



ASJA EDUCATIONAL FOUNDATION

a program of the
AMERICAN SOCIETY OF JOURNALISTS AND AUTHORS CHARITABLE TRUST

What's the ASJA Writers Conference?

The ASJA Writers Conference, now in its 40th year, is a three-day program of professional development for independent writers. It's a tremendous opportunity for networking, where attendees seek out story ideas for articles, columns, blogs, books, and other media; share ideas and information about practices, tools, and issues of importance to the reading and writing community; and go back to their desks filled with inspiration and initiative.

Why Sponsor?

Sponsorship creates your position as a prime point of contact with the freelance writing industry. Every year, hundreds of top-notch, professional nonfiction writers specializing in health, beauty, fitness, finance, business, celebrities and many other genres attend the Conference looking for fresh article and book ideas, a new crop of reliable sources, new tools and resources for their business, as well as networking opportunities. Also in attendance are hundreds of editors, agents, publishers and industry leaders who come to interact with the writers they need.

And that's where you come in. Sponsorship lets you give presentations to, conduct demonstrations for, and trade contact information with attendees of this one-of-a-kind event. Sponsors at every level get terrific visibility at this exciting event AND with the 1500-member-strong national association. Sponsorship also shows your support for a strong independent media now and into the future.

**See the next page for levels and benefits of Conference Sponsorship.
Questions? Call Alexandra Owens at (212) 997-0957.**

The ASJA Educational Foundation, a program of the ASJA Charitable Trust, brings information, skills, tools, and resources to professional independent writers nationwide. Contributions are tax-deductible and go to support the educational programming of the Foundation.

AMERICAN SOCIETY OF JOURNALISTS AND AUTHORS CHARITABLE TRUST
Alexandra Owens, Executive Director • director@asja.org



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ASJA 40th Annual Writers Conference, April 29 – May 1, 2011 Sponsor / Supporter Levels and Benefits

Platinum Level (\$20,000)

- Ten complimentary full Conference registrations
- Double exhibit space at the Idea Marketplace
- Full-page ad in 2011 Conference Program Guide
- Company representative remarks at sponsored meal or event
- Insertion of flyers or promotional items into Conference tote bag
- Company Logo/Banner displayed at registration area
- Full page ad in 2011 Conference Program Guide
- 12 months presence on ASJA's Web site, prominently noted as Major Supporter of the **ASJA Educational Foundation**

Gold Level (\$15,000)

- Five complimentary Conference registrations
- Exhibit space at The Idea Marketplace
- Sponsorship acknowledgement in all Conference mailings and ASJA's Web site
- Logo displayed/linked on sponsor page on ASJA's Web site; cited as Major Supporter of the **ASJA Educational Foundation**
- Company Logo/Banner displayed at sponsored meal, workshop, or event
- Half-page ad in 2011 Conference Program Guide
- Company representative remarks at sponsored meal or event
- Insertion of flyers or promotional items into Conference tote bag

Silver Level (\$10,000)

- Three complimentary Conference registrations
- Exhibit space at The Idea Marketplace
- Sponsorship acknowledgement in all Conference mailings and ASJA's Web site
- Logo displayed/linked on sponsor acknowledgement page on ASJA's Web site
- Company Logo/Banner displayed at sponsored meal, workshop, or event
- Quarter-page ad in 2011 Conference Program Guide

Bronze Level (\$5,000)

- Two complimentary Conference registrations
- Exhibit space at The Idea Marketplace
- Sponsorship acknowledgement in all Conference mailings and ASJA's Web site
- Logo displayed/linked on sponsor acknowledgement page on ASJA's Web site
- Company Logo/Banner displayed at sponsored meal, workshop, or event

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Specific Conference events available for sponsorship or co-sponsorship:

Awards Luncheon / Keynote Address — \$10,000 (Silver Level sponsorship)

Friday, April 29 and/or Saturday, April 30

Special Opportunity for Gold Level Sponsor: *be the host of both events!*

Conference Program Guide — \$10,000 (Silver Level sponsorship)

Each Conference attendee receives this program and comprehensive guide to Conference activities. **Back cover ad is reserved for the sponsor.**

Evening Reception — \$5,000 (Bronze Level sponsorship)

Friday, April 29 and/or Saturday, April 30

Conference CyberLounge and Exhibit Area — \$5,000 (Bronze Level sponsorship)

Conference Souvenir Tote Bag — \$5,000 (Bronze Level sponsorship)

Exclusive sponsorship with your logo emblazoned on the bag.

Can't sponsor? Participate as a Host or Friend and get exhibit space and great visibility:

CyberLounge Tech Co-Host — \$2,500

Host a morning or afternoon beverage break — \$2,500

Friday, April 29 and/or Saturday, April 30

Host the Hospitality Suite — \$2,500/each day

Friday, April 29 and/or Saturday, April 30

Name tag lanyards — \$2,500

Provides a custom-made lanyard with your logo to hold attendee name tags.

Friend of the Foundation - \$1,000

Exhibit space on Friday, April 29 and Saturday, April 30

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Event name/date: ASJA 40th Annual Writers Conference, April 29 - May 1, 2011

Name of Sponsoring/Supporting Organization _____

Contact Name / Title _____

Phone & e-mail _____

Mailing Address _____

City, State, ZIP _____

Sponsorship level selected: _____

Total Amount due: \$ _____

Signature / Date signed: _____

RETURN THIS PAGE TO ASJA by fax at (212) 937-2315 or e-mail to director@asja.org. Please indicate your chosen method of payment below.

HOW TO PAY (please circle one):

Pay by credit card or e-check online at <http://www.asja.org/efsponsor>
(Payment is processed through PayPal; no PayPal account is required.)

—OR—

Make check payable to the ASJA Charitable Trust, note
“for ASJA Educational Foundation” in memo. Mail to address below.

Cancellation Policy: Refunds will not be granted after February 1, 2011. All requests for refunds must be made in writing to director@asja.org. Complimentary registrations will be invalid if your sponsorship is canceled.

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