SPONSORSHIP OPPORTUNITIES

ADVISER OF THE YEAR PROGRAMS

The H.L. Hall National Yearbook Adviser of the Year and Broadcast Adviser of the Year programs are two of JEA’s most prominent awards. They are designed to honor outstanding high school advisers and their exemplary work from the previous year, as well as throughout their careers.

A top adviser is the Adviser of the Year and Distinguished Broadcast Advisers and Special Recognition Broadcast Advisers are also named.

YEARBOOK ADVISER OF THE YEAR

$2,000 platinum sponsorship (4) for one award cycle.

Promotions begin in fall for winter announcement and formal recognition in the spring.

**Deadline to participate:** Aug. 1

BROADCAST ADVISER OF THE YEAR

$2,000 platinum sponsorship (4) for one award cycle.

$5,000 exclusive sponsorship for one award cycle, may not be available until the next award cycle.

Promotions begin in spring for summer announcement and formal recognition in the fall.

**Deadline to participate:** March 1

SCHOLASTIC JOURNALISM WEEK

Normally the third week in February, Scholastic Journalism Week is designated to celebrate scholastic journalism and emphasize the importance of scholastic journalism in our communities.

JEA resources include classroom activities for student publication staffs to promote and participate in Scholastic Journalism Week in their schools and communities.

JEA sends daily emails to members throughout Scholastic Journalism week to encourage participation and features participating schools on social media.

Scholastic Journalism Week also features a commemorative poster featuring a student design. The poster design contest takes place in the spring with community voting in early fall and the winning design announced at the fall national convention. The poster is mailed to every JEA member in November.

$2,500 platinum sponsorship (4)

$1,250 gold sponsorship

$750 silver sponsorship

$5,000 exclusive sponsorship, may not be available until the next cycle.

**Deadline to participate:** March 1

JEA ADVISERS INSTITUTE

JEA Advisers Institute brings journalism teachers from across the country together for a week of adviser-specific training and networking in early July.

Monday’s Opening Reception is the first conference session starting at 8 p.m. On Tuesday, breakout sessions begin at 9 a.m. and end at 5 p.m. On Wednesday, all attendees will participate in our Team Storytelling experience. This all-day event gets everyone out of the hotel to experience the host city. The Institute ends by noon Thursday.

$1,500 platinum sponsorship (3)

$750 gold sponsorship

$500 silver sponsorship

Platinum and gold sponsorships include two event registrations for your staff or to give to your customers.

**Deadline to participate:** March 1

BECOME A MEGA SPONSOR

$10,000 for the year

Sponsor JEA programs throughout the year. A Mega Sponsorship includes platinum sponsorships for Scholastic Journalism Week, JEA Advisers Institute and one award program, a Gold Advertising Package plus 4 branded emails to JEA members.

Contact Lindsay Porter to start connecting with the JEA audience.

Porter@jrea.org or 316-204-2004

Sponsorship opportunities for the JEA/NSPA National High School Journalism Convention can be found at JournalismConvention.org
H.L. HALL NATIONAL YEARBOOK ADVISER OF THE YEAR SPONSORSHIP

PLATINUM SPONSORSHIP  [ 4 AVAILABLE ]

$2,000

Award promotions
- Logo or name included in all promotions for all National Yearbook Adviser of the Year
- Name and logo displayed on JEA.org awards page
- Logo included on award submission portal
- 600x200 email ad banner to be included in all National Yearbook Adviser of the Year specific email promotions (at least two targeted emails will be sent)
- Branded social media graphics and text from JEA to share with your audience, if desired
- Recognition during the JEA awards luncheon at the spring convention
- Name included on the award plaques

Promote your brand
- One month JEA.org website ad 300x300 available for your choice of October, November or December
- Two email ad spots 600x400 available for your choice month(s) September through April, excludes National Yearbook Adviser of the Year specific emails

Deadline to participate: Aug. 1

ABOUT THE AWARD

Application deadline: Oct. 15

Award announcement: December or January

Formal recognition: spring convention

The National Yearbook Adviser of the Year program is designed to honor outstanding high school advisers and their exemplary work from the previous year, as well as throughout their careers.

