previously agreed upon signage to be displayed at the event.
- Verbal thanks and recognition during event.
- Opportunity to distribute promotional company information and product at event.

### **Platinum Sponsor (\$7,500)**

- 10 guest tickets to event.
- 5 exclusive Facebook and Twitter posts.
- Sponsor name will appear in NABJ Philadelphia e-blasts.
- Sponsor logo will appear on the home page of the NABJ Philadelphia website, with a link to the organization’s website.
- Company name will be mentioned in all event press releases and media announcements.
- Sponsor name and logo will be included on the event invitation.
- Sponsor logo will appear on event signage and event program.
- Sponsor has the opportunity to provide previously agreed upon signage to be displayed at the event.

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# A Timeless Journey

## SPONSORSHIP OPPORTUNITIES (CONTINUED)

### Gold Sponsor (\$5,000)

- 6 guest tickets to event.
- 3 exclusive Facebook and Twitter posts.
- Sponsor logo will be included in all NABJ Philadelphia e-blasts, with a link to the organization's website.
- Sponsor logo will appear on the home page of the NABJ Philadelphia website, with link to the organization's website.
- Sponsor will be referenced in all related press releases and media announcements.
- Sponsor's name and/or logo will be included in the event invitation.
- Sponsor's logo will appear on event signage and event program.

### Silver Sponsor (\$2,000)

- 4 guest tickets to event.
- 1 exclusive Facebook and Twitter posts.
- Sponsor logo will appear on the home page of the NABJ Philadelphia website, with a link to the organization's website.
- Sponsor will be referenced in all related press releases and media announcements.
- Sponsor's name and/or logo will be included on the event invitation.
- Sponsor's logo will appear on event signage and event program.

### In-Kind Sponsorship Opportunities

- Liquor and beverage sponsors for 100 guests - 1 available.
- Hors d'oeuvres for 100 guests.
- Hotel accommodations for speaker.
- Train tickets for speaker and special guests.
- In exchange for your support, your company will receive sponsorship-level recognition equivalent to the retail value of in-kind sponsorship.

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# A Timeless Journey

## SPONSORSHIP COMMITMENT FORM

Company | Organization:

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Contact Name:

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Billing Address:

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Email:

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Phone:

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Website:

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**Please check level of sponsorship:**

\$10,000 Diamond/Title - ALREADY TAKEN: Philadelphia Foundation

\$7,500 Platinum \_\_\_\_\_

\$5,000 Gold \_\_\_\_\_

\$2,000 Silver \_\_\_\_\_

Please submit logo electronically to: [nabjphilly@gmail.com](mailto:nabjphilly@gmail.com).  
Email or call our treasurer, Sherry Howard, at 215-901-9046.

## **PAYMENT INFORMATION**

\_\_\_\_\_ Check - Make payable to NABJ Philadelphia.

Please enclose a copy of the form with payment and send to:

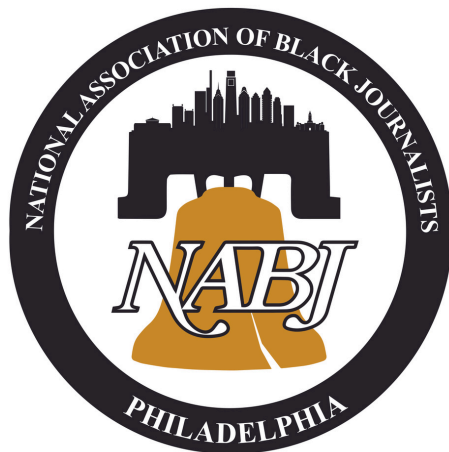
NABJ Philadelphia  
1939 Fairmount Avenue #56040  
Philadelphia, PA 19130-9997

\_\_\_\_\_ Paypal - [nabjphilly@gmail.com](mailto:nabjphilly@gmail.com)

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### **QUESTIONS? Please Contact:**

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