

NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS  
**EXCELENCIA AWARDS**  
2024

**DECEMBER 7, 2024**

**Awards Gala | Networking & Connections | Legacy, Mission & Impact**

NAHJ's Excelencia Awards honor outstanding contributions made by individuals, corporations, and organizations to support the advancement of Hispanic students, professionals, and educators in journalism. The winners will be announced at The Excelencia Awards and NextGen Benefit, a gala event to strengthen community connections and raise money for the next generation of Hispanic journalists.

This year, as NAHJ celebrates its 40th anniversary, it is partnering with the California Chicano News Media Association for the event. The joint event will focus on Latina leadership, paying tribute to the rich legacy and profound contributions of Latina leaders past and present.

**BENEFITING THE THE  
NEXT GENERATION  
OF HISPANIC  
JOURNALISTS.**

NAHJ's share of benefit proceeds will go to NAHJ's NextGen programs, including scholarships, mentorship programs, internships, training workshops, and other critical resources aimed at empowering aspiring Hispanic journalists to achieve their professional goals and make a lasting impact in media.

LEARN MORE: [WWW.NAHJ.ORG/EXCELENCIA](http://WWW.NAHJ.ORG/EXCELENCIA)

**EVENT DETAILS**

6:00 PM RECEPTION

7:00 PM AWARDS GALA

**LOCATION**

LOEWS HOLLYWOOD  
HOTEL, LOS ANGELES, CA

**Awards**

**National Latina Journalist of  
the Year**

**National Student of the Year**

**Ñ Legacy Award**

**Corporate Diversity Award**

**Volunteer/Community Award**

# Sponsorship Package



## Presenting Sponsor

\$50,000

- Two (2) Premium Reserved Tables
  - Twenty (20) Gala Tickets
  - Opportunity to provide welcome remarks
  - Acknowledgment during the welcome speech
  - Prominent logo placement and "Presenting" recognition on all marketing materials
  - Promotion pre/post event in newsletter & social media
  - Option to provide Welcome letter for program book
  - (1) Full-page ad in program book
  - Logo w/URL link on event website
  - Table placard with sponsor's logo
  - Opportunity to distribute/place a promotional item
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## Champion Sponsor

\$35,000

- Two (2) Premium Reserved Tables
  - Twenty (20) Gala Tickets
  - Opportunity to provide closing remarks
  - Prominent logo placement on all marketing materials
  - Acknowledgment during the welcome speech
  - Promotion pre/post event in newsletter & social media
  - (1) Full-page ad in program book
  - Logo w/URL link on event website
  - Table placard with sponsor's logo
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## Visionary Sponsor

\$25,000

- One (1) Premium Reserved Table
  - Ten (10) Gala tickets
  - Prominent logo placement on all marketing materials
  - Acknowledgment during the welcome speech
  - Promotion pre/post event in newsletter & social media
  - (1) Half-page ad in program book
  - Logo w/URL link on event website
  - Table placard with sponsor's logo
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## Pioneer Sponsor

\$15,000

- One (1) Reserved Table
- Ten (10) Gala tickets
- Logo placement on all marketing materials
- Promotion pre/post event in newsletter & social media
- Half-page ad in program book
- Logo on event website
- Table placard with sponsor's logo

# Sponsorship Package Cont.



**\$7,500**

## Advocate Sponsor

- One (1) Reserved Table
  - Ten (10) Gala tickets
  - Logo placement on all marketing materials
  - Logo on event website
  - Table placard with sponsor's logo
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**\$15,000**

## Reception Sponsor

- Acknowledgment during the welcome remarks
  - Five (5) Gala tickets
  - Branded signature/specialty Cocktail
  - Signage with sponsor branding and logo
  - Sponsor logo recognition on marketing materials
  - Sponsor logo on event website
  - Promotion pre/post event in newsletter & social media
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**\$10,000**

## Photo Booth Sponsor

- Three (3) Gala tickets
  - Logo on digital 360 photo downloads
  - Promotion pre/post event in newsletter & social media
  - Sponsor logo on event website
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**\$5,000**

## Program Book Sponsor

- Logo on Program Book Cover
  - (1) Full-page ad in program book
  - Three (3) Gala tickets
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**\$5,000**

## Table Sponsor

- One (1) Reserved Table
- Ten (10) Gala tickets
- Table placard with sponsor's logo

For questions regarding sponsorships contact:  
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