A top adviser is the H.L. Hall National Yearbook Adviser of the Year and Distinguished Yearbook Advisers and Special Recognition Yearbook Advisers are also named.

Contact Lindsay Porter to start connecting with the JEA audience.
Porter@jea.org
316-204-2004
BROADCAST ADVISER OF THE YEAR SPONSORSHIP

PLATINUM SPONSORSHIP [4 AVAILABLE]
$2,000

Award promotions
- Logo or name included in all promotions for Broadcast Adviser of the Year
- Name and logo displayed on JEA.org awards page
- Logo included on award submission portal
- 600x200 email ad banner to be included in all Broadcast Adviser of the Year specific email promotions (at least two targeted emails will be sent)
- Branded social media graphics and text from JEA to share with your audience, if desired
- Recognition during the JEA awards luncheon at the fall convention
- Name included on the award plaques

Award support
- Optional participation on judging committee.
  Deadline to participate: May 1. Judging period approximately May 15 to July 15.

Promote your brand
- One month JEA.org website ad 300x300 available for your choice of May, August or September
- One month JEADigitalMedia.org website ad 640x100 available for your choice of May, August or September
- Two email ad spots 600x400 available for your choice month(s) May through November, excludes Broadcast Adviser of the Year specific emails
- 25% off advertising rates in C:JET magazine

Deadline to participate: March 1
Sponsorship payment due by May 1.

SPONSORSHIP EXCLUSIVITY
$5,000
Limited availability — may not be available until the next award cycle

Become the sole sponsor for Broadcast Adviser of the Year. Exclusivity on award promotions and twice as many brand promotions.

ABOUT THE AWARD

Application deadline: May 15

Award announcement: September

Formal recognition: fall convention

The Broadcast Adviser of the Year program is designed to honor outstanding high school advisers and their exemplary work from the previous year, as well as throughout their careers.

A top adviser is the Broadcast Adviser of the Year and Distinguished Broadcast Advisers and Special Recognition Broadcast Advisers are also named.

Contact Lindsay Porter to start connecting with the JEA audience.
Porter@jea.org
316-204-2004
PLATINUM SPONSORSHIP  [ 3 AVAILABLE ]
$1,500

Specific JEAi program promotions
Choose from: Opening Reception, Team Storytelling or Keynote/Closing gatherings (first come, first served)
- Company-related messages at beginning of gathering — five minutes total, can be verbal remarks with slideshow and/or video presentation
- Table tent advertisements on all tables

All-conference promotions
- Logo included in all promotions for Advisers Institute
- 600x200 pixel digital ad to be included in Institute promotional emails
- A 40-minute session — sponsors are encouraged to present educational information sessions rather than company-related developments
- Full page ad in the conference program
- Banner ad on the conference app
- Branded email to all Institute attendees after the conference
- Two Institute registrations for your staff

GOLD SPONSORSHIP
$750
- Full page ad in the conference program
- Banner ad on the conference app
- 600x200 pixel digital ad to be included in Institute promotional emails
- Two Institute registrations for your staff

SILVER SPONSORSHIP
$500
- Full page ad in the conference program
- 600x200 pixel digital banner ad to be included in Institute promotional emails

Deadline to participate: March 1
Sponsors gain more benefit from early commitment to be included in all Advisers Institute promotions which start in February.

Contact Lindsay Porter to start connecting with the JEA audience.
Porter@jea.org
316-204-2004

ABOUT ADVISERS INSTITUTE
July 10-13
Washington D.C.
Omni Shoreham Hotel

JEA Advisers Institute brings journalism teachers from across the country together for a week of adviser-specific training and networking.

