



Tuesday, May 5, 2020
ZIEGFELD BALLROOM • NYC



*Celebrating 50 years
protecting the First Amendment*

Co-Chairs

Amanda Bennett • Donald E. Graham • Norman Pearlstine • Brad Smith • Steven R. Swartz

SPONSORSHIP OPPORTUNITIES

[RCFP.ORG/50](https://rcfp.org/50)

The Freedom of the Press Awards – 50th Anniversary Edition!

Please join us as we celebrate 50 years of providing legal services to journalists and news organizations. We will remember highlights from our history and honor some of today's finest journalists and media lawyers.

The Freedom of the Press Awards brings together the best and brightest in journalism and media law. More than 600 guests celebrated at the 2019 event, and we are expecting an even larger turnout for this fabulous party. Our goal is to raise more than \$1.5 million – funds that will directly support the *pro bono* legal services we provide to journalists and news organizations across the United States.

Festivities begin with a cocktail reception featuring signature press freedom cocktails, continue with a seated dinner, video presentations and honoree recognition. We will conclude with a delicious dessert reception.

We invite you to join us as a sponsor of this very special occasion.



Behind many great news stories is a great lawyer who helped get the records. The Reporters Committee for Freedom of the Press has helped reporters all over the country (including me!) break open important investigations.

— SARAH RILEY, *The Trace*

Our Work

The Reporters Committee for Freedom of the Press was founded by leading journalists in 1970 when the nation's news media faced a wave of government subpoenas asking reporters to name confidential sources. Today, we are the only national organization to provide free legal services to reporters and news outlets representing small and large newsrooms across this country.

Our mission is to protect the right to gather and distribute news; to keep government accountable by ensuring access to public records, meetings, and courtrooms; and to preserve the principles of free speech and unfettered press, as guaranteed by the First Amendment of the U.S. Constitution.

Our attorneys work with journalists, news organizations, media lawyers, and technology companies on free press issues ranging from access to courts, open government, and freedom of information to reporter's privilege, prior restraint, libel and privacy, and the establishment of new digital precedents under the First Amendment.

In 2019, we launched the Local Legal Initiative, with generous support from the Knight Foundation, through which we are significantly expanding the resources available in local media ecosystems.

OUR SERVICES INCLUDE:

- *Pro bono* legal representation by our team of talented attorneys
- *Amicus curiae* support
- Competitive fellowships and internships to support the next generation of media lawyers and First Amendment defenders
- A Legal Hotline that's available seven days a week for journalists and media lawyers
- Expert commentary on free press issues in the news

SPONSORSHIP LEVELS

RCFP.ORG/50

PRESENTING SPONSOR



LEADERSHIP SPONSOR

HEARST

ANNIVERSARY CHAMPION

Norman Pearlstine

Anniversary Champion – \$100,000

As an Anniversary Champion, your company will enjoy benefits and branding related to this high-profile event.

The benefits package includes:

- Premier dinner seating for one (1) table of 12 with personalized welcome notes and special gifts for each of your guests.
- Invitation for 4 guests to VIP reception with honorees, gala leadership and other special guests.
- Prominent recognition in print, email, and social media and at the event.
- Corporate name listed as Anniversary Champion on event invitations (print and email) and printed programs. (Deadlines apply)
- Complimentary Platinum Level digital ad to run on video screens during dinner. (Deadlines apply)
- Hyperlinked corporate name on the Reporters Committee and event websites.
- Corporate leadership recognition on all post-gala publicity and acknowledgements.



2019 Event

Cocktail Reception Sponsor – \$75,000 (One Available)

As the Reception sponsor, your company sponsors the VIP cocktail reception for honorees, gala leadership and special guests, as well as the general cocktail reception that follows for all guests. Your company will also be featured in a prominent way throughout the Freedom of the Press Awards gala and will enjoy exclusive benefits and branding before, during and after this high-profile event.

This exclusive package includes:

- Co-branded cocktail reception to precede the main dinner event and featuring passed hors d'oeuvres and specialty cocktails.
- Invitation for 12 guests to VIP reception with honorees, gala leadership and other special guests. Exclusive photo-ops.
- Premiere dinner seating for one (1) table of 12 with personalized welcome notes and special gifts for each of your guests.
- Prominent recognition in print, email and social media and at the event.
- Corporate name listed as Cocktail Reception Sponsor on event invitations (print and email) and printed programs. (Deadlines apply)
- Full page advertisement in printed program and Platinum Level digital ad to run on video screens during dinner.
- Hyperlinked corporate logo/name on the Reporters Committee and event websites.
- Corporate leadership recognition on all post-gala publicity and acknowledgements.