Monday’s Opening Reception is the first conference session starting at 8 p.m. On Tuesday, breakout sessions begin at 9 a.m. and end at 5 p.m. On Wednesday, all attendees will participate in our Team Storytelling experience. This all-day event gets everyone out of the hotel to experience Washington. The Institute ends by noon Thursday.
2023 AND 2024 SCHOLASTIC JOURNALISM WEEK SPONSORSHIP

Special opportunity for this new sponsorship!

Commit by Jan. 20, 2023 to be included in promotions for Scholastic Journalism Week 2023 AND 2024.

PLATINUM SPONSORSHIP  [ 4 AVAILABLE ]
$2,500

Event promotions
- Logo or name included in all promotions for Scholastic Journalism Week 2023 AND 2024
- Name and logo displayed on Scholastic Journalism Week website
- Logo on front of Scholastic Journalism Week 2024 classroom poster, mailed to 2,500+ JEA members in November 2023
- 8.5x3 vertical inch ad on back of 2024 Scholastic Journalism Week classroom poster
- 600x300 pixel email ad banner to be included in all Scholastic Journalism Week daily email promotions Feb. 20-24, 2023 AND Feb. 19-23, 2024 (can provide up to 5 ad images to share a unique ad image in each daily email)
- 1920x1080 pixel ad images (up to 4) shared on JEA Scholastic Journalism Week Twitter account Feb. 20-24, 2023 AND Feb. 19-23, 2024. Sponsor thank you message and URL shared twice daily and retweeted on JEA Twitter account.

Plus, your brand featured in JEA media
- 300x300 pixel JEA.org website ad for month of February 2023 and 2024
- Full page (8.5x11 inch) ad in C:JET magazine summer 2024 issue
- 25% off website ads for JEA.org or JEADigitalMedia.org through December 2024

SPONSORSHIP EXCLUSIVITY
$5,000
Limited availability — may not be available until next year

Become the sole sponsor of Scholastic Journalism Week. Exclusivity on event promotions and twice as many brand promotions.

ABOUT THE EVENT
Feb. 20-24, 2023

Scholastic Journalism Week is designated to celebrate scholastic journalism and emphasize the importance of scholastic journalism in our communities.

The 2023 theme is "More to the story," which reminds students to pursue multiple sources and investigate different angles.

JEA resources include classroom activities for student publication staffs to promote and participate in Scholastic Journalism Week in their schools and communities.

JEA sends daily emails to members throughout Scholastic Journalism week to encourage participation and features participating schools on social media.

Contact Lindsay Porter to start connecting with the JEA audience.
Porter@jea.org
316-204-2004
2023 AND 2024 SCHOLASTIC JOURNALISM WEEK SPONSORSHIP

GOLD SPONSORSHIP
$1,250

▪ Logo or name included in all promotions for Scholastic Journalism Week 2023 AND 2024
▪ Name and logo displayed on Scholastic Journalism Week website
▪ Logo on front of Scholastic Journalism Week 2024 classroom poster, mailed to 2,500+ JEA members in November 2023
▪ 3x3 vertical inch ad on back of Scholastic Journalism Week 2024 classroom poster

SILVER SPONSORSHIP
$750

▪ Logo or name included in all promotions for Scholastic Journalism Week 2023 AND 2024
▪ Name and logo displayed on Scholastic Journalism Week website
▪ 3x3 inch horizontal ad on back of Scholastic Journalism Week 2024 classroom poster

ABOUT THE POSTER

Scholastic Journalism Week 2023 features the first commemorative poster featuring a student design to promote Scholastic Journalism Week.

The 2024 poster design contest takes place in the spring of 2023 with community voting in early fall and the winning design announced at the fall national convention.

Sponsors are promoted during every step of the contest.

MORE TO THE STORY

Scholastic Journalism Week Feb. 20-24, 2023

Contact Lindsay Porter to start connecting with the JEA audience.
Porter@jea.org
316-204-2004

Deadline to participate in 2023 and 2024: Jan. 20, 2023
Deadline to participate in 2024: March 1, 2023 (2024 poster contest promotions begin)