2019 Event

SPONSORSHIP LEVELS

RCFP.ORG/50

Dessert Reception Sponsor – \$60,000 (One Available)

As the Dessert Reception sponsor, your company sponsors the delicious post-dinner dessert reception for all 600+ guests. Your company will also be featured in a prominent way throughout the gala and will enjoy benefits and branding before, during and after this high-profile event. We will work with you to design an experience that best meets our mutual goals.

This exclusive package includes: **SOLD**

- Co-branded dessert reception following the main dinner event featuring some of Ziegfeld's finest sweet creations.
- Premiere dinner seating for one (1) table of 10 with personalized welcome notes and special gifts for each of your guests
- Prominent recognition in print, email and social media and at the event.
- Corporate name listed as Dessert Reception Sponsor on event invitations (print and email) and printed programs. (Deadlines apply)
- Full page advertisement in printed program and Gold Level digital ad to run on video screens during dinner.
- Hyperlinked corporate logo/name on the Reporters Committee and event websites.
- Corporate leadership recognition on all post-gala publicity and acknowledgements.



2019 Event

“

If our First Amendment means anything, it's that the government cannot retaliate against journalists based on the content of their reporting.

— GABE ROTTMAN, Technology and Press Freedom Project Director

Legacy Champion – \$50,000

The benefits package includes:

- Dinner seating for one (1) table of 10.
- Corporate name listed as Legacy Champion on event invitations (print and email) and printed programs. (Deadlines apply)
- Complimentary Gold Level digital ad to run on video screens during dinner. (Deadlines apply)
- Recognition in print, email and social media. (Deadlines apply)
- Hyperlinked corporate name on the Reporters Committee and event websites.
- Corporate leadership recognition on all post-gala publicity and acknowledgements.

Advocate – \$25,000

The benefits package includes:

- Preferred dinner seating for one (1) table of 10.
- Optional – Preferred dinner seating for one (1) table of 8 and (2) seats to be given to working journalists or press freedom allies (to be seated elsewhere).
- Complimentary Silver Level digital ad to run on video screens during dinner.
- Recognition in print, email and social media. (Deadlines apply)
- Hyperlinked name recognition on the Reporters Committee and event websites.

Defender – \$15,000

The benefits package includes:

- Preferred dinner seating for one (1) table of 10.
- Optional – Preferred dinner seating for one (1) table of 8 and (2) seats to be given to working journalists or press freedom allies (to be seated elsewhere).
- Recognition in print, email and social media. (Deadlines apply)
- Name recognition on the Reporters Committee and event websites.

DIGITAL AD LEVELS

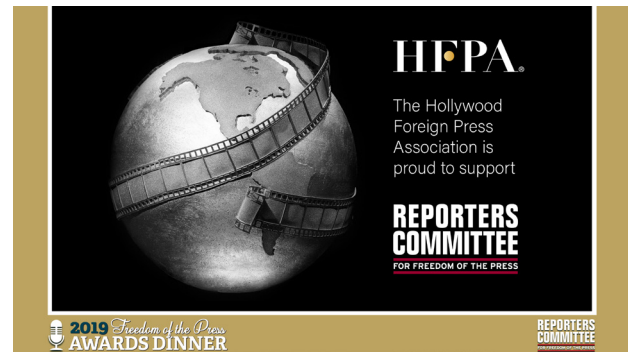
RCFP.ORG/50

\$7,500 Platinum Page Digital Ad



sample ad from 2019

\$5,000 Gold Page Digital Ad



sample ad from 2019

\$2,500 Silver Page Digital Ad



sample ad from 2019

\$1,500 Bronze Page Digital Ad



sample ad from 2019

DIGITAL AD SPECS/DEADLINE

All ads for digital journal should be 16:9 ratio

- 10" x 5.627" (3000px x 1688px)
- 300 dpi
- RGB .pdf file
- Full color. No bleed.
- Do not use a font size below 24 point to ensure proper viewing.
- All fonts must be embedded into the document.

If you wish us to design the ad for you, please send your ad text and logo to tdoolin@inezevents.com.

All ads or ad text must be received by April 17, 2020.

SPONSORSHIP CONTACT:

Reporters Committee for Freedom of the Press

Jennifer Pelton, Director of Development

202-795-9319 | jpelton@rcfp.org

rcfp.org/50